

**A STUDY ON WOMEN'S SATISFACTION TOWARDS FREE PUBLIC
TRANSPORTATION SCHEME WITH SPECIAL REFERANCE TO
COIMBATORE CITY**

BY

R VISHNU MAYA

(21PEC016)

**A THESIS SUBMITTED TO THE
AVINASHILINGAM INSTITUTE FOR HOME SCIENCE
AND HIGHER EDUCATION FOR WOMEN
COIMBATORE - 641 043**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
DEGREE OF MASTER OF ECONOMICS**

MAY 2023

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UNDER THE SUPERVISION OF

Dr. M. SHANTHI

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CERTIFIED AS BONAFIDE RESEARCH WORK


SIGNATURE OF THE

HEAD OF THE DEPARTMENT


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Acknowledgement

ACKNOWLEDGEMENT

First and foremost, the investigator is extremely thankful to the **Lord Almighty** for the grace and blessings showered to complete the thesis work in successful way.

The investigator wishes to express her immense gratitude to the **Managing Trustee, Dr.T.S.K. Meenakshi Sundaram**,Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing the opportunity and exposure to the world of knowledge.

The investigator is thankful to the **Chancellor, Dr. S.P. Thyagarajan**,Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing the opportunity to conduct the study.

The investigator has great pleasure in conveying her profound gratitude to **Vice Chancellor, Dr. V. Bharathi Harishankar**,AvinashilingamInstitute for Home Science andHigher Education for Women, Coimbatore, for the academic support given for the study.

The investigator is thankful to the **Registrar, Dr. (Tmt) S. Kowsalya**,Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for all the administrative support given for the completion of the study.

The investigator conveys her heartfelt thanks to **Dr. M. Manonmani, Dean School ofArts and Social Sciences and Professor in Economics**,AvinashilingamInstitute for Home Science and Higher Education for Women, Coimbatore, for all the administrative and valuable suggestions given during the study.

The investigator conveys her gratitude to **Dr. S. Gandhimathi, Professor and Head of the Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her inspiration and constant encouragement during the course of the study.

The investigator sincerely thanks and expresses her deep sense of gratitude to **Dr. M. Shanthi, Assistant Professor, Department of Economics**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for her expert guidance, keen interest and immense help rendered throughout for the successful completion of the study.

The investigator expresses her deep sense of gratitude to the **Librarians** of the Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for their help rendered in compiling literature from e-journals and reference books. The investigator extends her thanks to **other souls** who gave direct and indirect help for the undergoing this study.

LIST OF CONTENTS

S.NO	CONTENTS	PAGE NO
1	INTRODUCTION	1 – 13
2	REVIEW OF LITERATURE	14–30
3	METHODOLOGY	31– 38
4	RESULTS AND DISSCUSSION	39–60
5	SUMMARY AND CONCLUSION	61 – 73
6	BIBLIOGRAPHY	
7	ANNEXURE	

TITLE

TABLE NO.	TITLE OF THE TABLE	PAGE NO.
4.1	AGE CLASSIFICATION OF THE WOMEN RESPONDENTS	39
4.2	MONTHLY INCOME OF THE RESPONDENTS	44
4.3	MONTHLY FAMILY INCOME OF THE RESPONDENTS	44
4.4	TYPE OF FAMILY	45
4.5	AREA OF RESIDENCE	45
4.6	FREQUENCY OF TRAVEL IN PUBLIC TRANSPORT	46
4.7	REASONS TO TRAVEL IN PUBLIC TRANSPORT	46
4.8	AVAILABILITY OF FREE BUSES	47
4.9	BUS STOPS AT EVERY TERMINAL	47
4.10	THE BUS GIVES YOUR DESTINATION INFORMATION	48
4.11	PREFERS ALTERNATIVE MODE OF TRANSPORT	48
4.12	AWARE OF COMPLAINT NUMBERS	49
4.13	REGISTERED ANY COMPLAINT	50
4.14	DETAILS ON PROPER RESPONSE	50
4.15	RELIABILITY STATISTICS	51
4.16	KMO AND BARTELETT'S TEST MEASURES	52
4.17	ROTATED COMPONENT MATRIX	52 – 53
4.18	MONTHLY SAVINGS BEFORE AND AFTER THE "FREE BUS TRAVEL SCHEME"	55
4.19	MONTHLY EXPENDITURE ON FOOD ITEMS BEFORE AND AFTER "FREE BUS TRAVEL SCHEME"	56
4.20	MONTHLY EXPENSES NON-FOOD ITEMS	

	BEFORE AND AFTER "FREE BUS TRAVEL SCHEME"	58
4.21	SATISFACTION LEVEL OF THE RESPONDENTS WITH SERVICE PROVIDED BY PUBLIC TRANSPORT	59

LIST OF FIGURES

FIGURE NO.	TITLE OF THE FIGURE	PAGE NO.
4.1	EDUCATION STATUS OF THE RESPONDENTS	40
4.2	MARITAL STATUS OF THE RESPONDENTS	41
4.3	STATUS OF THE RESPONDENTS	42
4.4	WORKING SECTORS OF THE RESPONDENTS	42
4.5	SUGGESTIONS OF THE RESPONDENTS ON THE SERVICE PROVIDED BY PUBLIC FREE OF COST BUSES	43

A STUDY ON WOMEN'S SATISFACTION TOWARDS FREE PUBLIC TRANSPORTATION SCHEME WITH SPECIAL REFERANCE TO COIMBATORE CITY

CHAPTER - I INTRODUCTION

TRANSPORTATION:

The word 'Transport' has been derived from 'Latin' word "Transportage". Trans means 'across' and portage means 'to carry'. Transport means to carry to the other side or from one place to another. Transport as such is a service that helps goods and persons to be carried from one place to another. A good transport system is an important one for the development of the economy of any country (Arunachala Perumal, 2018).

It is a shared opinion that transport plays an important role in the economic development of a country. This phenomenon applies not only to India but to the entire world as well. The spread of production trade and ideas and the social and cultural interaction between people all over the world depends upon movement. Transport is important in two areas namely personal transport and movement of raw materials for production and the finished products to its consumers in various locations. As the world has become a global village thanks to the development of science and technology, modern people are greatly interested in visiting places for business and tourism. In similar way transportation of materials from where it is available in excess to the places of need has also increased phenomenally in the modern times. These things will not become reality without proportionate improvement in transport in the modern world (Arunachala Perumal, 2018).

Transport infrastructure connects people from different place to different locations, it enables supply goods and service around the world and allows people to interact and generate the knowledge that creates long term growth. The effective vehicle framework satisfies the social and financial needs and furthermore assumes a fundamental job in the general improvement of the nation. Larger population uses various modes of transportation it can be either private vehicles or public transportation. Private vehicles like car, taxi, auto rickshaws, bike, bi-cycle, carriage horse, snowmobile, etc., but majority of the population uses public buses. India has different modes of transport connectivity such as air transport, water transport, railways, road transport, from these railways, road transport and airways are most available in India. One of fastest growing sector in

India is transportation. India has largest network in public transportation system. With the help of transport even remote areas connected through private or public transportation. Buses are commonly used public transport, even in small countries.

Transport provides, the standard of living of a particular place at a given point of time. Road transport is an ancient form of transports. Even day-to-day it plays a vital role amongst all other modes of transport. Road transport service are rendered by buses operated, both by the public as well as private sectors. The bus services, can be classified into two types, namely, city bus service and mofussil service both of public and private sectors. Transport is the life blood of utilisation and constitutes an important item of infrastructure for socio-economic and cultural growth. Transportation has been of a special interest to the economists, because of the unique place it occupies in the economic activity of society, and because of the unique institutional setting, in which creates, time and place of utility through the physical transfer of persons and goods from one location to another (Gomathi, 2016).

Transport plays a crucial part in sustaining and increasing the economic growth. A well-developed transport network facility reflects the integration and interdependence of the different sectors by aiding quick and adequate movement of men and material. In countries like India road transport demands a higher priority since it forms the backbone of the passenger mobility system and is the principal carries of developmental process from one part of the country to another. The more extensive and continuous production in any sector, the greater will be the need for transport facilities. Transport development helps to open up remote regions and resources for production and helps in fuller utilisation of resources. An efficient public transportation system is essential for improving the standard of life of the community. Generally, transports are classified into roadways, railways, waterways and airways. It plays a predominant role in conveying people and goods from one place to another (Sunitha and Shunmugaselvi, 2019).

Transportation is one of the quality of life and it is a bridge that enables an individual to visit and patronise local amenities, travel to work, and contact with family and friends. It is also called sustainable transport system as a result of the eco-friendlier and more environmentally-conscious psyche of the 21st century global citizen such as cleaner air, safer roads, conducive method to destinations and having a plethora of transportation options made available to them. Thus, it promoted physical health, safety and well-being of population (Bunting, 2004).

India's passenger transport for the short and medium distances essentially bus oriented. Bus enjoy a distinct edge over the modes of transport because of their flexibility and accessibility to large number of village and towns out of total passenger movement of the 90% is met by road transport especially buses (Renjitha, 2021).

HISTORY OF PUBLIC TRANSPORTATION:

The first public transport ever launched by Blaise Pascal in France, 1662. Two-three passengers are carried through horse-carriage. The bus is derived from French voiture omnibus, bus carries large number of passengers. Bus carries driver and conductor. Large number of people commonly use buses in rural areas, small cities and towns, in urban or large cities they use bus transport for supplementary. Above 90% of transport service is take up by the bus transport. After US, India has second largest road network. India's growth rate in this sector is about 7.5% per annum. With large growing population in the cities there are multiple issues were also growing, that includes traffic congestion, Air pollution, increasing road accidents, rising green house gas, and increasing number of privately-owned vehicles. These problems affect the India's growing economic development, soonly there should be remedial measure are taken by the Indian government.

HISTORY OF PUBLIC TRANSPORTATION IN INDIA:

Since the evolution of humankind, need for movement has expanded. During the medieval time there was minimal transportation as only countable population needed travel, the exception being for the nobles and genteel. But, soon enough this concept was altered with the customization and more personalization of transportation needs. In the infancy of transportation, only animals were used for transportation broadly mainly categorised as goods transporter and passenger transporter. Whereas, goods were transported in bulk normally passengers could not be transported in large amounts due to lack of space; hence an expeditious and spacious mode was the need of time. This led the invention of wheel and the much consequential introduction of wheel cart driven by animals of incredible strength. Now the people could travel in bulk, transport goods in high amounts, leave luxury to the elites and also provide limited accommodation transportation by animals for more personal travel experience. But, even such a significant invention had its drawbacks. The amount had now increased but the speed was a fag. Even though, the number of animals were increased to enhance the power, it was not always helpful as final output was not as high as needed. The system of using only animals for transportation lasted for centuries becoming

faltering with time as a lot of good could occur. Thus, need to develop a felicitous transportation aroused. No sooner than inception of mechanics was hitting the doors, which now could replace human and animals in the areas of work. Then infusion of trains brought an incontestable change in the public transportation sector. It was the incontrovertible achievement of transportation industry. Now, people along with the goods can move from one place to another. The trains were an inimitable source of transport in India. Then buses were injected. The buses were another feather on the cap of transport industry. Although, buses have restricted movement. But they could evade the insuperable issue of connectivity twixt urban and rural areas. It connected cities to cities, cities to villages and to the towns. The transportation has a tremendous hand in development of villages, towns and cities. As it allowed people to connect with each other and to exchange a tidal wave of information. Since then, the education system has thrived. Expansion, growth and development were the result of unbowed transportation in India (Sharma and Swati, 2017)

THE GROWTH OF ROAD TRANSPORT:

The most popular mode of transport system in our country is the road transport. The road transport system helps in social interaction and affects the trade, commerce and industry. “India has one of the largest road networks in the world, i.e., 33.14 lakh km, consisting of (i) National Highways (NHs), (ii) State highways (SHs), (iii) Major District Roads (MDRs), and (iv) Rural Roads (RRs) that include other district roads and village roads. NHs with a length of 66590 km comprises only 2.0 per cent of the road network, but carry 40 per cent of the road-based traffic. SHs with a length of about 137000 km and MDRs with a length of 300000 km together constitute the secondary system of road transportation which contributes significantly to the development of the rural economy and industrial growth of the country” (Govt. of India, 11th five-year plan, 2007-2012). The road transport system consists of goods transport and passenger road transport including bus transport. The bus transport has been acclaimed as the most important means in the sphere of road transport as it is basic to mankind and fundamental for the maintenance of quality of life (Sawinder Kaur, 2015).

Road transport in India is used by majority of population because it's easy accessibility, comfort, connectivity. The large profits are coming from intercity buses in India because it covers major routes. These buses play a pivot role in intra city travels. Demand for transport has been growing rapidly in India. The demand for road transport is for both passengers and freight carriage because now a days 60% of passengers and balance 40% of freight so both demand the road

transport it leads to increasing demand for land. So, the demand for road transport shift to demand for land. The cost of transport bears depends on accessibility, quality and size of the road. Among the competitive world providing excellent quality is the strategy to get a success.

The government sector bus transportation has highest priority to provide best quality of service in transportation. There is the changing perspective of customers' expectations and preference between public and private transport service. The demand for transport subsequently increasing because of increasing population by both naturally and also due to migration from small towns and rural areas. So, demand increases this leads to increase for private vehicles specially personalized cars, two wheelers etc, this also depends on higher level income, middle in groups in urban areas, higher income groups use personalized vehicles, and next level income groups uses public transport like auto rickshaw, taxi, bus, from these public buses is the majorly used public transport. Mobility demands of commuters living in urban and metropolitan areas is continuously growing because of the desires to participate in increasingly varied activities motivated by physiological, psychological and economic needs (Eboli and Mazzulla 2012). The tremendous rise in public transportation gives many benefits, including increasing economical and personal opportunities, reducing fuel consumption, traffic congestion, road accidents and reduce gas emission. So public transport plays a crucial role in solution for nations, economic, environmental and energy challenges, and helps to increase quality of life of the people. Peoples are closely connected with public transport, in modern world peoples are highly mobilize for example home to work- work to home, that means urban population are increasingly dependent to automobile. The increasing dependent on transport may dually related to satisfy the need of the human population-economic and sustainability of urban.

Although, transport plays vital role in urban areas, the provided service by the transport system are frequently sometimes failed to satisfy the public needs and demand, and often ineffective, low productivity, even when they provide sufficient service. Perhaps, increasing the supply not automatically increase the demand and satisfaction. There should be sufficient measure to taken by the public transportation system to increase their demand and maintain existing customers and also attract new customer.

The working of the people in cities stand in need of movement, which is require to persuade various needs. The needs may include switch to school, college, work, religious centres, cultural, etc., there has been notable increase in automobile in latest years, tag along with there in decrease

in public transport, due to heightened convenience to passengers to choose more and more individual transport because of comfort and independence to travel. Because of finite road facilities in cities, there is urban problem like traffic congestion is growing, this leads to aggregate amount of troubles related to it. In recent days the country is experiencing congestion, limited parking space. The urgent task to the city transport system is to rectify the road infrastructure to satisfy their convenient needs. There are various methods to identify the issues but the important one is communication behaviour of the city's dweller. Which would increase the use of public transport service. For the residents make use of public transport, there should be affordable fare, comfort, ensure good quality of service.

The importance of public transport discerns in developing countries especially in India, where the production, businesses and transportation of finished and unfinished goods from one place to another place public transport is used as of medium of exchange of goods. Due to authentic factors such as production, distribution, means of support of rising population, and socio-economic status, there should be proper plan is needed for transportation. There should be increasing private vehicles for need of the people. If there would be extraordinary increase in nations economy, it is leads to increase in the demand for public transport for economies activities.

However public transport facing a very big problem. Public transport operator needs to attentive change in mobility and passenger's perception related to transport delivery in order to keep in profit. With persuade condition of buses, bus transport may not suitable for most of the passenger especially private vehicle owner. Thus, the bus transport remains low preferred transport. Although if there is predominant increase in quality of public buses it would increase the public bus users in future and consequently it reduces the private vehicle uses, it would help not only country but also for environmental improvement.

Public transportation is also experience as mass transport, public transit, or public transport. Public transport is a part of passenger transport service which is available for use by the common public with help of some modes such as ferry, taxi, car, tram, bus, train, boat, ship, and airplane. Public transportation is operated by government of country, state, district, taluka and village. Some time and some place government hire this kind of services for general public for better benefits. All control of the operation may under by the government as well as public private partnership. Most public transport service run from one place to another according to affixed schedule and timetable. Those people who have not own car, tram and bus, they use public transportation to go

places far away. Buses, trains and airplane are useful for long distance transportation. Public transportation is more often private transportation. When people use public transportation at that time, they need to take ticket or card from authorities like ticket counter, driver and conductor. Timetable tells them when they come and goes in public transportation. Some announcement also available all the bus stand, railway station and airport where passenger get information about his journey. The vehicle of public transportation is good condition as per government norms. So public transportation also good for the environment. Second thing most important that the fair of cost of public transportation is very low which attract to common people to catch public transport every day. Public transportation strongly helpful to general public for sending them where passengers want to go public transportation saves fuel, gasoline consumption and it reduces traffic on road. Public transportation provides economic opportunities and drives community growth and development in life of people (Jagdish Kanzariya and Hitesh Shukla, 2022).

TRANSPORTATION AND ENVIRONMENT:

Around 85% of green-house gas realised from transportation. One of the most effect use of transport make effective action taken by the individual to conserve energy. Using of public transport may save the other use of energy. An individual who shift to public transportation rather than use of private vehicle, can reduce the carbon di oxide gas emission by 20 pounds per day, i.e. more than 48000 pounds in a year, that is also equal to 10% of reduction in green-house gas emissions which is produced by two cars in a household. In most of the households have at least 2 cars, by avoiding the use of one car in a house and taking public bus transport can save 30% of emission of carbon di oxide and also reduces the use of energy such as petroleum. There is proven record of public transport has reduced the traffic congestion.

There are some knowledge about how public transport is perceived by customers, in some aspects like frequency, fare level, safety issues, travel time, reliability are the important factors in customers satisfaction on public transport service. To meet potential and present customers requirements, quality investments that really raise the perceived service performance regarding these attributes constitute an important issue (Richter et, al.,2008). In some countries, large investment is made for public transport sector to make more competitive to other means of transport especially private cars. There have been new services are developed and existing ones are being improved. In transport sector, an increase in quantitative or qualitative supply does not leads to automatic increase in satisfaction and demand. To make sure that investment really attracts

both the exiting and the potential customers envisaged, knowledge of satisfaction and service performance should provide policy makers and operational managers in public transport with valuable information (Nathanail 2007).

Last few years companies are fully focused on customer satisfaction and service quality. So, both the customers and companies are getting higher benefit through this strategy. The improvement of the existing service can attract the new users. This would solve the many problems like traffic congestion, noise pollution, energy consumption, because the private vehicles are used less. So, there is need for customers satisfaction for the development of public transport sector.

SATISFACTION:

Satisfaction can be defined as an experience of fulfilment of an expected outcome. Satisfaction or dissatisfaction with program or facility is influenced by prior expectation regarding the level of quality (Sigala,2004). The customers satisfaction may failure due to delay of transportation, this may create the dissatisfaction. Customers satisfaction is considered to be most important factor whether it is meant for a product or service. In case of failure to satisfy the customers, the company will be replaced by others and when industries offering various service, have to be more vigilant because there is special attitude that plays an important role attracting and retaining the customers. the underlying assumption is that there is a direct link between the actual service and the customer's perception of it. To increase the public transport use, the service should be designed and performed in a way that accommodates the levels of service required by customers (Khadija Abeid, 2015).

CUSTOMERS:

The term 'customer' has its origin from the word 'custom' which implies 'habit'. Any customer is particular person who frequently visits a specific shop, making it a habit to purchase products particular of that shop and with whom the shopkeeper has to maintain a relationship to keep his or her 'custom', meaning expected purchases in the future. Customers are shifting sands. It may or may not return to previous service provider the next time (Sharma and Swati, 2017).

CUSTOMERS' SATISFACTION:

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have met. Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchases, and price of the product

or service. Customer satisfaction is most important factors for every business and markets because it provides proper direction to owner as well as customer for their actually needs. So, customer can satisfy after purchasing product or service if he experiences by the same product or service. Customer satisfaction helps to business for profit maximization and cost minimization. Customer satisfaction also useful to increase level of growth of business and show the way how to sustain in the market for long time with profit (Jagdish Kanzariya and Hitesh Shukla, 2022).

Customer satisfaction is one of the most important standards influencing prominent change in work setup of any organisation including banks to maintain their customers and seek out new customers. the customer satisfaction is the resultant feeling gained by the customer after spending his hard-earned money. Similarly, dissatisfaction results during or after purchasing a good or service by the customer. Any possible customer is always double minded and is always comparing actual and expected performance of any product or service. Satisfaction of the customer is the resultant feeling after obtaining the service, resulting from the comparison between the actual and expected performance for the customer (Altai and Kodadah, 2008).

Passenger satisfaction can be observed as one of the most remarkable and primary components in any service and industry field because of the direct relationship with passenger's retention. The quality of life has become a world concern. It is known as general well-being of person or society, which is defined in terms of health and happiness, instead of wealth. Quality of life is multi-dimension sense of well-being which can be categorised into five dimensions which is physical, material, social, emotional, development and activity (Edubirdie, 2022).

Road transportation plays a vital in both rural and urban areas development. Tis mode of transportation may includes taxi, public buses and private vehicle. From these modes of transport public buses are the most usage means of transportation. But unfortunately, public buses are failed to satisfy the customers need and expectation in term of cost, comfort, traveling time, waiting time, safety of the bus, bus stop condition, safety during travel and others. Due to these main reasons' customers are dissatisfied with the service which they get. Public transportation comprises all transport facilities in which passengers do not use their personal means of transportation to travel. It includes buses, taxis, mini buses. Public transport is very important to passengers due to the fact that it offers opportunity to move from one place to others. It performs a lot of functions for passengers/ customers because it enhances the quality of the life in societies on condition that it provides safe, inexpensive and efficient services (Khadija Abeid, 2015).

The bus transport service industry plays an increasingly important role in the economy of many countries. In today's global competitive environment delivering quality services is considered as an essential strategy for success and survival. The government sector bus transport organizations have come under increasing pressure to deliver quality service and improve efficiency. Customer needs and expectations are changing when it comes to government or private services and their quality requirements (Dharmaraj, 2017).

SERVICE QUALITY:

The term "service quality" is the combination of two different words "service" and "quality". Service means "activity or benefit which one party can offer to another that is essentially intangible and does not result in the ownership of anything. Quality is most important for a strategic tool for maintain operational efficiency and better performance of business. Quality is very important factor in service sector for the success of any business. Service quality helps in profit maximization and customer satisfaction (Jagdish Kanzariya and Hitesh Shukla, 2022)

ANNOUNCEMENT OF "FREE BUS SERVICE SCHEME":

Tamil Nadu Chief Minister on May 7, 2021, Mr. M K Stalin issues a statement about scheme that enables all women in Tamil Nadu state to travel free of cost in government owned buses. Ever women qualify as beneficiaries in this scheme. This scheme sparked to women empowerment in the male centroidal society. Tamil Nadu is one of the welfare states which introduced innovative scheme for the improvement in the people status. On the outcome, the state government of Tamil Nadu has implemented this scheme named as "Free bus travel scheme" which is for women's empowerment and welfare, free travel to all women in all over Tamil Nadu state. The intention of this scheme which is announced by the state government for to rise the mobility of women and also their savings. The outcome of this scheme by the Tamil Nadu state can be a role model for all over India. lot of scheme were introduced by the Tamil Nadu state government but this free bus made a empower women. Apart from all scheme this free bus scheme shows that which changed term of stereotype of programmes or scheme or policy. This policy may directly or indirectly improve the status of women and their empowerment in the society. Behind this scheme the main intention was to encourage working women and increase the number of work participation of women. There no restriction in the number of trips in a day.

The state government of Tamil Nadu has allotted INR 1200 crore for the transport sector. The ex-government introduced the scheme like providing two-wheeler for the women who is under

the certain income level. But it got criticised and not encouraged by most of the people because it has lot of document work and terms and condition were applied, and also it increases traffic congestion and air pollution by emission of carbon di oxide. So, the scheme became failure. But this free bus scheme encouraged by lot of people because it has no terms and conditions, no paper work, all the women are beneficiaries of this scheme. The main criticism of this scheme is too much of useless travel mobility. This scheme is not first to introduced by Tamil Nadu state varies other states may introduced earlier. The government of Delhi and Punjab has introduced this free bus scheme before Tamil Nadu state. In these states the main intension was to empower women and their mobility. Different economic and social roles are taken by women and men which is reflected by varied travel pattern. Women chooses their travel pattern which depends upon parameters like affordable, safe, comfort, and frequency. To provide a secured and safety environment, one can go without any risk and easy mobility system. Unsafety transportation provide a barrier to women participation. In India Kerala has highest women literacy rate with 92%, it increases human development index. In India government of Delhi implemented free public transportation for women on 2019, November to provide a safety and secured travel for women to increase their mobility. The scheme called pink slip scheme. If this scheme enables women's participation to work equally with men then it increases India's GDP by 16-65% by 2025, said by Global study- 2015. One of the major aims to encourage women's participation in workforce, it limits their financial expenses. With help this scheme not only raises their mobility and also women can gain some outside knowledge and provide an opportunity to interaction with outside new peoples. The report says, day to day the female ridership has increased in Delhi public transport because of implementation of pink slip scheme. In all over India there is 23% of women labour force, in Delhi there is 11% visibly very low rate on women work participation. But this pink slip scheme has increased the women participation. This also leads to encourage people movement through public transportation, reduces traffic congestion, reduces parking issues, rises ridership in public transport, in cities like America and Europe has adopted this free of cost public transportation. In Tamil Nadu, as per the scheme provide free ridership in Tamil Nadu public transportation to improve female labour force in the state by encouraging access to women to education and work participation. End of the result shows that after providing this free bus scheme the ridership has increases from 40%-60%. Most of the users of free bus is college students and 50 above people. It also enables women to access education, employment, and other services.

RESEARCH GAP:

There are many studies were focused on customer attitude and satisfaction level on public transportation at the International as well as National level. But there were limited studies focused on women customer satisfaction level on free public transportation. Hence the present study tries to focus on the attitude and satisfaction level of women consumers of public transportation in Coimbatore.

OBJECTIVES OF THE STUDY

1. To study the socio - economic status of the selected women respondents in the study area
2. To examine the attitude of the women respondents about free public transport facility in the study area
3. To assess the service quality provided for free bus transportation in the study area
4. To study the satisfaction level of the passengers using public bus transport in the study area

HYPOTHESIS FRAMED:

- ❖ **HYPOTHESIS:** Customer satisfaction and quality of service provided by the Public transportation.

H₀: Customer satisfaction is not associated with service provided by the public transport.

H₁: Customer satisfaction is associated with service provided by the public transport.

- ❖ **HYPOTHESIS:** Monthly savings before vs after the “Free bus travel scheme”.

H₀: There is no significant difference between monthly savings before and after the “Free bus travel scheme”.

H₁: There is significant difference between monthly savings before and after the “Free bus travel scheme”.

- ❖ **HYPOTHESIS:** Monthly expenditure on food item before vs after the “Free bus travel scheme”.

H₀: There is no significant difference between monthly expenditure on food items before and after “Free bus travel scheme”

H₁: There is significant difference between monthly expenditure on food items before and after “Free bus travel scheme”.

❖ **HYPOTHESIS:** Monthly expenditure on non-food items before vs after the “Free bus travel scheme”.

H₀: There is no significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

H₁: There is significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

Review of Literature

CHAPTER - II

REVIEW OF LITERATURE

The review of literature of the present study is discussed under the following heads.

- Studies related to customers satisfaction with public bus transport
- Studies related to relationship between service quality and customer satisfaction
- Studies on customers satisfaction between government and private bus transport sector
- Studies related to women's empowerment through free bus scheme
- Other related studies

I. Studies related to customers satisfaction with public bus transport:

Anderson et al., (2008) assessed the impact of service operations failure on customer's satisfaction: Evidence on how failure and their source affect what matter to customers". The study found that the customer's satisfaction is lower for all service failure, they found that the level of satisfaction may differ between delayed and routines and the customers blame for that on service providers for the failure. The study also found that employees interaction takes a greater role on consumer's satisfaction during the service failure. There was failure of interaction between employee-customers is the main reason for low level of consumer's satisfaction.

Obtiani Astuti Budiono (2009) analysed customer satisfaction in public bus transport. The overall aim of the study was to understand the satisfaction of the customer in Indonesia public bus transport. The study chosen the respondents from the age group of 15-60 years. The study concluded that, the increasing motorization in Indonesia may cause the many problems like increasing population, traffic congestion, high number of traffic accidents. The functional factors that was strongly influenced on customer satisfaction. According to result, the customer is not satisfied with the service provided by the public transport in Indonesia.

Fonseca et al., (2010) done a study on "Service quality and customer satisfaction in public transports". The author identified that the service quality which impact on satisfaction of customer. The study collected data from customers and non-customers and tried to distinguish between satisfaction and dissatisfaction. The relevant data are collected on the bases of factors such as safety, comfort, speed, punctuality, and reliability are the dimensions of service quality which satisfies customer's needs. This classification of dimension is helpful to understand the importance which satisfy customers wants. The conclusion of the study helped the sector to compare with

other companies in the sector, and to distinguish between satisfaction and dissatisfaction of the customers and non-customers. the study concluded, the quality dimensions are important for the sector to maximize its satisfaction.

Islam et al., (2014) examined customer's satisfaction on bus transportation. The study was based on service quality and their relationship to satisfaction of the customer. From the study the authors tried to explain that in order to attract and keep more customers, the public transport need to improve their service quality to fulfil the customer's needs. In this study, they analysed the satisfaction level of the customers according to criteria like service, availability, environment, access and time. The study concluded that, the dimension of the service affected the total satisfaction. Most of the respondents was strongly agreed with the service dimension. The higher quality of the service provided by the public transport does not keep the customers but they attract potential customers.

Khadija Abeid (2015) done a study on "Assessment of customer satisfaction in public transport service in Zanzibar". The study focused to assess the customer satisfaction on public transport service provided by public bus operators in Zanzibar. The data was collected through questionnaire. The also examined the factors that influenced on customer satisfaction with public transport. The results of the study showed that the bus stop, waiting time, comfort, transport cost, cleanliness, safety, special buses and bus stop facility were these are the factors that highly influenced the customer satisfaction on public transport bus. Finally, the concluded that most of the customers are not satisfied with the quality of service provided by public transport operators in Zanzibar. The study also recommended some suggestions to improve the quality of the service, provide adequate service when passengers needed, to increase the efforts of the owner of the buses to get the satisfaction.

Saravana (2016), conducted a study on "They play an incredible role in improving the public transport system of Kerala: A study on the satisfaction level of KSRTC passengers". The study found out some variables that affecting the passenger's satisfaction such as timeliness, travel comfort, fare, staff behaviour towards customers, concessional rate, additional bus service during festival season and other services. The main finding the study gives that outside Kerala service and rural service need some improvement and staff behaviour towards customers are fully favourable. The study also provided some innovative solution to the public transport sector to

increase their satisfaction level of the customers included as spot bus service, Wi-Fi facility, online booking, better maintenance service to the customers.

Singh Sanjaya (2016), assessed “Passenger satisfaction with public bus transport service in Lucknow city (India)”. The main aim the study was to assess the passenger’s satisfaction towards the public bus transport in Lucknow city. The study collected the satisfaction of customers which based on factors like affordable fare, availability of seats, cleanliness, etc, which affecting the satisfaction of the customers. the satisfaction of the customer in Lucknow city also depends on according to their employment. The study found that most of the peoples are unhappy with existing service of public transport and only 6% of the respondents are satisfied. The outcome of the study showed that customers are dissatisfied by the service provided by public transport. The researcher gave some suggestions measures for security factors like installing CCTV in buses and bus station.

Manoj Kumar et al., (2016), in their study on “Public transport quality and passengers’ satisfaction: A case of URSRTC, Agra, India”, tried to identify the passenger’s satisfaction and to find that passengers’ alternative solution for different transportation. The study collected primary data using questionnaire from the people who are regularly travels in URSRTC. This study reveals the satisfaction level of passengers on public transport with a quality of service being offered by UPSRTC in Agra district of UP state in India. From the result of the study reveals that the factors which affect the satisfaction level of the customer they are timing condition of buses, available seats, comfort, etc and other factors includes behaviour of driver and conductor providing snacks and other food, are compared to other competitors. The study concluded that most of the respondents are satisfied by the service provided by URSRTC in Agra district. The study also an attempt to reduce the high degree of dissatisfaction of the URSRTC customer. The study’s outcome revels that URSRTC need to improve its service quality, then only it can reduce its dissatisfaction of the customer and to increase socio- economic condition of the state.

Gao et al., (2016), in their study “Public transit customer satisfaction dimensions discovery from online reviews”. The study’s main purpose is to identify the size of the customers satisfaction towards public transportation service. The study collected their primary source of data through online reviews. The study also discussed some importance of public transport, public transit has higher priority to serve travel services. They should improve their existing services includes pricing, comfort, fare, etc. The study discussed some of the factors that satisfy the customer expectation on public transportation service like cleanliness, waiting and travel time, safety,

comfortability, etc. These factors are taken from the customer's reviews and comments on some travel agencies websites which are for over 8 years in United States. The study helps to understand the customer's behaviour, to identify customer's dissatisfaction, and develops strategy for improvement.

Sharma and Swati (2017), in their study on "A study of customer satisfaction in public transportation system with special reference to RSRTC Jaipur", focussed to identify the satisfaction of the customer in public transport. This study used primary and secondary data. The study asked the respondents which affect their satisfaction, the dimensions are reliability, tangible, empathy, assurance and responsiveness. The findings of the study reflected the demographic status of the respondents and how the above five dimensions are affecting the satisfaction of the customer in public transport. The overall conclusion of the study explained that the level of satisfaction of the passengers were low by the service provide by the public transport sector in Jaipur. The study also suggested some measures to improve their satisfaction they are, to give the awareness about smart card service to the people, to save the environment by reducing carbon dioxide emission from the personal vehicle, etc.

Vijayaganesh (2018), done a study on the topic "A study on satisfaction of passenger of Tamil Nadu state transport corporation limited Coimbatore". The random samples collected from the 500 passengers who are frequently travels in public transport using questionnaire and through personal interview and also uses secondary source of data. The study's important aim was to identify the satisfaction level of the customers and to know the discomfort while travelling public transport. The study's outcome revealed that satisfaction level of the customers which based on security, behaviour of co-passenger, waiting facilities available in bus stop, frequencies of the buses, and so on. The findings the survey revealed that there should be availability of complain box in buses, frequencies of the buses in rush hours, provide the training for conductor and driver to behave polite to the passengers. The study concluded that every individual in the world need to move from one place to another, so they use various modes of transportation such as car, bus, bicycle, etc. but the large population uses bus as the major modes of transportation.

Sunitha Thapa Bhattani (2019), the article entitled with "Passengers satisfaction towards service of public transportation: Butwal – Bhairahawa", aimed to identify the passenger satisfaction with the service of public transport. The study is based on primary data collected through questionnaire from 105 samples the customers satisfaction level can be measured on

parameters like comfort, seating, fare, standing space, seating facilities for disables and old age people, route information, cleanliness, behaviour of conductor, driver and passengers and so on. The study concluded that the service provided by micro bus is higher than a/c bus transport but more satisfaction is gain from service of a/c bus.

David and Elvis (2020), assessed “A study on customers satisfaction towards SETC with reference to Coimbatore city”. The main aim the study was to measure the satisfaction level of customer towards SETC. The study measured the satisfaction level according the service provided by SETC, the services were ranked by the respondents who were frequently travel in SETC. The study revealed that the safety token a first rank. The study also made some important suggestions to improve the service of SETC, they were – to provide a timely service, cleanliness, friendly behaviour, and to increase the functioning cities. This study concluded that the customer satisfaction is unstable to measure, because even in purchasing and consuming goods customers taste differ from time to time but this is more than purchase. Private buses were functioning for profit motive but government buses are functioning to satisfy the need of the general public. So, government introduces more variety of service to the public.

Esther Chua Yu Jie et al., (2020) evaluated “Passenger satisfaction of public transportation and its sustainable development in Malaysia”. The study mainly focused on public transport user’s satisfaction and Malaysia ‘s sustainable development in this sector. Questionnaire is used as a quantitative primary data. The study showed the availability of government policies for transport sector, budget allocation for public transportation and so on. The article discussed the problem were the intergovernmental panel report for climate change (IPCC) in 2014, shows there was increasing level of carbon di oxide in global temperature ever year, according to these problem Malaysia tries to lower its greenhouse gas. The traffic congestion in Malaysia had caused lower GDP, this problem arises through less use of public transport. The study’s outcome reveals that there is positive influence between service quality and satisfaction of the passenger in Malaysia. The recommendation of this study is that to provide passes for the workers by the respective companies would benefit the workers to reduce their mental pressure.

Zebrucki et al., (2020) the article entitled on “customer satisfaction survey of urban public transport” assessed the passenger’s preference and satisfaction towards the public transport service. The main findings of this research indicated that the respondents depicted the frequencies of the buses, punctuality of buses, availability of seats, etc. are main indicator for passenger’s

satisfaction. The study analysed that any inconvenience related to traffic congestion, it is growing because the public prefer individual transport for their independence and comfort. So, this leads to decrease in the use of public transportation. The survey is conducted through online with questionnaire. The study revealed that above 45% of the public believes that the introduction of free-fare urban public transport in zory has decreased the use of car in city and the same time it reduces traffic and air pollution. The outcome reveals satisfying passengers' requirement is the main objective to encourage the use of public transport more, then it increases the competition for private transport.

Sukhov et al., (2021) "Assessing travel satisfaction in public transport: A configurational approach". This study explained how satisfaction of service quality attributes related to high level satisfaction on travel. From the finding of the study concluded that overall satisfaction of the passengers are highly satisfied, this satisfaction is associated with different order of satisfaction with the service quality attributes. However, to increase the overall travel satisfaction on public transport may focus to understand how satisfaction is associated with different order of satisfaction, to provide a higher value.

Anitha Rajanth and Vijaya Kumar (2021) in their entitled "A study on customers satisfaction on government buses with special reference from Trichy – Chennai". The aim of the study was to identify the difficulties faced by the customers and to measure the satisfaction level in government buses. The study is limited only Trichy. The study collected primary data from the respondents from the people who are at the Trichy central bus station through the questionnaire. From the outcome of the study most of the respondents are satisfied by the service and cleanliness provided by government bus. The study concluded most of the factors like clean, safety, availability, etc. provided by government bus service were satisfied by large level of respondents. The study also discussed the problem available in the service of the government buses, most of the buses are not kept clean because the availability of the cleaner is low. So, the study's suggestion is making available cleaners to solve the problem and there is need for proper training to the driver and conductor.

Chinnaraj (2021) evaluated "The performance of passenger's satisfaction in Tamil Nadu state transport corporation ". The study generally discussed the satisfaction and problem faced by the customers towards the government transport. The study used the primary and secondary data. The study limited between Tiruvannamalai district. In this study factors that affect the satisfaction

of customer are ranked according the response. As per this study, the conclusion was it is difficult to satisfy the different kind of passengers by the service sector, it is complex task for transport sector. The researcher tries to identify the behaviour, psychology, expectation, and decision making of the passenger after travel in the specified service provided by the service provider. This study concluded that due to the effective time management, service efficiency, reasonable hike in bus fare, level of comfort, proper maintenance of buses, transport frequency were factors that enables the bus transport sector to increase their passenger's satisfaction and service quality and also succeed on their business.

Jain Jase (2021) entitled with "A study on customers satisfaction towards public transportation with reference to private buses in Chalakudy city". The study uses primary and secondary source of data. The majority of the respondents of this study is between 20-30 years age group. The study's main aim is to find out which factor increases the customers in public transport sector. The research discussed the factor including availability of the buses, language, right time, safety, etc. Through the outcome of this study, there is lot of service is to improve by the public transport sector to get the higher satisfaction level from the customers. The researcher suggested that online facility for bus ticket payment and also the service like WIFI facility, mobile charging facilities, etc. and the friendly relationship between the conductor and driver with passengers can improve the satisfaction of the public transport users. The journal concluded that public transport attracts more customer only through the best service and benefits provided to public. Most of the public transport users are student of schools and colleges. Hence the overall satisfaction of the customers towards private buses in Chalakudy city is higher.

II. Studies related to relationship between service quality and customer satisfaction:

Laura Eboli and Gabriella Mazzulla (2007) assessed "service quality attributes affecting customer satisfaction for bus transit". The study explored the relationship between global customer satisfaction and service quality of public transport. The study proposed a structural equation modelling for their analysis. The article concluded that there been lack of many practical applications on public transport, mainly in measuring of satisfaction of customer. The study identified that improvement in service quality of public transport can improve the satisfaction level of the customer.

Margareta Friman and Markus Fellesson (2009) in their study "Service supply and customer satisfaction in public transportation: The quality paradox". The study obtained their samples from

BEST 2001(Benchmarking in European Service of Public Transport) through telephone survey, they asked the participants to telephone interview. The study asked the respondent's satisfaction on service provided by public transport, the service such as frequency, travel time, seats, etc. The conclusion of the study said that higher level of satisfaction does not necessary for better system.

David Nyougesa Murambi and Henry Bwisa (2014) done a study on "Service quality and customer satisfaction in public transport sector of Kenya: A study of shuttle travellers in Kitale Terminus". The main aim of the study was to identify the factors that affect the public transport or couriers, when people uses public transport must assured to their goods may reach the correct destination and on time. A semi structured questionnaire was used by the study to collect samples. The factors which are affect the public transport includes punctuality, travel time, availability of information, destination information, etc. The study was concluding that, travel time, punctuality, good staff behaviour, security, clear information, are the attributes was attracted and satisfied the customers.

Yao et al., (2014) they evolved a study on "Service quality and customer satisfaction: Rapid Kuantan in Kuantan route, Malaysia". This study aims to examine customer satisfaction towards the service provided by rapid Kuantan, where the dimension likes tangibility, reliability, assurance, empathy and responsiveness. The samples are collected through questionnaire. This study attempted to measures the customer satisfaction from the service quality dimensions. The study concluded, the service quality dimensions are positively contributed to the customers satisfaction. The study recommended some measures to improve service quality to future higher customer satisfaction.

Christian Tabi Amponsah and Samuel Adams (2016) in their study on "Service quality and customer satisfaction in public transport operations". The study aimed to find the relationship between quality of the service and customer satisfaction. The study collected their samples from urban population. The study analysed customers satisfaction based on factors i.e., frequencies, over crowded, timing, fare, etc. the study concluded, there is positive relationship between quality of the service and customers satisfaction and respondents are satisfied by overall service provided by public transportation sector. The sector has authority not only to main their existing customers but also attract other transport users to public transport by providing better service.

Manikandan and Vanniarajan (2016) assessed "Service quality in bus services: An empirical study in Tamil Nadu". The article mainly focused on, to identify the service quality of the state

road transport corporation (SRTC) which connecting all villages and its satisfaction of the passenger. The study collected primary data through questionnaire from passenger. The study collected satisfaction of the passenger which was based on seven variables such as frequencies, route, reliability, cleanliness, safety on board, crowding, bus stop facilities, etc, then the respondent's response according to these variables. The result of the study helped to improve the quality of the bus service especially the behaviour of the conductors and drivers. The study also suggested some improvement measures in both physically and personally, which is based on passengers' requests.

III. Studies on customers satisfaction between Government and private bus transport sector:

Gajendran (2013) in their study "A comparative study on passengers' satisfaction between public sector and private sector bus transport service industries in Tamilnadu", assessed psychological factors that affect the passenger to travel in public transport buses. The study suggested some measures to improve that was to need a concentration on safety, security, fare, service efficiency, comfort, etc., these may enhance to attract more passengers and maintain existing passengers. The study concluded, it is difficult to satisfy the passengers, so that the passengers' satisfaction and service quality are positively related.

Sawinder Kaur (2015) made an attempt to study the pattern and growth of the bus service in Punjab. The study concluded that there were significant changes in the pattern and growth of the bus transport in Punjab. The results of the revealed that public bus transport sector goes negative growth rate and private bus transport sector shows the positive growth rate as compared to public transport sector. Suggestions are given by the study for the development of public transport sector.

Dharmaraj and Malarkodi (2017) in their study "A study on passengers' satisfaction towards Govt. and private sector bus service with special reference to Tiruvannamalai district in Tamil Nadu". This study investigated the passenger satisfaction towards the service provided by Govt. and private buses in Tiruvannamalai district. The study was based on primary and secondary source of data. The study analysed the problem in the service provided by both govt. and private bus transport sector, and tries to find the possible solution for the problems. The study measures the passenger satisfaction which depends on eight areas of satisfaction such as quality, value, efficiency, and so on. The findings of this study gave the various satisfaction level of the passengers through the questionnaire. The study has suggested some measures to take by the govt.

and private bus transport sector like operating more buses during festival season, the driver and conductor of the need to reduce the harshly behaviour towards the old age people, etc. The important finding of this study concluded that most of the passengers are satisfied with the service provided by private bus transport sector as compared to govt. bus transport sector because they provide a convenient service like online ticket bookings, etc.

Joseph et al., (2020) done a study “Why people use private over public transportation? A cross sectional study from Ernakulam district, Kerala.” The main aim of this study is to find the proportion of customer using different modes of transport. The study collected random sampling from the working population between the age group of 18-60 years who are working in long distance (at least one kilometre) in which the people belongs to rural area of Ernakulam district, Kerala, using an interview method. The main finding of this study says that most of the population uses private mode of transport because if the household have more than one vehicle in house, then they use private vehicle absolutely. The outcome of the study reveals that increase the policies for utilisation of public transport and encourages working population to use the public transport those who are belongs to high income and having private vehicle more in their house.

Juan de ona et al., (2021) assessed “Public transport users versus private vehicle uses: difference about quality of service, satisfaction and attitude towards public transport in Madrid (Spain)”. The article mainly discussed on the factors that influencing the behaviour intension of private vehicle users towards the public transport users, they considered that the public transport should improve their service and make some policy to attract the private vehicle users. The study collected some online panel survey from more than 1000 respondent. The study found that there is relationship between increased public transport use and low level of income. In further study the research paper concluding that to achieve the sustainable transport system in their urban areas, encourages car users to use public transport. So, this action shows the changes in the behaviour intension of private vehicle user towards public transport users. Public transport saves the time and money. Their study mainly concentrated on changing attitude of private vehicle user towards public transport service.

Aleksandra (2022) in their study on “Private car or public transport? – what effect does the service accessibility have on public transport utilisation in the city of London”. The main objectives of this study were to find the determining interconnection between the public transport accessibility, public transport utilisation, car use, ownership across the city of London. They

collected the sample randomly. The findings of the research based on scores, the highest score denotes the best public transport connectivity and lowest score indicates the worst public transport connectivity. The study suggested reducing the pollution and increasing the quality of public transport for all parts of residents of London.

IV. Studies related to women's empowerment through free bus scheme:

Sudarkodi and Balasubramani (2021) in their study "Women empowerment through free bus travel scheme in Tamil Nadu: special preference to Villupuram district". Their article mainly focused on the free bus scheme and how it benefits to empower women. The study discussed the importance of this 'free bus travel scheme' that increases women's mobility to travel and their savings. This helpful for the women who are under the poverty line. The study concluded that this scheme directly or indirectly enhances the women status and empower the women in the society.

Pranjali Aggarwal (2021) done s study on "The constitutionality of the free bus riders' scheme for female". This article is about benefits of free buses given by government of Delhi, Punjab, Tamil Nadu it reduces the small portion of budget of the beneficiaries, it will ensure the empowerment of women in society. The study discussed the reason for implementing this scheme especially for women is to reduce the inequalities which existing in India. Thus, this scheme will help the women to travel anywhere without the fare it reduces family burden because women are the first who affected by family burden. It increases the female ridership and increases the female participation in the workforce. This study also reveals that it should be better safety for the women because there is large number of female riders. The study concluded that women are becoming more independent, more competitive to men, this scheme is the huge direction towards women empowerment, it also increases safety of women. Moreover, this scheme enhances the women toward empowerment.

V. Other related studies:

Gopalakrishnan Nair (1992) in their study on "management of public road transport system in Trivandrum city" had studied the operational problem of urban transport management. The study explored the factors basis of travel time, depot location, travel demand, vehicle scheduling, fleet allocation and maintenance. The main objective of the study was financial and organisational problem of Trivandrum city service and need. The study concluded, the result of combining factors included town planning authorities, efforts by the operator, local bodies, travelling public and

government- may result in success. The study also suggested some important measures to improve the urban road transport system.

Sanjay Singh (2000) had conducted the study on “Technical characteristics and efficiency of the Indian state road undertaking”. The study dealt with the technical characteristics of the state road transport on the basis of data of medium and long size Indian states and analysed the efficiency. This study was expecting to help the existing public policies related to state transport in India can reframe it. The state transport efficiency should be estimated on the basis of cost factor. The study also identified the similar factors that influencing the efficiency of fuel cost, labour cost, maintenance cost which more or less same.

Eileen conlon (2008) has done an article “service quality in the public transport sector”. The study discussed the problem of service quality in the public transport sector and it mainly focused on to solve the problem in the service quality, to identify the level of satisfaction of the passengers who uses public transport as their mode of transportation. The study collected their data from personal interview from the user of STS. The study examined, the service quality of the public buses is not satisfied the passengers expectations. The cleanliness is the big problem for the customers who travels regular in the public buses. The study also discussed the problems like seat availability, bus stop facilities, behaviour of the driver and conductor, are need an improvement to satisfy Its customers. The study found the cause of satisfaction and dissatisfaction in the service provided by public transport. The article recommended that many service qualities such as comfort, friendliness, reliability, etc, were lacking quality, so improve bus quality, make more reliable, etc can increase the satisfaction of the customers and attracts new customers.

Pantouvakis et al., (2008) conducted a study on “customer satisfaction and loyalty in the eyes of new and repeat customers: Evidence from the transport sector”, the purpose the study was an attempt to examine the important elements of service of overall satisfaction. The result also suggested the effects that moderated by the repeated use of the service. The study concluded, the moderated repeated use of service and new customer satisfaction may maximise investment in service improvements, based on increasing physical satisfaction.

Narayana (2011) in their study on “The pricing problem of public transport in Kerala”, identified two different types of public transport system in Kerala they are the first one is the KSRTC and another one is private stage carriages (PSC). The study identified reasons for the growth of private stage carriages was the financial crisis of KSRTC and its very poor performance.

The authors given the solution for the problem i.e., to raise the revenue of the transport industry by covering the incurred fixed cost. The study identified the factors which helped to regain the fixed cost they are monopolies, subsidy, advanced revenue with capital adjustment, concessional fare for students and multi part tariff are to be considered.

Ismail et al., (2012) done a study on “passengers’ preference and satisfaction of public transport in Malaysia”. The article mainly explored to find the preference and satisfaction of the passengers of public transport. Questionnaire used as to investigate the customer satisfaction and to find which factor that influence the user of public transport satisfaction. The study targeted the Malaysian household who has the age of 15-16 years because they frequently use public transport as their mode of choice. The study found that respondents rate their satisfaction level lesser than their preference. The study concluded, rising private vehicle may increases the traffic congestion, road accidents, pollution, because of lack of strong relationship with overall satisfaction of the public transportation service like comfort, frequency, security, on board travel, etc. the study suggested to develop public transport network get higher customer satisfaction because the network can give sustainable development in the future transport sector.

Mahendran Singh and Rohtash Malik (2014) explored the subject of “Revenue from Road Transport India”, the study about the revenues of road transport as a whole, for this the study had analysed the revenue data from the transport sector as a whole, revenue data was collected from state transport system and its contribution to economy and various taxes that operating in states. For the analyses of the study, they explored the share percentages of road transport GDP in the total GDP. This study concluded that it is difficult to make compare the rate which levied on various types of vehicles in various states.

Rocio Cascajo and Andres Monzon (2014) in their article “Assessing the passengers’ perception of implemented advanced management measures in bus service” aimed to identify the factors that influenced the quality of the bus service and to find the customer satisfaction when improvement measures introduced and before the introduction. The study collected empirical data through the questionnaire from the passengers with two accepts: before and after implementation measures. The study found the reason why the people prefers public bus, the preferred bus instead of car because of limited parking space, low fare, without stress, feeling relaxed.

Sunitha and Shunmugaselvi (2015) explored a study on “Attitude of passengers towards minibus service in Tirunelveli”, the main aim of the study was to find the attitude of the passengers

through the help of questionnaire. The respondents are asked to respond regarding the physical and safety aspects of the bus. The adequate facilities like cleanliness, proper steps, proper light, comfortable seats, video and audio facilities etc. The study concluded that, mini buses are helping the people in the sharing the loads and it reduces the rush on peak hours. The behaviour of the driver and conductor of the mini buses are kind and friendly they helped the passengers to drop wherever they want. From the study's conclusion, the frequency and fare of the mini bus made this most popular mode of transport.

Chaudhary and Mahesh (2016) identified the problem of urban public bus transport management in India. The study used primary and secondary data. The study observed that urban public transport industry was more competitive with low level of profit. There is a need improvement in profit. In overall conclusion, the researchers stated that the quality service can help to dealing with problem associated with urban public transport.

Gomathi (2016) in their research article entitled "An economic study on bus transport sector with special reference to the state transport in Tirunelveli district", discussed the problems related to the passengers in public bus transport. The passenger faces the problems like time problem, non-availability of seats, less security, etc. the study collected their data from the passengers in the Tirunelveli bus stop. The study also tried to find the difference between satisfaction and demographic factors. From the study some of the factors that are highly satisfied and some has highly dissatisfied by the passengers of public transport service. The main finding of the study, changes in quality of service may provide the competition for long term to the rivals. Some suggestion may give by the study, it includes proper training to the staff, proper sanitation, may result in higher level of passengers' satisfaction.

Rohana et al., (2017) done a study on "customer expectation and its relationship towards public transport in Klang Valley". The article mainly analysed on public transport users' expectation on service provided by public transportation and its relationship with customers' satisfaction, environmental factors and loyalty. The study explored and determined the most preferred public transport by the customer. The study examined that important elements such as fares, reliability, accessibility, experience and communication are actually satisfied by the customers. the article concluded that there no significant relationship between customer satisfaction and expectation and there is also positive relationship between satisfaction and environment.

Arunachala Perumal (2018) explored the study on “A study on satisfaction of passengers of Tamilnadu state transport corporation Tirunelveli district”. The study finds the socio-economic status of the passengers. The study identified the overall satisfaction of the passengers of public bus transport in Tirunelveli, satisfaction is the important element for the public transport for their development. The respondents are given their satisfaction level in public bus transport the facilities such as conditions of buses, first aid facility, cleanliness, destination information, safety measures, facility of foot rest etc. The observed from the analysis, most of the passengers are travel in the public transport bus during the peak hours for work or school or colleges. The study concluded that there is hope to increase the service quality of the public bus transport to attain more satisfaction of the passengers.

Stojic et al., (2020) in their article entitled on “Students’ views on public transport: satisfaction and emission”. The study ‘s main aim is to identify the customer satisfaction, CO2 emission reduced due to private individual vehicles are substituted with public transport. The study collected their samples through questionnaire from young group who uses public transport as their mobility, the study was conducted based on benchmarking in European service of public transport (BEST). The study concluded, younger public transport users not affected by security issues, and comforts are their main factors that satisfy the customers. the study suggested that to reduces the pollution from motorcycle, replace it by bi-cycle.

Renjitha (2021) assessed the perception of passengers related to service provided by KSRTC local buses with special reference to irinjalakuda municipality. To find out the people’s awareness level which related to facilities provided by KSRTC. The study uses both primary and secondary data. From the findings of the study, the study suggested some measure in order to increase the satisfaction of the customers. the study concluded that most of the passengers are felt insecure and unsafe while traveling in KSRTC local buses. So, the study request to the KSRTC department to make the service better.

Hilary et al., (2021) they done a study on “The effect of service quality on customers’ satisfaction of inter-district public bus companies in the central region of Sarawak, Malaysia”, aim of the study is to identify the customer satisfaction on service provided by inter-district public bus companies and which factors determines the passenger’s satisfaction. From main outcome of the study implies that most of the customers was chosen and satisfied the service provided by

particular public bus company because their impression and manner to the customers attracts people and they have good knowledge of business service.

Jeevan Raj and Neekshitha Shetty (2021) assessed “Consumer perception on public transport”. The main objective of this study is to identify the attitude of the customer towards choosing public transport as their mobility. The research conducted through questionnaire. The study was based on primary and secondary data. The study collected samples from the peoples who are frequently uses public transport as their mode of transportation. The outcome of the study revealed that, the majority of the respondents are preferring public buses instead of private vehicles. Students are the major public transport users. The improvement in the public transport has taken important for the improvement of education, employment, and other services will give sustainable development for the economy. There is importance of improved quality provided by public transport service because it reduces problems such as air pollution, traffic congestions, accidents, fuel consumption, etc. The study suggested, the step to increase service will attract the public to public transport. For security purpose installing CCTV to reduce number of crimes and various suggestions where provided by the study helps to improve the service of public sector to increase their customer’s satisfaction.

Jagdish Kanzariya and Hitesh Shukla (2022) done a study on “service quality and customer satisfaction of public transport service industry: Review of literature”, they explore a brief study on customer satisfaction on public transport. The service quality depended on several factors related to service and service provider, five dimension of service quality such as responsiveness, reliability, empathy, assurance and tangibles. The study also provides the factors that affect the customer satisfaction; they are product quality, specific product or service features, price, consumer emotion etc. In conclusion, the public sector needs to improve their quality to attract more customers, the government need to provide training to getting the higher level of customer satisfaction. The punctuality, clear information, good staff behaviour, security, safety and cleanliness made more attractive to the customers.

Shabani et al., (2022) examined the customer satisfaction of public transportation in Tehran during the COVID-19 pandemic using MCDM technique. The study explained the important role played by public transport during pandemic period. Samples are collected through questionnaire. The outcome of the study explains that, the transportation provides an environmental, economical, safe, and friendly way to transmit within and between the cities. During pandemic era peoples are

uses private vehicles to reduce the risk, so the demand and revenue declines for the public transportation sectors. There should be reschedule in the public transport for avoiding overcrowd specially on pandemic. The result showed that, most of the customers are chosen taxi as their mode of transportation to move from one place to another place.

CHAPTER - III

METHODOLOGY

The methodology adopted in the present study is discussed under the following heads:

- I. Profile of the study the selected district
- II. Sampling Technique and sample size
- III. Data base of the study
- IV. Period of study
- V. Techniques of analysis

I. PROFILE OF THE SELECTED DISTRICT

Coimbatore, also spelt as **Koyamutthoor**, sometimes shortened as **kovai**, is one of the major metropolitan cities in Indian state of Tamilnadu. It is located on the bank the noyal river and surrounded by western ghats. Coimbatore is the second largest city in tamilnadu after Chennai in terms of population and the 16th largest urban agglomeration in India as per the census 2011. It is administered by the Coimbatore municipal corporation and is the administrative capital of Coimbatore district. In 1981, Coimbatore formed as the third municipal corporation in tamilnadu after Chennai and Madurai. Podanur junction is the oldest railway station in Coimbatore city. the city is one the largest exporters of jewellery, wet grinders, poultry and auto components; the “**Coimbatore wet grinder**” and the “**kovai cora cotton**” are recognized as geographical indication by the government of India. Being a hub of textile industry in south India, the city is sometimes referred to as the “**Manchester of south India**”. It was ranked the 7th best city in India in the ease of living index 2020.

Coimbatore is the third largest city of the state, one of the most industrialized cities in Tamil Nadu, known as the textile capital of south India or Manchester of the south India, the city is situated on the banks of the river Noyyal, Coimbatore existed even prior to the 2nd or 3rd century AD by Karikalan, the first of the early Cholas. Among its other great rulers were Rashtrakutas, Chalukyas, Pandyas, Hoysalas and the vijayanagara kings. When Kongunadu fell to the British along with the rest of the state, its name was changed to Coimbatore and it is by this name that it is known today, in local Tamil language it is also called as Kovai (District administration, 2023).

In the rain shadow region of the Western Ghats, Coimbatore enjoys a very pleasant climate all the year round, aided by the fresh breeze that flows through the 25 kms long Palakkad gap. The rich black soil of the region has contributed to Coimbatore's flourishing agriculture industry and, it is fact the successful growth of the cotton that served as a foundation for that many textile mills were started and provided many employment opportunities to within as well as neighboring Districts. The result has been a strong economy and a reputation as one of the greatest industrial cities in south India (District administration, 2023).

There are more than 25000 small, medium, large scale industries and textile mills are situated. Coimbatore is also famous for foundry and automobile industries, manufacturing of textile industry equipment's, spares, motor pump sets, wet grinders and varied engineering goods and services. The development of hydro electricity from the pykara falls in 1930 led to cotton boom in Coimbatore (District administration, 2023).

Coimbatore serves as an entry and exit point to neighboring Kerala state and very popular hill station of Udhagamandalam (ooty) is 70kms from Coimbatore. It is the disembarking point for those who want to take the mountain train that runs from Mettupalayam just 35 kms away from Coimbatore, regular bus service also available daily from Coimbatore to Ooty and other districts, towns and major cities (District administration, 2023).

MAP OF COIMBATORE IN TAMIL NADU



Source: Coimbatore in Tamil Nadu (India)

Coimbatore lies at 11°1'6" N 76°58'21" E in south India at 427 meters above sea level on the banks of noyyal river, in northwestern tamilnadu.it covers an area of 642.12 km².it is surrounded by the western Ghats mountain range to the nilgiri biosphere reserve on the northern boundary of the city, which has an extensive tanks system fed by the river and rainwater. The eight major tanks and wetland area of Coimbatore are namely, **singanallur, valankulam, ukkadam periyakulam, selvampathy, narasampathi, krishnampathi, selvachinthamani and kumaraswami**. Multiple streams drain the waste water from the city. The city is divided into two distinctive geographic regions: the dry eastern side which includes majority of the urban area of the city and the western region which borders the nilgiris, anaimalai and Munnar ranges. Palghat gap, a mountain pass which connect the neighboring state Kerala to Tamilnadu, lies to the west of the city. Because of its location in the biodiversity hotspot of the Western Ghats, a UNESCO world heritage site, the city is rich in flora and fauna. The Coimbatore urban wetlands around 116 species of birds, of which 66 are resident, 17 are migratory and 33 are local migrants. The spot-billed pelican, painted stork, openbill stork, ibis, Indian spot-billed duck and black winged stilt visit the Coimbatore wetlands on their migration. Apart from the specie common to the plains, various threatened and endangered species such as Indian elephants, wild boars, leopards, Bengal tiger, gaurs, nilgiri tahr, sloth bear and black-headed oriole are found in the region. The northern part of the city has a rich tropical evergreen forest with commercially significant trees such as teak, sandalwood, rosewood and bamboo. The soil is predominantly black, which is suitable for cotton cultivation, but some red loamy soil is also found. According to the bureau of Indian standard, Coimbatore falls under the class III/IV seismic zone, having experienced an earthquake of magnitude 6.0 on the Richter scale on 8 February 1900.

II. SAMPLING TECHNIQUE AND SAMPLE SIZE

A Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. In other words, units are selected “on purpose” in purposive sampling. Purposive random sampling technique was used in the present study. Totally about 100 women respondents were selected for the filed survey from Coimbatore District.

III. DATA BASE OF THE STUDY

The required data for the present study were collected with the help of an interview schedule from the selected women respondents.

IV. PERIOD OF STUDY

The field investigation and data collection for the study was carried out during the period January 2023 to February 2023.

V. TECHNIQUES OF ANALYSIS

The data collected were tabulated and analyzed for the purpose of giving precise information. Besides percentages and graphs, the following tools were used.

a) Linkert scale

A Likert scale is a unidimensional scale that researchers use to collect respondents' attitudes and opinions. This study used Likert scale for the purpose to find the respondents 'satisfaction on free cost public transport'.

b) Factor Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Factor analysis is a technique that is used to reduce a large number of variables into fewer numbers of factors. This technique extracts maximum common variance from all variables and puts them into a common score. The present study used factor analysis to identify the underlining dimensions on satisfaction on free transport facility.

FLOW CHART FOR FACTOR ANALYSIS



c) Paired sample T-Test

The paired t-test gives a hypothesis examination of the difference between population means for a set of random samples whose variations are almost normally distributed. Subjects are often tested in a before-after situation or with subjects as alike as possible. The paired t-test is a test that the differences between the two observations are zero. The pairs t-test is a method used to test whether the mean difference between pairs of measurements is zero or not. In this study the paired t-test is used to identify the mean difference for the details on monthly savings and expenditure particularly before and after the 'Free bus travel scheme'.

d) Chi-square test

A chi-squared test is a statistical hypothesis test used in the analysis of contingency tables when the sample sizes or large. In simpler terms this is primarily used to examine whether two categorical variables are independent in influencing the test statistic. In this study chi-square test is used to identify the significance association between customer satisfaction and quality of service provided by the Public transportation.

LIMITATIONS OF THE STUDY

- The study is based on the data collected from 100 respondents
- The study area is limited to Coimbatore district only, so the result only applicable to Coimbatore District.
- The study was carried out during the period of 2 months, so the satisfaction level and preference of the women passengers may vary from time to time.

CHAPTER - IV
RESULTS AND DISCUSSION

The major findings of the present study are presented and discussed under the following heads:

- I. Socio - economic status of the selected women respondents
- II. Details on travelling
- III. Details on complaints
- IV. Satisfaction level on services provided by the public transport
- V. Details on savings and expenditure

I. Socio – economic status of the selected women respondents:

In the traditional society like India, the social and economic profile does play an important role in shaping the personality and characteristics of an individual. In order to develop a proper perspective analysis, all the factors of social and economic environment must be considered. A total of 100 women respondents were surveyed in Coimbatore District.

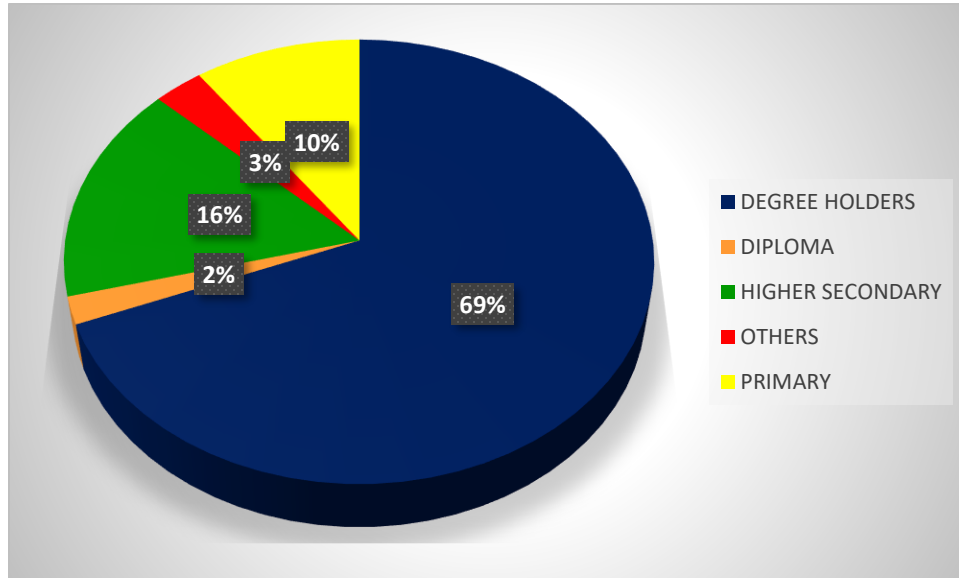
TABLE – 4.1
AGE CLASSIFICATION OF THE WOMEN RESPONDENTS

AGE CLASSIFICATION	PERCENTAGE
LESS THAN 20	18
20-30	44
30-40	18
40-50	13
50 AND ABOVE	7
TOTAL	100

Source: Estimation based on Field survey, 2023

Table 4.1 reveals that majority of the respondents are belonged to 20 - 30 age group i.e., around 44%, while 18% of the respondents were belonged to 30 - 40 age group, followed by 18% of the respondents were 40 - 50 years age group, then 13% of the respondents were less than 20 years age group and 7% of the respondents were belonged to 50 and above age category.

FIGURE – 4.1
EDUCATION STATUS OF THE RESPONDENTS

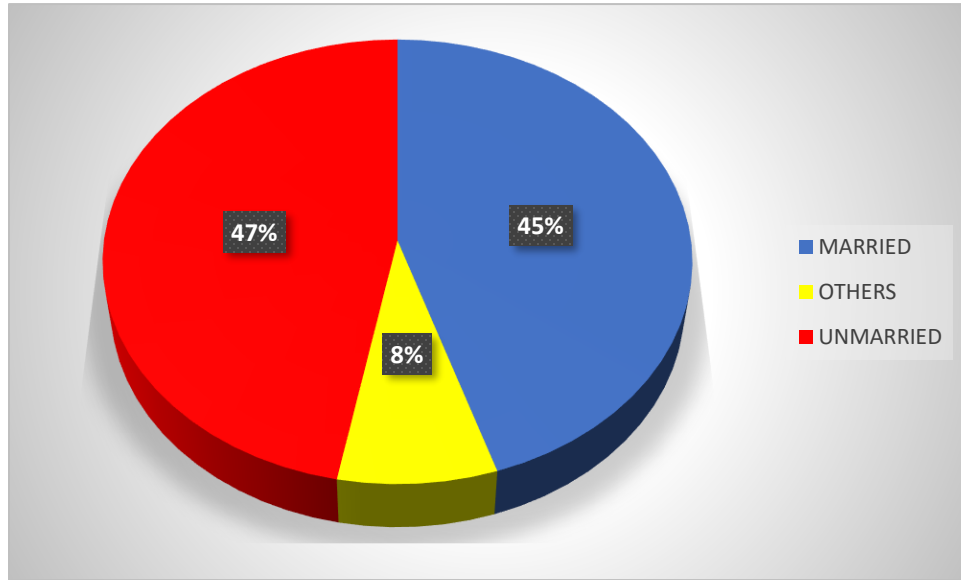


Source: Estimation based on Field survey, 2023

The figure - 4.1 shows education qualification of the women respondents, about 69% of the respondents were Degree holders, 16% were completed Higher secondary, while 10% of the respondents were completed Primary education, while 3% of the respondents were completed Ph.D and remaining 2% of the respondents were studied diploma education.

FIGURE - 4.2

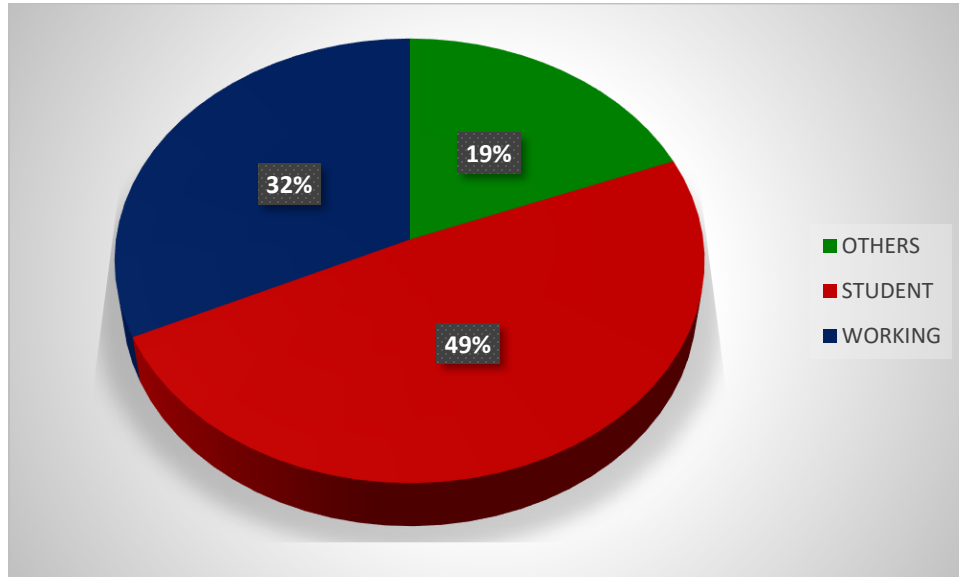
MARITAL STATUS OF THE RESPONDENTS



Source: Estimation based on Field survey, 2023

Figure 4.2 indicates that about 47% of the respondents was unmarried persons, followed by around 45% of the respondents were married and 8% of the respondents were comes under other categories like widows, divorces.

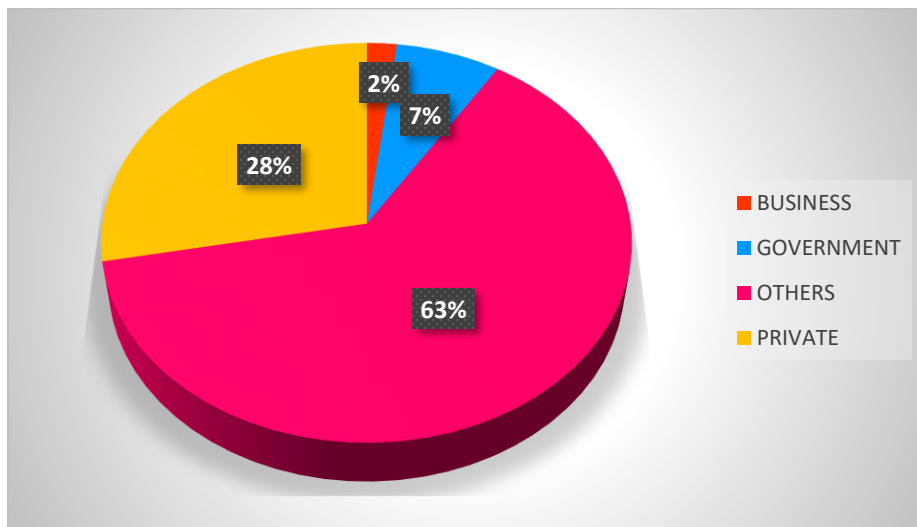
FIGURE – 4.3
STATUS OF THE RESPONDENTS



Source: Estimated from Field survey, 2023

From the above figure it is observed that around 49% of the women respondents are students, while 37% of the respondents are working women and 19% of the respondents are belonged to other category i.e., house wives.

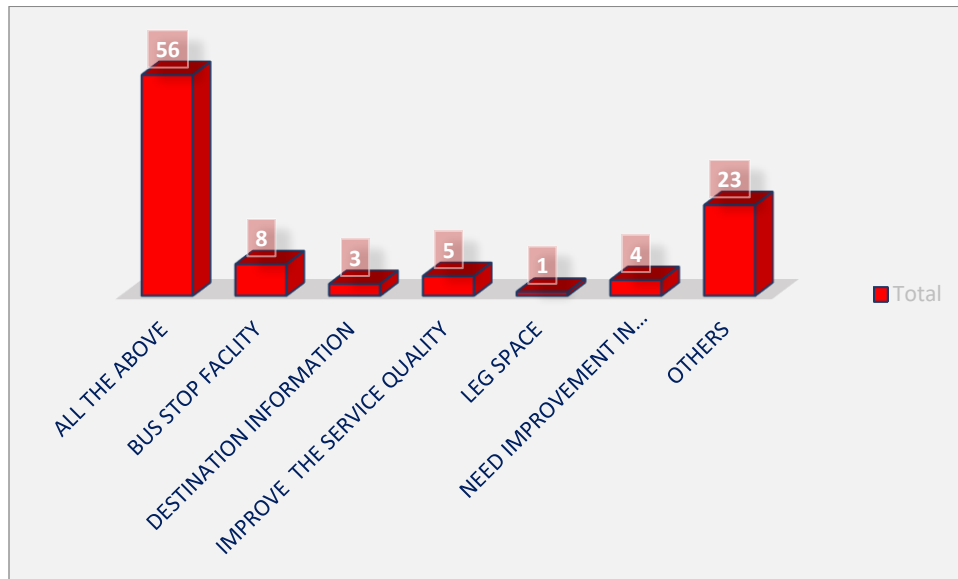
FIGURE – 4.4
WORKING SECTORS OF THE RESPONDENTS



Source: Estimated from Field survey, 2023

As per the figure - 4.4 it is observed that about 63% of the respondents were students and housewife's, while 28% of the respondents were working in private sector, followed by 7% of the respondents are working in government sector and then 2% of the respondents were doing business.

FIGURE – 4.5
SUGGESTIONS OF THE RESPONDENTS ON
THE SERVICE PROVIDED BY FREE OF COST PUBLIC TRANSPORTS



Source: Estimated from Field survey, 2023

The above bar diagram indicates that around 56% of the respondents were stated that there is a need to improvement in all the factors (bus stop facility, destination information, improve the service quality, leg space, need improvement in cleanliness), while 23% of the respondents were indicated that there is a need to improvement in availability of more public free of cost buses, followed by 8% respondents stated that need for bus stop facility, while 5% of the respondents wants improvement in the service quality of the public transport, then 4% of the respondents needs improvements in cleanliness of the buses, about 3% of the respondents stated there is a need to give their destination information while traveling in public free of cost buses and remaining 1% of them stated there is a need for leg space while traveling in the bus.

TABLE – 4.2
MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	PERCENT
BELOW 10,000	4.0
10,000 - 20,000	20.0
20,000 AND ABOVE	13.0
NOT APPLICABLE	63.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

From the above table, it can be seen that about 63% of the respondents are students and house wives so they don't earn any income, then 20% of the respondents were earns income Rs. 10000 – Rs.20000 monthly, followed by 13% of the respondents were earn about Rs.20000 and above monthly and only 4% of the respondents were earns less than Rs.10000 monthly.

TABLE – 4.3
MONTHLY FAMILY INCOME OF THE RESPONDENTS

FAMILY INCOME	PERCENT
BELOW 10,000	6.0
10,000 - 20,000	38.0
20,000 AND ABOVE	56.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

From this table, it can be observed that about 56% of the respondents earning income Rs.20000 and above as their family monthly income and around 6% of the respondents were earning less than Rs.10000 as their monthly family income.

TABLE – 4.4
TYPE OF FAMILY

FAMILY TYPE	PERCENT
NUCLEAR FAMILY	79.0
JOINED FAMILY	21.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

Among 100 women respondents, about 79% of the respondents was belonged to Nuclear family and around 21% of the respondents were belonged to jointly family type.

TABLE – 4.5
AREA OF RESIDENCE

AREA OF RESIDENCE	PERCENT
RURAL	26.0
SEMI-URBAN	22.0
URBAN	52.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

From the above table, it is observed that most of the respondents were belonged to Urban area (52%) followed by 26% and 22% were Rural and Semi-Urban areas respectively.

II. Details on traveling:

Traveling is the movement of peoples from different location to different location. Peoples make the trip every day to school or college or work. Traveling can be done through cycles, bikes, trains, buses, airplane and other means of transport. Traveling became a part of human life. The details on traveling on public free of cost bus may include how people use public buses, how public buses gives their information to the customers, and how they provide their service. In the present study, the details on

traveling includes frequency of passengers traveling, reasons for travelling, availability, bus stops and destination information.

TABLE – 4.6
FREQUENCY OF TRAVEL IN PUBLIC TRANSPORT

OFTEN TRAVEL	PERCENT
DAILY	55.0
ONCE A WEEK	15.0
ONCE A MONTH	11.0
RARELY	19.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

Table – 4.6 shows that around 55% of the respondents used public bus transport as their Daily means of transport because most of the respondents are students and working women and about 11% of the respondents were use once in a month as per their purpose.

TABLE – 4.7
REASONS TO TRAVELING IN PUBLIC TRANSPORT

REASONS	PERCENT
SCHOOL\COLLEGE	37.0
WORK	23.0
SHOPPING	28.0
ENTERTAINMENT	2.0
ANY OTHER	10.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

As per the table – 4.7 shows that around 37% of the respondents was using public bus transport mainly for the reason to travel for schools/colleges, followed by only 2% were using the transportation for entertainment purpose among the selected women respondents.

TABLE – 4.8
AVAILABILITY OF FREE BUSES

AVAILABILITY	PERCENT
ALWAYS FREQUENT	13.0
SOMETIMES	60.0
RARE	27.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

The above table indicates that around 60% of the respondents stated that the availability of the public free of cost buses available only for some times, only 13% of the respondents out of 100 women respondents stated that the public free of cost buses always available, while other 27% of the respondents indicated that availability of the public free of cost buses were rarely available for them.

TABLE – 4.9
BUS STOPS AT EVERY TERMINAL

BUS STOPS AT EVERY TERMINAL	PERCENT
ALWAYS	34.0
SOMETIMES	41.0
RARE	25.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

The above table - 8 shows, about 41% of the respondents says that public free of cost buses stops at every terminal (bus stop) for sometimes only, then around 34% of the respondents says that bus stops always at every terminal (bus stop) and remaining 25% says that the bus stops at every terminal (bus stop) rarely.

TABLE – 4.10
DETAILS ON DESTINATION INFORMATION

DESTINATION INFORMATION	PERCENT
ALWAYS	8.0
SOMETIMES	49.0
RARE	43.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

Table – 4.10 shows, around 49% of the respondents said that the destination information accessible in the public free of cost buses for sometimes only, while 43% of the respondents were says rarely get their destination information and remaining 8% of the respondents always get their destination information.

TABLE – 4.11
PREFERENCE OF ALTERNATIVE MODE OF TRANSPORT

PREFERENCE OF ALTERNATIVE MODE OF TRANSPORT	PERCENT
DUE TO OVERCROWD	20.0
EMERGENCY	31.0
BUS NOT AVAILABLE	21.0
ALL THE ABOVE	27.0
OTHERS	1.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

From table – 4.11, it can be seen that around 31% of the respondents were use alternative mode of transport for emergency reason, then about 27% of the respondents prefers alternative mode of transport for the reasons like emergency, overcrowd and when the bus is not available. Followed by 21% of the respondents choose alternative mode of transport when the bus not available, while around 20% of the respondents were prefer

another mode due to overcrowd and least 1% of the respondent choose alternative mode of transport for other reason.

III. Details on complaints

Complaint is the expression of their uncomforted, dissatisfactions, displeasures, unhappy, annoyance, etc. complaint is made by the customers to authority about the service dissatisfaction or other to get the proper solution to that problem from the authority. Most of the product have their complaint number if there is any complaint about the product, the customers may complaint to get the solution, like that public transport i.e., buses have their own complaint numbers, if there is any complaint arises among the customer\passengers about the service provided by the public transport passengers may complain to the authority and get their proper solution. Majority of the peoples may aware of the complaint numbers, were some of them not aware. The present study discussed about, out of 100 respondents how many people have aware of complaint numbers, did they registered any complaints about the service and get any proper response.

TABLE – 4.12
AWARE OF COMPLAINT NUMBERS

AWARE OF COMPLAINT NUMBERS	PERCENT
YES	34.0
NO	66.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

Majority 66% of the selected women respondents says that they don't aware of any complaint numbers in the buses and remaining 34% of the respondents were being aware of complaint number.

TABLE – 4.13
REGISTERED ANY COMPLAINT

REGISTERED ANY COMPLAINT	PERCENT
YES	4.0
NO	96.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

Table – 4.13 shows the information on registration of any complaint on the services of public transportation. Around 96% of the respondents are not registered any complaint about the service provided by the public transport and other 4% was registered some complaint about the service provided by the public transport.

TABLE – 4.14
DETAILS ON PROPER RESPONSE

GETS ANY PROPER RESPONSE	PERCENT
YES	2.0
NO	2.0
NA	96.0
TOTAL	100.0

Source: Estimated from Field survey, 2023

This frequency table – 4.14 shows that about 96% of the respondents are not registered any complaint, among the respondents who have registered complaints (4%) only 2% of the respondents were received proper response and other 2% of them didn't get any proper response.

IV. Satisfaction level on services provided by the transport

Satisfaction is an act of fulfilling individual's needs, wants, desire, etc. The present study discussing the customers\passenger's satisfaction level on service provided by the public transport. To some passengers, they enjoy bus traveling while listening music or enjoying nature by the window. So, they satisfied by the service when they provide best service or poor service by the public transport. To others, they travel by bus because they don't have any choice, due to the poor service provided by the public transport, they dissatisfy while traveling in public bus. Here the present study is to analysis the customer's satisfaction with the service provided by the public transport. The respondents were asked to state their opinions on a five-point scale, namely, strongly agree, agree, neutral, disagree and strongly disagree. The responses were given the weights as 1,2,3,4 and 5. Cronbach's Alpha test was conducted for all factors.

TABLE – 4.15
RELIABILITY STATISTICS

Cronbach's Alpha	Number of Items
0.758	12

Source: Estimated from Field survey, 2023

The Cronbach's Alpha values for constructs and aggregate level exceeded the minimum alpha of 0.7 (Nunnally, 1978). This indicates good reliability of all items. From the above table, as proven by the Cronbach's alpha with the value being greater than 0.7 i.e., 0.758 it is eligible for proceeding factor analysis.

To determine appropriateness of applying factor analysis, the Kaiser – Meyer – Oklin (KMO) and Bartlett's test measures were computed and the results are presented in the table – 15.

TABLE – 4.16
KMO AND BARTELETT’S TEST MEASURES

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.701
Bartlett's Test of Sphericity	Approx. Chi-Square	243.952
	Df	66
	Sig.	0.000

Source: Estimated from Field survey, 2023

Kaiser – Meyer – Olkin measure is an index which defines of sampling adequacy. The KMO statistics 0.701 appropriates the recommended minimum of 0.6 (Kaiser, 1974) indicating the sample size was adequate for applying factor analysis.

The Bartlett’s test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. The Bartlett’s test of Sphericity was significant at one percent level which shows that there is high level of correlation between variables, which makes its adequate to apply factor analysis.

TABLE – 4.17
ROTATED COMPONENT MATRIX

S.NO	SATISFACTION LEVEL ON SERVICE PROVIDED BY TRANSPORT	COMPONENT			
		1	2	3	4
1	Satisfaction level of service schedule		.815		
2	Satisfaction level of comfortable		.714		
3	Satisfaction level of quality of service				.824
4	Satisfaction level of behaviour of co-passengers				
5	Satisfaction level of waiting facility at bus stop				

6	Satisfaction level of behaviour of driver and conductor				
7	Satisfaction level of cleanliness of buses				
8	Satisfaction level of availability of seats				
9	Satisfaction level of easy to get on and off				
10	Satisfaction level of bus maintains safety measures	.791			
11	Overall satisfaction of service provided by public bus				
12	Satisfaction level of useful to save your money			-.767	
	Eigen values	3.473	1.362	1.128	1.054
	Percentage of variance	28.939	11.352	9.398	8.783
	Cumulative percentage	28.939	40.291	49.688	58.471

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 9 iterations.

Source: Estimated from Field survey, 2023

For satisfaction level of the service provided by the transport, factor one has significant on one dimension, namely, ‘satisfaction level of bus maintains safety measures’, (representing safety measures). These dimension explained nearly 30% of the variance. Factor two had significant loading for two dimensions, namely, ‘Satisfaction level of service schedule’ and ‘Satisfaction level of comfortable’, (representing service provided by transport). These two dimensions were explained nearly 11% of the variance. Factor three has significant loading for one dimension, namely, ‘satisfaction level of useful to save your money’, (representing usefulness to save money). These dimensions explained nearly 9% of the variance. And factor four has significant loading for one dimension, namely, ‘Satisfaction level of quality of service’, (representing quality of service provided by transport), and these factors accounted for nearly 8% of the variance. The result showed that there were four factors that explain the satisfaction of the users of public transport in Coimbatore district, with the total diversity of the data that can be explained by 58.471%. These

factors are service schedule, comfort, quality, behavior of driver, conductor and co-passengers, waiting facility, cleanliness, availability of seats, easy to get on and off, save money and overall satisfaction. The dominant factors influencing customer satisfaction of public transport user quality of service, with most influential variable is feeling concerned about the quality of service while on the bus.

V. Details on savings and expenditure of the respondent's family:

Savings is an individual's unspent money from their income. It is the amount which remains after meeting the household and other expenses. Saving is helpful in pooling up funds for future. Funds saved aside enable the individual to meet against unforeseen expenditures. According to economist Laurence J. Kotlikoff, Savings can be increased by investing in different investment avenues are by vehicles or any other assets. Savings means different things to different people. To some, it means putting money in the bank. To others, it means buying stocks or contributing less out of a given amount of resources in the present in order to consume more in future. An act of spending a money on buying something is called expenditure. In fact, each one of the person earns to consume something. They can spend for their household or personal expenses. Every human life in the world needs to satisfy their wants so they spend their earning. Every households have their own savings and expending to move their lives. So, this saving and expenditure plays a crucial roles in their life.

a) Paired sample t test

Paired t – test was done to examine whether there is any significant difference between family monthly savings of the respondents before and after the “Free bus travel scheme”. The hypothesis was

H₀: There is no significant difference between monthly savings before and after the “Free bus travel scheme”.

H₁: There is significant difference between monthly savings before and after the “Free bus travel scheme”.

TABLE – 4.18
MONTHLY SAVINGS BEFORE AND AFTER
THE "FREE BUS TRAVEL SCHEME"

Paired difference							T	Df	Sig. (2-tailed)
S. NO	Savings pattern	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1.	Monthly Savings Before The "Free Bus Travel Scheme" - Monthly Savings After The "Free Bus Travel Scheme"	-.270	1.644	.164	-.596	.056	-1.642	99	.104

Source: Estimated from Field survey, 2023

It is evident from the table that the calculated ‘t’ value was insignificant at one percent level. Hence the null hypothesis was accepted. The observed difference in monthly savings before and after the “Free bus travel scheme” was statistically insignificant, indicating that there is no significant difference between monthly savings before and after the “Free bus travel scheme”.

b) Paired sample t test

Paired t – test was done to examine whether there is any significant difference between monthly expenditure on food items before and after “Free bus travel scheme”. The hypothesis framed was

H₀: There is no significant difference between monthly expenditure on food items before and after “Free bus travel scheme”

H₁: There is significant difference between monthly expenditure on food items before and after “Free bus travel scheme”.

TABLE – 4.19
MONTHLY EXPENDITURE ON FOOD ITEMS
BEFORE AND AFTER "FREE BUS TRAVEL SCHEME”

Paired difference						T	df	Sig. (2-tailed)	
S.NO	Expenditure pattern	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1.	Monthly expenditure food items before "free bus travel scheme - monthly expenditure food items after "free bus travel scheme"	.000	.246	.025	-.049	.049	.000	99	1.000

Source: Estimated from Field survey, 2023

It is evident from that the calculated ‘t’ value was significant at one percent level. Hence. The null hypothesis was rejected. The observed differences in family expenditure on food items before and after the “Free bus travel scheme” was statistically significant, indicating that there was

definite change in family expenditure on food items of the respondents after the “Free bus service scheme.

c) Paired t test

Paired t – test was done to examine whether there was any significant difference between monthly expenditure of non-food items before and after “Free bus travel scheme”. The hypothesis framed was

H_0 : There is no significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

H_1 : There is significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

TABLE – 4.20
MONTHLY EXPENSES NON-FOOD ITEMS BEFORE
AND AFTER "FREE BUS TRAVEL SCHEME"

Paired difference							T	df	Sig. (2-tailed)
S.NO	Particulars	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
1.	Monthly expenses non-food items before "free bus travel scheme" - monthly expenses non-food items after "free bus travel scheme"	.030	.521	.052	-.073	.133	.575	99	.566

Source: Estimated from Field survey, 2023

It is evident from the above table that the calculated ‘t’ value is insignificant at one percent level. Hence, the null hypothesis was accepted. The observed differences in family expenditure on non-food items before and after the “Free bus travel scheme” was statistically insignificant, indicating that there was no significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”.

d) Chi – Square

Chi – square analysis was done to examine whether there is any significant association between quality of service provided by public transport and satisfaction level of the selected women respondents. The hypothesis framed was;

H₀: Customer satisfaction is not associated with service provided by the public transport.

H₁: Customer satisfaction is associated with service provided by the public transport.

TABLE – 4.21
SATISFACTION LEVEL OF THE RESPONDENTS
WITH SERVICE PROVIDED BY PUBLIC TRANSPORT

Test Statistics		
	SATISFACTIO N LEVEL OF QUALITY OF SERVICE	OVERALL SATISFACTION OF SERVICE PROVIDED BY PUBLIC BUS
Chi-Square (a, b)	59.780	27.040
Df	2	1
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Source: Estimated from Field survey, 2023

From the table, observed that calculated p value is significant at one percent level i.e., 0.000. Hence, the null hypothesis was rejected here. The observed association between

quality of service and satisfaction level of the customers with service provided by the public transport which is significantly associated, indicating that accepting alternative hypothesis, there is significant association between quality of service and customer satisfaction with the service provided by the public transport.

Summary and Conclusion

CHAPTER – V

SUMMARY AND CONCLUSION

TRANSPORTATION

The word ‘Transport’ has been derived from ‘Latin’ word “Transportage”. Trans means ‘across’ and portage means ‘to carry’. Transport means to carry to the other side or from one place to another. Transport as such is a service that helps goods and persons to be carried from one place to another. A good transport system is an important one for the development of the economy of any country (Arunachala Perumal, 2018).

India’s passenger transport for the short and medium distances essentially bus oriented. Bus enjoy a distinct edge over the modes of transport because of their flexibility and accessibility to large number of village and towns out of total passenger movement of the 90% is met by road transport especially buses (Renjitha, 2021).

THE GROWTH OF ROAD TRANSPORT:

The most popular mode of transport system in our country is the road transport. The road transport system helps in social interaction and affects the trade, commerce and industry. “India has one of the largest road networks in the world, i.e., 33.14 lakh km, consisting of (i) National Highways (NHs), (ii) State highways (SHs), (iii) Major District Roads (MDRs), and (iv) Rural Roads (RRs) that include other district roads and village roads. NHs with a length of 66590 km comprises only 2.0 per cent of the road network, but carry 40 per cent of the road-based traffic. SHs with a length of about 137000 km and MDRs with a length of 300000 km together constitute the secondary system of road transportation which contributes significantly to the development of the rural economy and industrial growth of the country” (Govt. of India, 11th five-year plan, 2007-2012). The road transport system consists of goods transport and passenger road transport including bus transport. The bus transport has been acclaimed as the most important means in the sphere of road transport as it is basic to mankind and fundamental for the maintenance of quality of life (Sawinder Kaur, 2015).

Road transport in India is used by majority of population because it’s easy accessibility, comfort, connectivity. The large profits are coming from intercity buses in India because it covers major routes. These buses play a pivot role in intra city travels. Demand for transport has been growing rapidly in India. The demand for road transport is for both passengers and freight carriage

because now a days 60% of passengers and balance 40% of freight so both demand the road transport it leads to increasing demand for land. So, the demand for road transport shift to demand for land. The cost of transport bears depends on accessibility, quality and size of the road. Among the competitive world providing excellent quality is the strategy to get a success.

The government sector bus transportation has highest priority to provide best quality of service in transportation. There is the changing perspective of customers' expectations and preference between public and private transport service. The demand for transport subsequently increasing because of increasing population by both naturally and also due to migration from small towns and rural areas. So, demand increases this leads to increase for private vehicles specially personalized cars, two wheelers etc, this also depends on higher level income, middle in groups in urban areas, higher income groups use personalized vehicles, and next level income groups uses public transport like auto rickshaw, taxi, bus, from these public buses is the majorly used public transport. Mobility demands of commuters living in urban and metropolitan areas is continuously growing because of the desires to participate in increasingly varied activities motivated by physiological, psychological and economic needs (Eboli and Mazzulla 2012). The tremendous rise in public transportation gives many benefits, including increasing economical and personal opportunities, reducing fuel consumption, traffic congestion, road accidents and reduce gas emission. So public transport plays a crucial role in solution for nations, economic, environmental and energy challenges, and helps to increase quality of life of the people. Peoples are closely connected with public transport, in modern world peoples are highly mobilize for example home to work- work to home, that means urban population are increasingly dependent to automobile. The increasing dependent on transport may dually related to satisfy the need of the human population-economic and sustainability of urban.

Although, transport plays vital role in urban areas, the provided service by the transport system are frequently sometimes failed to satisfy the public needs and demand, and often ineffective, low productivity, even when they provide sufficient service. Perhaps, increasing the supply not automatically increase the demand and satisfaction. There should be sufficient measure to taken by the public transportation system to increase their demand and maintain existing customers and also attract new customer.

The working of the people in cities stand in need of movement, which is require to persuade various needs. The needs may include switch to school, college, work, religious centres, cultural,

etc., there has been notable increase in automobile in latest years, tag along with there in decrease in public transport, due to heightened convenience to passengers to choose more and more individual transport because of comfort and independence to travel. Because of finite road facilities in cities, there is urban problem like traffic congestion is growing, this leads to aggregate amount of troubles related to it. In recent days the country is experiencing congestion, limited parking space. The urgent task to the city transport system is to rectify the road infrastructure to satisfy their convenient needs. There are various methods to identify the issues but the important one is communication behaviour of the city's dweller. Which would increase the use of public transport service. For the residents make use of public transport, there should be affordable fare, comfort, ensure good quality of service.

The importance of public transport discerns in developing countries especially in India, where the production, businesses and transportation of finished and unfinished goods from one place to another place public transport is used as of medium of exchange of goods. Due to authentic factors such as production, distribution, means of support of rising population, and socio-economic status, there should be proper plan is needed for transportation. There should be increasing private vehicles for need of the people. If there would be extraordinary increase in nations economy, it is leads to increase in the demand for public transport for economies activities.

However public transport facing a very big problem. Public transport operator needs to attentive change in mobility and passenger's perception related to transport delivery in order to keep in profit. With persuade condition of buses, bus transport may not suitable for most of the passenger especially private vehicle owner. Thus, the bus transport remains low preferred transport. Although if there is predominant increase in quality of public buses it would increase the public bus users in future and consequently it reduces the private vehicle uses, it would help not only country but also for environmental improvement.

Public transportation is also experience as mass transport, public transit, or public transport. Public transport is a part of passenger transport service which is available for use by the common public with help of some modes such as ferry, taxi, car, tram, bus, train, boat, ship, and airplane. Public transportation is operated by government of country, state, district, taluka and village. Some time and some place government hire this kind of services for general public for better benefits. All control of the operation may under by the government as well as public private partnership. Most public transport service run from one place to another according to affixed schedule and

timetable. Those people who have not own car, tram and bus, they use public transportation to go places far away. Buses, trains and airplane are useful for long distance transportation. Public transportation is more often private transportation. When people use public transportation at that time, they need to take ticket or card from authorities like ticket counter, driver and conductor. Timetable tells them when they come and goes in public transportation. Some announcement also available all the bus stand, railway station and airport where passenger get information about his journey. The vehicle of public transportation is good condition as per government norms. So public transportation also good for the environment. Second thing most important that the fair of cost of public transportation is very low which attract to common people to catch public transport every day. Public transportation strongly helpful to general public for sending them where passengers want to go public transportation saves fuel, gasoline consumption and it reduces traffic on road. Public transportation provides economic opportunities and drives community growth and development in life of people (Jagdish Kanzariya and Hitesh Shukla, 2022).

CUSTOMERS' SATISFACTION:

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have met. Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchases, and price of the product or service. Customer satisfaction is most important factors for every business and markets because it provides proper direction to owner as well as customer for their actually needs. So, customer can satisfy after purchasing product or service if he experiences by the same product or service. Customer satisfaction helps to business for profit maximization and cost minimization. Customer satisfaction also useful to increase level of growth of business and show the way how to sustain in the market for long time with profit (Jagdish Kanzariya and Hitesh Shukla, 2022).

Customer satisfaction is one of the most important standards influencing prominent change in work setup of any organisation including banks to maintain their customers and seek out new customers. the customer satisfaction is the resultant feeling gained by the customer after spending his hard-earned money. Similarly, dissatisfaction results during or after purchasing a good or service by the customer. Any possible customer is always double minded and is always comparing actual and expected performance of any product or service. Satisfaction of the customer is the

resultant feeling after obtaining the service, resulting from the comparison between the actual and expected performance for the customer (Altai and Kodadah, 2008).

Passenger satisfaction can be observed as one of the most remarkable and primary components in any service and industry field because of the direct relationship with passenger's retention. The quality of life has become a world concern. It is known as general well-being of person or society, which is defined in terms of health and happiness, instead of wealth. Quality of life is multi-dimension sense of well-being which can be categorised into five dimensions which is physical, material, social, emotional, development and activity (Edubirdie, 2022).

Road transportation plays a vital in both rural and urban areas development. Tis mode of transportation may includes taxi, public buses and private vehicle. From these modes of transport public buses are the most usage means of transportation. But unfortunately, public buses are failed to satisfy the customers need and expectation in term of cost, comfort, traveling time, waiting time, safety of the bus, bus stop condition, safety during travel and others. Due to these main reasons' customers are dissatisfied with the service which they get. Public transportation comprises all transport facilities in which passengers do not use their personal means of transportation to travel. It includes buses, taxis, mini buses. Public transport is very important to passengers due to the fact that it offers opportunity to move from one place to others. It performs a lot of functions for passengers/ customers because it enhances the quality of the life in societies on condition that it provides safe, inexpensive and efficient services (Khadija Abeid, 2015).

The bus transport service industry plays an increasingly important role in the economy of many countries.in today's global competitive environment delivering quality services is considered as an essential strategy for success and survival. The government sector bus transport organizations have come under increasing pressure to deliver quality service and improve efficiency. Customer needs and expectations are changing when it comes to government or private services and their quality requirements (Dharmaraj, 2017).

ANNOUNCEMENT OF “FREE BUS SERVICE SCHEME”:

Tamil Nadu Chief Minister on May 7, 2021, Mr. M K Stalin issues a statement about scheme that enables all women in Tamil Nadu state to travel free of cost in government owned buses. Ever women qualify as beneficiaries in this scheme. This scheme sparked to women empowerment in the male centroidal society. Tamil Nadu is one of the welfare states which introduced innovative scheme for the improvement in the people status. On the outcome, the state

government of Tamil Nadu has implemented this scheme named as “Free bus travel scheme” which is for women’s empowerment and welfare, free travel to all women in all over Tamil Nadu state. The intention of this scheme which is announced by the state government for to rise the mobility of women and also their savings. The outcome of this scheme by the Tamil Nadu state can be a role model for all over India. lot of scheme were introduced by the Tamil Nadu state government but this free bus made a empower women. Apart from all scheme this free bus scheme shows that which changed term of stereotype of programmes or scheme or policy. This policy may directly or indirectly improve the status of women and their empowerment in the society. Behind this scheme the main intention was to encourage working women and increase the number of work participation of women. There no restriction in the number of trips in a day.

The state government of Tamil Nadu has allotted INR 1200 crore for the transport sector. The ex-government introduced the scheme like providing two-wheeler for the women who is under the certain income level. But it got criticised and not encouraged by most of the people because it has lot of document work and terms and condition were applied, and also it increases traffic congestion and air pollution by emission of carbon di oxide. So, the scheme became failure. But this free bus scheme encouraged by lot of people because it has no terms and conditions, no paper work, all the women are beneficiaries of this scheme. The main criticism of this scheme is too much of useless travel mobility. This scheme is not first to introduced by Tamil Nadu state varies other states may introduced earlier. The government of Delhi and Punjab has introduced this free bus scheme before Tamil Nadu state. In these states the main intension was to empower women and their mobility. Different economic and social roles are taken by women and men which is reflected by varied travel pattern. Women chooses their travel pattern which depends upon parameters like affordable, safe, comfort, and frequency. To provide a secured and safety environment, one can go without any risk and easy mobility system. Unsafety transportation provide a barrier to women participation. In India Kerala has highest women literacy rate with 92%, it increases human development index. In India government of Delhi implemented free public transportation for women on 2019, November to provide a safety and secured travel for women to increase their mobility. The scheme called pink slip scheme. If this scheme enables women’s participation to work equally with men then it increases India’s GDP by 16-65% by 2025, said by Global study- 2015. One of the major aims to encourage women’s participation in workforce, it limits their financial expenses. With help this scheme not only raises their mobility

and also women can gain some outside knowledge and provide an opportunity to interaction with outside new peoples. The report says, day to day the female ridership has increased in Delhi public transport because of implementation of pink slip scheme. In all over India there is 23% of women labour force, in Delhi there is 11% visibly very low rate on women work participation. But this pink slip scheme has increased the women participation. This also leads to encourage people movement through public transportation, reduces traffic congestion, reduces parking issues, rises ridership in public transport, in cities like America and Europe has adopted this free of cost public transportation. In Tamil Nadu, as per the scheme provide free ridership in Tamil Nadu public transportation to improve female labour force in the state by encouraging access to women to education and work participation. End of the result shows that after providing this free bus scheme the ridership has increases from 40%-60%. Most of the users of free bus is college students and 50 above people. It also enables women to access education, employment, and other services. This study attempts to indicate the women's satisfaction on service provided by public transport in Coimbatore District with the following objectives.

1. To study the socio - economic status of the selected women respondents in the study area
2. To examine the attitude of the women respondents about free public transport facility in the study area
3. To assess the service quality provided for free bus transportation in the study area
4. To study the satisfaction level of the passengers using public bus transport in the study area

Hypothesis formulated for the study were

Customer satisfaction and quality of service provided by the Public transportation.

H₀: Customer satisfaction is not associated with service provided by the public transport.

H₁: Customer satisfaction is associated with service provided by the public transport.

Monthly savings before vs after the "Free bus travel scheme".

H₀: There is no significant difference between monthly savings before and after the "Free bus travel scheme".

H₁: There is significant difference between monthly savings before and after the "Free bus travel scheme".

Monthly expenditure on food item before vs after the "Free bus travel scheme".

H₀: There is no significant difference between monthly expenditure on food items before and after "Free bus travel scheme"

H₁: There is significant difference between monthly expenditure on food items before and after “Free bus travel scheme”.

Monthly expenditure on non-food items before vs after the “Free bus travel scheme”.

H₀: There is no significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

H₁: There is significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”

The study was related to 100 women respondents in Coimbatore District. For analysis purpose Chi – square, Paired t – test and Factor analysis were used in the present study.

Limitations of the study were,

- The study is based on the data collected from 100 women respondents
- The study area is limited to Coimbatore district only, so the result only applicable to Coimbatore District.
- The study was carried out during the period of 2 months, so the satisfaction level and preference of the women passengers may vary from time to time.

MAJOR FINDINGS:

The major findings of the study were summarized below

I. SOCIO - ECONOMIC STATUS OF THE SELECTED WOMEN RESPONDENTS

- Majority of the respondents are belonged to 20 - 30 age group i.e., around 44%, while 18% of the respondents were belonged to 30 - 40 age group, followed by 18% of the respondents were 40 - 50 years age group, then 13% of the respondents were less than 20 years age group and 7% of the respondents were belonged to 50 and above age category.
- About 69% of the respondents were Degree holders, 16% were completed Higher secondary, while 10% of the respondents were completed Primary education, while 3% of the respondents were completed Ph.D and remaining 2% of the respondents were studied diploma education.
- About 47% of the respondents was unmarried persons, followed by around 45% of the respondents were married and 8% of the respondents were comes under other categories like widows, divorces.

- Around 49% of the women respondents are students, while 37% of the respondents are working women and 19% of the respondents are belonged to other category i.e., house wives.
- About 63% of the respondents were students and housewife's, while 28% of the respondents were working in private sector, followed by 7% of the respondents are working in government sector and then 2% of the respondents were doing business.
- Around 56% of the respondents were stated that there is a need to improvement in all the factors (bus stop facility, destination information, improve the service quality, leg space, need improvement in cleanliness), while 23% of the respondents were indicated that there is a need to improvement in availability of more public free of cost buses, followed by 8% respondents stated that need for bus stop facility, while 5% of the respondents wants improvement in the service quality of the public transport, then 4% of the respondents needs improvements in cleanliness of the buses, about 3% of the respondents stated there is a need to give their destination information while traveling in public free of cost buses and remaining 1% of them stated there is a need for leg space while traveling in the bus.
- About 63% of the respondents are students and house wives so they don't earn any income, then 20% of the respondents were earns income Rs. 10000 – Rs.20000 monthly, followed by 13% of the respondents were earn about Rs.20000 and above monthly and only 4% of the respondents were earns less than Rs.10000 monthly.
- About 56% of the respondents earning income Rs.20000 and above as their family monthly income and around 6% of the respondents were earning less than Rs.10000 as their monthly family income.
- Among 100 women respondents, about 79% of the respondents was belonged to Nuclear family and around 21% of the respondents were belonged to jointly family type.
- It is observed that most of the respondents were belonged to Urban area (52%) followed by 26% and 22% were Rural and Semi-Urban areas respectively.

II. DETAILS ON TRAVELLING

- Around 55% of the respondents used public bus transport as their Daily means of transport because most of the respondents are students and working women and about 11% of the respondents were use once in a month as per their purpose.

- Around 37% of the respondents was using public bus transport mainly for the reason to travel for schools/colleges, followed by only 2% were using the transportation for entertainment purpose among the selected women respondents.
- Around 60% of the respondents stated that the availability of the public free of cost buses available only for some times, only 13% of the respondents out of 100 women respondents stated that the public free of cost buses always available, while other 27% of the respondents indicated that availability of the public free of cost buses were rarely available for them.
- About 41% of the respondents says that public free of cost buses stops at every terminal (bus stop) for sometimes only, then around 34% of the respondents says that bus stops always at every terminal (bus stop) and remaining 25% says that the bus stops at every terminal (bus stop) rarely.
- Around 49% of the respondents said that the destination information accessible in the public free of cost buses for sometimes only, while 43% of the respondents were says rarely get their destination information and remaining 8% of the respondents always get their destination information.
- Around 31% of the respondents were use alternative mode of transport for emergency reason, then about 27% of the respondents prefers alternative mode of transport for the reasons like emergency, overcrowd and when the bus is not available. Followed by 31% of the respondents choose alternative mode of transport when the bus not available, while around 20% of the respondents were prefer another mode due to overcrowd and least 1% of the respondent choose alternative mode of transport for other reason.

III. DETAILS ON COMPLAINTS

- Majority 66% of the selected women respondents says that they don't aware of any complaint numbers in the buses and remaining 34% of the respondents were being aware of complaint number.
- Around 96% of the respondents are not registered any complaint about the service provided by the public transport and other 4% was registered some complaint about the service provided by the public transport.

- About 96% of the respondents are not registered any complaint, among the respondents who have registered complaints (4%) only 2% of the respondents were received proper response and other 2% of them didn't get any proper response.

VI. SATISFACTION LEVEL ON SERVICES PROVIDED BY THE TRANSPORT

- The Cronbach's alpha with the value being greater than 0.7 i.e., 0.758 it is eligible for proceeding factor analysis.
- To determine appropriateness of applying factor analysis, the Kaiser – Meyer – Oklin (KMO) and Bartlett's test measures were computed and the results are presented.
- Kaiser – Meyer – Olkin measure is an index which defines of sampling adequacy. The KMO statistics 0.701 appropriates the recommended minimum of 0.6 (Kaiser, 1974) indicating the sample size was adequate for applying factor analysis.
- The Bartlett's test of Sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. The Bartlett's test of Sphericity was significant at one percent level which shows that there is high level of correlation between variables, which makes its adequate to apply factor analysis.
- For satisfaction level of the service provided by the transport, factor one has significant on one dimension, namely, 'satisfaction level of bus maintains safety measures', (representing safety measures). These dimension explained nearly 30% of the variance. Factor two had significant loading for two dimensions, namely, 'Satisfaction level of service schedule' and 'Satisfaction level of comfortable', (representing service provided by transport). These two dimensions were explained nearly 11% of the variance. Factor three has significant loading for one dimension, namely, 'satisfaction level of useful to save your money', (representing usefulness to save money). These dimensions explained nearly 9% of the variance. And factor four has significant loading for one dimension, namely, 'Satisfaction level of quality of service', (representing quality of service provided by transport), and these factors accounted for nearly 8% of the variance. The result showed that there were four factors that explain the satisfaction of the users of public transport in Coimbatore district, with the total diversity of the data that can be explained by 58.471%. These factors are service schedule, comfort, quality, behavior of driver, conductor and co-passengers, waiting facility, cleanliness, availability of seats, easy to get on and off, save money and overall

satisfaction. The dominant factors influencing customer satisfaction of public transport user quality of service, with most influential variable is feeling concerned about the quality of service while on the bus.

- The calculated 't' value was significant at five percent level. Hence the null hypothesis was rejected. The observed difference in monthly savings before and after the "Free bus travel scheme" was statistically significant, indicating that there is significant difference between monthly savings before and after the "Free bus travel scheme".
- The calculated 't' value was significant at one percent level. Hence. The null hypothesis was rejected. The observed differences in family expenditure on food items before and after the "Free bus travel scheme" was statistically significant, indicating that there was definite change in family expenditure on food items of the respondents after the "Free bus service scheme.
- The calculated 't' value is insignificant at one percent level. Hence, the null hypothesis was accepted. The observed differences in family expenditure on non-food items before and after the "Free bus travel scheme" was statistically insignificant, indicating that there was no significant difference between monthly expenditure on non-food items before and after "Free bus travel scheme".
- It is observed that calculated p value is significant at one percent level i.e., 0.000. Hence, the null hypothesis was rejected here. The observed association between quality of service and satisfaction level of the customers with service provided by the public transport which is significantly associated, indicating that accepting alternative hypothesis, there is significant association between quality of service and customer satisfaction with the service provided by the public transport.

IV. DETAILS ON SAVINGS AND EXPENDITURE

- The calculated 't' value was significant at five percent level. Hence the null hypothesis was rejected. The observed difference in monthly savings before and after the "Free bus travel scheme" was statistically significant, indicating that there is significant difference between monthly savings before and after the "Free bus travel scheme".
- The calculated 't' value was significant at one percent level. Hence. The null hypothesis was rejected. The observed differences in family expenditure on food items before and after the "Free bus travel scheme" was statistically significant, indicating that there was

definite change in family expenditure on food items of the respondents after the “Free bus service scheme”.

- The calculated ‘t’ value is insignificant at one percent level. Hence, the null hypothesis was accepted. The observed differences in family expenditure on non-food items before and after the “Free bus travel scheme” was statistically insignificant, indicating that there was no significant difference between monthly expenditure on non-food items before and after “Free bus travel scheme”.
- The calculated p value is significant at one percent level i.e., 0.000. Hence, the null hypothesis was rejected here. The observed association between quality of service and satisfaction level of the customers with service provided by the public transport which is significantly associated, indicating that accepting alternative hypothesis, there is significant association between quality of service and customer satisfaction with the service provided by the public transport.

CONCLUSION:

To conclude, ‘Free bus travel scheme’ has improves the women empowerment, it helps to travel free from any hesitation like ticket fare and useful to save money. But based on the findings of the present study there is no changes in expenditure on non – food items on before and after the ‘Free bus travel scheme’ because of non - availability of more buses so the passengers are preferring deluxe buses and other means of transport, deluxe buses cost double the actual amount. So, the women respondents have felt that the implementation of ‘Free bus travel scheme’ is still not effective. Hence, the present study suggested that the government may pay attention on the service of the public transport and the availability of more free bus transport facility.

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ANNEXTURE

INTERVIEW SCHEDULE

A STUDY ON WOMEN'S SATISFACTION TOWARDS FREE PUBLIC TRANSPORTATION SCHEME SPECIAL REFERENCE TO COIMBATORE CITY

I. SOCIO – ECONOMIC STATUS OF THE WOMEN RESPONDENTS

1. Name: _____
2. Age: _____
3. Education
 - a) Primary
 - b) Higher secondary
 - c) Degree holders
 - d) Diploma
4. Marital status
 - a) Married
 - b) Unmarried
 - c) Others (please specify) _____
5. Are you a _____
 - a) Student
 - b) Working
 - c) House wife
 - d) Others (please specify) _____
6. If you are working means, in which sector
 - a) Government
 - b) Private
 - c) business
 - d) Others (please specify) _____

II. DETAILS ON TRAVELLING

7. Monthly income (INR)
 - a) Less than 10000
 - b) 10000-20000

- c) 20000-above
8. Family monthly income (INR)
- a) Less than 10000
 - b) 10000-20000
 - c) 20000-above
9. Area of residence
- a) Rural
 - b) Semi-urban
 - c) Urban
 - d) Others (please specify) _____
10. How often do you travel on bus as a transport measure?
- a) Daily
 - b) Once a week
 - c) Once a month
 - d) Rarely
 - e) Never
11. What is the main reason you travel by bus?
- a) School/college
 - b) Work
 - c) Shopping
 - d) Entertainment
 - e) Any other _____
12. Availability of free bus are frequent?
- a) Always frequent
 - b) Sometimes
 - c) Rare
13. Does bus stop at every terminal (bus stop)?
- a) Always
 - b) Sometimes
 - c) Rare
14. The bus gives your destination information

- a) Always
- b) Sometimes
- c) Rare

15. When will you prefer alternative mode of transport?

- a) Due to overcrowd
- b) Emergency
- c) Bus not available
- d) Others (please specify) _____

III. SATISFACTION LEVEL ON SERVICE PROVIDED BY THE TRANSPORT

Statements	Highly satisfied	Satisfied	Dissatisfied
How satisfied are you with the city bus service schedule			
Do you comfortable while travelling in bus?			
Satisfaction level of the respondece in quality of service			
Satisfaction level of the respondents with behaviour of co-passengers			
Satisfaction level of the respondents on waiting facilities at bus stops			
Behaviour of the			

driver and conductor			
Cleanliness of buses			
Availability of seats in buses			
It is easy for you to get on and off the bus			
bus maintains safety measures			
Overall satisfaction of the service provided by public bus transport			

16. Do you aware of complain number available for any issues arise while traveling in bus?

- a) Yes
- b) No

17. Do you registered any complain about the service provided by the public bus transport?

- a) Yes
- b) No

18. If yes means, did you get a proper response?

- a) Yes
- b) No

19. Is this scheme being useful to save your money from daily transport expenses

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

IV. DETAILS ON SAVINGS

Monthly savings (Rs.) per month	
Before the “Free bus travel scheme”	After the “Free bus travel scheme”
a) Less than Rs. 100	a) Less than Rs. 100
b) 100-200	b) 100-200
c) 200-300	c) 200-300
d) 300-400	d) 300-400
e) 400-500	e) 400-500
f) 500 and above	f) 500 and above

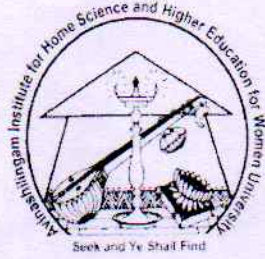
V. DETAILS ON FAMILY EXPENDITURE

S. No	Item	Before the “Free bus travel scheme”	After the “Free bus travel scheme”
1	Food		
2	Non - food items a) Transportation b) Education c) Health d) Recreation e) Others		

23. Any suggestions

- a. Improves the service quality
- b. Friendly behavior of driver/conductor/co-passengers
- c. Need improvement in cleanliness
- d. Leg space
- e. Destination information
- f. Bus stop facility
- g. All the above
- h. Others (please specify) _____

INSTITUTIONAL HUMAN ETHICS COMMITTEE



Avinashilingam

Institute for Home Science and Higher Education for Women
(Deemed to be university under Category 'A' by MHRD, Estd. u/s 3
of UGC Act 1956) Re-accredited with 'A⁺⁺' Grade by NAAC.
Recognised by UGC Under Section 12 B
Coimbatore- 641043, Tamil Nadu, India

05.01.2023

Chairman

Dr. Sudha Ramalingam
Director – Research and Innovation
Professor- Community Medicine,
PSG Institute of Medical Sciences
& Research, Coimbatore

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Dr. A Thirumani Devi
Professor
Department of Food Science and
Nutrition

Members

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Ms. D. Kavitha
Dr. A R Sudamani Ramasamy
Dr. G. Victoria Naomi
Dr. Judith Justin
Dr. Anitha Subash
Dr. K. Sampath Rani

To
Ms. R. Vishnu Maya
Department of Economics
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore- 641043

Dear Vishnu Maya,

Ref: Your proposal No. IHEC/22-23/EC-14 entitled "A
Study on Women's Satisfaction towards Free Public Transportation
Scheme – Special Reference to Coimbatore City" submitted for
approval of IHEC on 21.11.2022.

The Institutional Human Ethics Committee of our University
hereby grants approval to your research proposal No. IHEC/22-
23/EC-14 entitled "A Study on Women's Satisfaction towards Free
Public Transportation Scheme – Special Reference to Coimbatore
City" submitted by you. The Approval number for the same is
AUW/IHEC/EC-22-23/XMT-14.

We wish you all the best in your research endeavours.

Regards

Dr. A Thirumani Devi
Member Secretary

