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A Study on Awarness and Usage of E-Tickets in Railways

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Abstract:
Transport service system has become an integral part of common man's life, people travel from one place to another place due to personal or official purpose through the mode which is convenient to them. Nowadays the cost of road transport is highly increased in Tamil Nadu, so people they preferred another option, for that they preferred rail transport. The internet is one of the more recent developments in communications and information transfer. In the present lifestyle educated, well - informed, and techno savvy consumers want to save time and adopt smarter ways to buy products or avail services. An electronic ticket is a contract, in digital format, between the user and the service provider, and reduces both economic costs and time in many services such as air travel industries or public transport. The Indian railway has modernized in terms of technology, ticketing, computerization and overall management. Indian railway has passed a few decisions that can reduce the environmental impact of the railway significantly. Reducing the consumption of paper will reduce the amount of deforestation done to produce paper. Indian railways are working out strategies to makeover its image as eco-friendly. An Indian railway has been implementing sustainable development measures to go eco-friendly and contribute towards environment protection.

Keywords: E- commerce & E- ticket, IRCTC (Indian Railways catering & tourism corporation)

1. Introduction

Indian Railways (IR) is a premier transport organisation of the country. It has the largest rail network in Asia and the world's second largest organization under one management. In today's competitive environment of 21st century, it has become necessity for Indian Railways to bring changes in offering different services with the use of advanced technology. Today, the internet is more accessible and less expensive than it was, and the number of internet users is growing rapidly. Indian Railways is becoming technologically advanced and the fact that people can book their tickets online. After IRCTC launched the online ticket reservation system through its website (www.irctc.co.in) in 2002, the site quickly achieved the distinction of being the largest e-commerce portal in Asia. This web site is so popular all over the world that it is visited at least a million times a day either to find out the Train fare, ticket reservation or the availability status of a wait listed ticket. E-ticket provides economic costs and time in many services such as travel industries or public transport. People who have access to a computer and the internet can now reserve their tickets online. The online service system shall be able to support 7200 tickets per minute a day the and it support 1,20,000 simultaneous users at any point.It will have the capability to easily scale up as demand increases in future. In fact, Indian Railway online reservation has made things easier for many people who want to travel through trains. Indian Railway Online Booking has certainly changed the system of reservation in India.

2. Review of Literature

- **Ms. Pooja Jain & Narender Kumar (2011)** in their study "Measurement of E-Service Quality: An Empirical Study on Online Railway Ticket Reservation Website Service", reveals that to provide insight into the dimensions of e-service on online railway ticket reservation website service. The results bring out four core e-service quality dimensions namely: Efficiency, Responsiveness, Privacy and security and Reliability. Surprisingly, privacy and security dimension scores the highest score of 3.85. It indicates that the users do not recognize considerable risk in online environment of e-service stemming from the possibility of misuse of their financial information and personal information. It is followed by efficiency, responsiveness and reliability with mean scores of 3.72, 3.43 and 3.19 respectively. Managers should focus on providing superior technical function of the website without any operating problems and 24 hours access to e-service.
- **K. S. Raman and Swati Wig (2010)** in their study "Risk Management in Large Information Systems (IS) Projects": A Case Study of the Indian Railways Computerized Passenger Reservation system has demonstrated that information technology itself can have a huge impact on an organization and a population. PRS computerization has played a major role in communicating the positive effects of technology to the suspicious labour unions and workers in India. They found

satisfied expressions on the faces of customers at reservation centres across the country are the major intangible contributions of the Indian Railways PRS.
- **Sanjay Aggarwal (2008)** in his study "Web-Based Rail Reservation (Internet Ticketing) Compendium of e-Governance Initiatives in India" observed that steady growth of IRCTC's internet ticketing emphasizes an increasing acceptance of the Internet ticketing system over time. They found that not only saving time of public but also saving their cost of travelling/parking to these centres and also railways saving on their infrastructure .i.e. Buildings, Air-Conditioning, Electricity, Furniture, Staff etc. He concluded that if online ticketing initiatives fulfil a perceived consumer need, they are acceptable to a wide range and increasing number of customers.

3. Statement of the Problem
The Indian railway is the predominent employer in the world employing the largest number of employees in it. It's also being well knowned for its vast area coverage right from starting of Indian railway in 1853 upto this date, it is trying its best to update the new technologies required in its field. The online service of the railways is one such adapted technology. To put the growth in perspective, in the past ten years since its inception of online services, the railways technological advancement initiative has witnessed spectacular growth. In the present lifestyle, educated, well - informed, and techno savvy consumers want to save time and adopt smarter ways to buy products or avail services. The online service of Indian railway is one such aspect which provides an easier ticket reservation and better enquiry clarification system. There are also travel agents who provide the facilitation of online services of Indian railways. In this context, the study will appear to be highly relevant and indicative by the nature of people's ongoing preference towards on online services of Indian railways.

4. Objective of the Study
- To study the awareness of electronic tickets among the passengers
- To analyse the mode of electronic tickets carried by the passengers
- To analyse the reason for the use of e-tickets opted by the passengers
- To offer suggestions based on the study.

5. Research Methodology
This study was conducted in the area of Coimbatore district. The purposes of study 100 respondents were selected and data were collected through questionnaire. The nature of data collected for the research is primary data. The data has been collected directly from the sample respondents who are traveling by train from Coimbatore to mayladudurai JANSATAPTHI EXPRESS.

5.1. Tools Used
- Percentage analysis
- Chi-square analysis

5.2. Limitation of the Study
- The study is restricted to Coimbatore city only.
- The research study is limited to JANSATAPTHI EXPRESS.
- The number of respondents are restricted to hundred only.

6. Analysis and Interpertation

S.NO	MODE	AWARE	NOT AWARE	TOTAL
1.	Mobile(SMS sent by IRCTC)	86	14	100
2.	I Pad	53	47	100
3.	Laptop	69	31	100

Table 1: Awarness Towards Various Mode Of E-Ticket

It is concluded that majority (86%) of respondents are aware of form of e-tickets Mobile (SMS sent by IRCTC), (69%) of the respondents are aware of laptop and (53%) of the respondents aware of I Pad as a mode of e-tickets.

S.NO	MODE	ALWAYS	SOMETIMES	NEVER
1.	Mobile(SMS sent by IRCTC)	45	20	35
2.	I Pad	0	8	92
3.	Laptop	1	9	90
4.	Printout	56	13	31

Table 2: Mode Of Carring E-Tickets By The Passengers

It is concluded that the majority (56%) of the respondents always carried their e-tickets in the form of printouts, (45%) of the respondents always carried e-tickets in the form of mobile (SMS sent by IRCTC), 1% of the respondents always carried e-tickets in the form of laptop.

6.1. Chi-Square Test

S.NO	PERSONAL FACTORS	CHI-SQUARE VALU	d.f	P.VALE	SIGNIFICANT VALUE	S/NS
1.	Gender	7.937	2	0.019	0.05	NS
2.	Age	25.843	6	0.000	0.05	NS
3.	Education	45.139	10	0.000	0.05	NS
4.	Occupation	29.139	8	0.000	0.05	NS
5.	Income	52.958	6	0.000	0.05	NS
6.	Marital status	21.605	2	0.000	0.05	NS

Table 3: Personal Factors And Source Of Awareness

It is concluded that Gender, age, education, occupation, Income, Marital status have significant influence on the sources of awareness.

S.NO	PERSONAL FACTORS	CHI-SQUARE VALU	d.f	P.VALE	SIGNIFICANT VALUE	S/NS
1.	Gender	0.125	1	0.724	0.05	S
2.	Age	9.583	3	0.022	0.05	NS
3.	Education	17.004	5	0.004	0.05	NS
4.	Occupation	21.743	4	0.000	0.05	NS
5.	Income	35.015	3	0.000	0.05	NS
6.	Marital status	0.551	1	0.458	0.05	S

Table 4: Personal Factors And Purpose Of Travel

Hence, it is concluded that gender and marital status have significant (rejected) influence on purpose for which they travel.

7. Findings Suggestions and Conclusion

7.1. Findings

7.1.1. Percentage Analysis
- Majority (86%) of the respondents are Male.
- Most (46%) of the respondents belong to the age group of below 30 years.
- Most (34%) of the respondents are educated at Undergraduate level.
- Most (33%) of the respondents are Employed.
- Most (35%) of the respondent's family monthly income range below 20000.
- Majority (57%) of the respondents are Married.
- Majority (51%) of the respondents are frequent traveller.
- Majority (86%) of respondents are aware of form of e-tickets Mobile (SMS sent by IRCTC), (69%) of the respondents are aware of laptop and (53%) of the respondents aware of I Pad as a mode of e-tickets.
- Majority (55%) of the respondents are aware of e-tickets through internet.
- Majority (92%) of the respondents are booking e-tickets well in advance.
- Majority (60%) of the respondents purpose travel frequently is for their personal visit.
- Majority (80%) of the respondents booking e-tickets by self. Majority (56%) of the respondents always carried their e-tickets in the form of printouts, (45%) of the respondents always carried e-tickets in the form of mobile (SMS sent by IRCTC), 1% of the respondents always carried e-tickets in the form of laptop.

7.1.2. Chi-square Analysis
- The Gender, age, education, occupation, Income, Marital status have significant influence on the sources of awareness.
- The gender and marital status have significant influence on purpose for which they travel.

7.2. Suggestions

7.2.1. Awareness
Most of the passengers are aware of usage of e-ticket through internet, hence other media of advertisement like newspapers, magazine television and radio should create awareness about e-tickets. There are different modes for carrying e-tickets in railways, but passengers preferred for printout form only at the time of journey. IRCTC should create more awareness towards Virtual Reservation Message (VRM) among the passengers. And mostly well educated people only are using e-ticket IRCTC should create awareness about the eco friendly ticketing system among the passengers, Most of the passengers aware and using the e-ticket but they forgot to bring the original identity proof at the time of journey.

7.2.2. Mobile (SMS sent by IRCTC)
In India the usage of mobile phone has increased in many folds. They learn the operation for communication easily. Hence, railways have to take initiative to simplify the operation of VRM.

7.2.3. Technology
Since online purchase increasing the mobile company should think about including new features in the mobile phones.to simplify the procedures of operation online transaction.

8. Conclusion
Transport service system has become an integral part of common man's life, people travel from one place to another place due to personal or official purpose through the mode which is convenient to them. Among the various transport modes, rail transport is often chosen by customer in view of cost and convenient factors. In the present lifestyle where consumers are educated, well-informed and techno savvy they want to save time and adopt smarter ways to buy products or avail services. Now passenger can travel on SMS sent by Indian railways while booking an e-ticket or passenger can carry their ticket in electronic mode on Mobile, Laptop, iPad etc. Doing this will save 3 lakh A4 size papers every day and the printer ink used to print those 3 lakh e-tickets. Not only this change will save lac of rupees but also will have a significant impact on our environment. Reducing the consumption of paper will reduce the amount of deforestation done to produce paper. Indian railways are working out strategies to makeover its image as eco-friendly. Railways have to take necessary steps to create awareness about the usage of e-tickets.

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