



ROAD TRANSPORTATION MANAGEMENT AND CONSUMER SATISFACTION

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ABSTRACT

Road transportation is one of the engine of an economy as it links both the producers and consumers. But ineffective and inefficient management of road transportation system have crippled development of the coimbatore economy and social activities which have resulted in dissatisfaction among the customers in the industry. To this end, the study examined road transport management and customers' satisfaction in Nigeria using SERVQUAL Model with focus on Imo Transport Company.

Key words - transport, customer, road system, management, society.

INTRODUCTION

Transport is conveying or being conveyed or a means of conveyance from one place to another. It is the movement or displacement of persons, good and other movable possessions in time and space for a particular purpose. In human societies, this is not chaotically done because recognized paths marked out by individuals or the societies are usually followed. This could be by water, land or air. It is possible that since man from origin is a mobile being, the word transport must have entered his vocabulary as early as when he developed the act of speech. Road transportation is a factor of land transport which involves the movement of people and goods by motor cars, truck, buses, motorcycles and bicycles. It is the most popular means of transport. Road transport means transportation of goods and personnel from one place to the other on roads. Road is a route between two destinations, which has been either paved or worked on to enable transportation by way of motorised and non-motorised

carriages. There are many advantages of road transport in comparison to other means of transport. The investment required in road transport is very less compared to other modes of transport such as railways and air transport.

STATEMENT OF THE PROBLEM

Poor road transportation management is one major problem that is affecting the growth of the economy. Poor road transportation management has led to the ineffectiveness and collapse of the COIMBATORE road system that supposed to carry bulky goods from one city to another and has made inflation to be high. This in turn has bounced as the road transportation system characterized by heavy duty lorries overworking the road system and the resultant effect is damages of roads causing accidents and loss of lives and property. Poor management of Peace mass transit transportation system has caused breakdown of vehicles that has resulted in goods and movement of people not being able to reach their destination on time.

SCOPE OF THE STUDY

This research work covers the road transportation system in coimbatore with special focus to PMT, their functions operationalization, problems and government policies to regulate this industry as to deliver maximum satisfaction to the public. This study comprises of the busiest roads in Coimbatore that plays a important role in day to day life of a common man and those roads which helps to move the goods and commodities. The study suggest a useful recommendation to road transportation management in Coimbatore

RESEARCH METHODOLOGY

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives. Research methodology is defined as a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

REVIEW OF LITERATURE

(Adeniji, 2000).Transportation is the movement of people and goods from place to place. It is a means by which people, goods and raw materials are able to get to where they are needed for commercials or non-commercial purposes at the preferred time. Thus, mobility of people and materials is one of the greatest needs that have to be adequately satisfied in both the developed and developing nations if any meaningful level of social interaction, co-operation, production activities, economic and other types of development, and human welfare is to be achieved.

(Okakunori, 2006) mobility of people and materials is one of the greatest needs that have to be adequately satisfied in both the developed and developing nations if any meaningful level of social interaction, co-operation, production activities, economic and other types of development, and human welfare is to be achieved. It is as a result this, road transport which is the commonest means of transport, is often referred to as the engine and wheel of the society.

(Ogunbodede, 2018).Studies in the area of urban transportation confirmed that more than 75% of population in cities depended on public transport while 25% depended on private transportation.

S.A.Mulay C.S.Dekhne R.M.Bapat (2019) mainly focuses on the ITS covering various domains like evolutionary computing and intelligent systems, mobile computing and applications, GPS Etc. During the peak hour such as office and school timings there is long traffic lines and more waiting time on traffic leads to breaking of traffic rules. The researcher presented in this paper three modules which addressing the issues of traffic management.

ROAD TRANSPORTATION MANAGEMENT AN OVERVIEW

Transport authorities have recognised that we cannot only rely on traffic enforcement to keep our roads and all our road users safe! The Government's National Development Plan has identified Public Private Partnerships (PPPs) as being essential in helping to deliver safer roads. The ability of Government to reduce the road accident toll depends also on building up local partnerships networks, ensuring quality planning and implementation of road safety interventions, including monitoring and evaluation of implemented strategies. Public private partnerships provide opportunities for businesses to participate in enhancing road safety and to share their vision and expertise in a variety of road safety strategies.

The various steps taken by the Government. of India towards the development and management of roads in the country after independence are described here:

a. Central road research institute:

In 1950, Central Road Research Institute (CRRI) was started at New Delhi. This institute is considered as one of the *National laboratories of the Council of Scientific and Industrial Research in India*. This institute is mainly engaged in applied research and offers technical advice to state governments on various problems concerning to roads.

b. National highway act:

In 1956, the National Highway Act was passed. According to this act, the responsibility of development and maintenance of National Highways was given provisionally to the central government.

Road development plan(1961-81):

In 1958, the next Twenty Years Road Development Plan (1961-81) was finalized at the meeting of Chief engineers of states. This is popularly known as the *Chief Engineer's Plan*. In this plan, due consideration was given to the future developments on various fields of our country.

Major benefits :

Improved journey times.

Improved air quality from reducing air pollution generated by slow-moving traffic.

Reduced delays to public transport.

Traffic speed control.

Protection of historic and environmentally-sensitive areas.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching of patterns or relationship that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan.

- Simple Percentage Analysis of collected data.
- Weighted Average Analysis.
- Average Ranking Analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tools which is widely used in

the analysis and interpretation of primary data. It deals with the number of

respondents response to a particular question in percentage arrived from the total

population selected for the study.

GENDER

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	70	58.3
2	Female	50	41.7
	TOTAL	120	100

INTERPRETATION

The above table shows 58.3% of respondents are male and 41.7% of respondents are female.

MONEY SPEND ON A WEEK FOR TRANSPORT

SI NO	MONEY SPEND	RESPONDENTS	PERCENTAGE
1	500	28	23.3
2	1000	61	50.8
3	3000	25	20.8
4	Above 3000	6	5
	Total	120	100

INTERPRETATION:

The above table shows that the 50.8% of the respondents spend Rs.1000 for their transport, 23.3% of the respondents spend Rs.500 for their transport, 20.8% of the respondents spend Rs.3000 for their transport, 5% spends more than Rs.3000 for their transport.

AVERAGE RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of customers on various aspects considered for the study.

RANKING OF MAINTENANCE LEVEL IN THE BUSIEST ROAD

S.NO	BUSIEST ROAD	GOOD	AVERAGE	FAIR	BAD
1	Avinashi	86	17	14	3
2	sathyamangalam	24	84	11	1
3	Mettupalayam	72	28	17	3
4	Pollachi	28	82	8	2

Rank weighted average score

Rank	Weighted average	Busiest road
1	3.55	Avinashi road
2	3.408	Mettupalayam road
3	3.133	Pollachi road
4	3.091	Sathyamangalam road

INTREPRETATION

From the above table, the first rank goes to avinashi road, the second rank goes to mettupalayam road, third rank goes to pollachi road and fourth rank goes to sathyamangalam road.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS:

SIMPLE PERCENTAGE ANALYSIS

- Here, the majority of respondents 58.3% are male.
- Here majority of the respondents 50.8 % spends Rs.1000 for their transport.

AVERAGE RANKING ANALYSIS

Here, the first rank goes to avinashi road, the second rank goes to mettupalayam road, third rank goes to pollachi road and fourth rank goes to sathyamangalam road.

SUGGESTIONS

- The many opportunities that arise for mitigating or reducing adverse environmental impacts in modifications and repairs to existing roads should not be overlooked. Environmental considerations should be included when plans are made to repair or modify existing roads, as well as when plans are made to build new roads.
- Research on the ecological effects of roads should be multiscale and designed with reference to ecological conditions and appropriate levels of organization
- Additional research is needed on the long-term and large-scale ecological effects of roads (such as watersheds, ecoregions, and species' ranges). Research should focus on increasing the understanding of cross-scale interactions.
- More opportunities should be created to integrate research on road ecology into long-term ecological studies by using long-term ecological research sites and considering the need for new ones.
- Improved models and modeling approaches should be developed not only to predict how roads will affect environmental conditions but also to improve communication in the technical community, to resolve alternative hypotheses, to highlight and evaluate data and environmental monitoring, and to provide guidance for future environmental management.

CONCLUSION

In conclusion, transportation system is important to urban and social development. The roles of urban transport explained above are important to affect the demand and supply of urban land market. Transportation systems influence virtually every aspect of community life. To sum up, it is recommended that road network in a city should be planned in an integrated manner along with the public transport network. Road cross-section is recommended to be reorganized for equitable allocation of road space. Missing link and opening up of dead end roads should be given priority too. Expansion of road network in a city should be minimal, and primarily for providing access to urban areas, in order to avoid attracting vehicular traffic and resulting congestion. The state improvement can really help in solving the transportation problem. It will help in increasing the demand of people towards the land at the area and therefore can create higher land value and better development.

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