

“Customer Perception towards Public Transport in Post COVID Era”

By: Akansha Bhargav, Bhavya Gulati, and Ansh Sunit Chawla

Abstract

As the whole world has struggled with the COVID-19 pandemic situation, the traveling issue has come across majorly in cities, especially in Delhi where the cases were increasing rigorously.

This research study aims to understand the factors that influence the perception of customers while opting out of public transport as the mode to travel during a pandemic. When the second wave of COVID-19 was hit, the economy and travelers became more apprehensive and concerned about their conveyance and safety measures when choosing their travel mode. This research addresses the dilemma of customers, this research is performed with of customer perception towards public transport post-COVID-19. Therefore, the article theoretically identifies the factors (Customer Experience, Safety Measures, Sanitization, Payment Mode and Price of ticket) that affect the perception of customers to avail of Public Transport. The recent study is descriptive, extensive literature was reviewed to identify the factors that affect customer perception towards public transport and analysed using statistical software i.e., SPSS to get useful insights. The present study will not only aid public transport to better the experience of their customers but also will help organizations and marketers to revamp their strategies to fulfil the expectations of customers.

Keywords: COVID-19, customer perception, Public Transport, Cabs, experience, safety measures, sanitization, Public Transport, DTC buses, Autorickshaws.

Introduction

View of clients alludes to the apparent worth of any item or administration. The worth saw by clients is reflected by the picture of the item or administration clients have to them. The picture shaped to client can affect his buy choice in a positive or a negative way. Positive picture development prompts positive discernment while negative picture towards any item or administration frames a negative client insight. The researcher's expresses that insight is framed in the personalities of clients subsequent to dissecting the nature of administration they get which decides the sort of involvement they will have. Each association centres around conveyance great administrations to their clients and attempts to satisfy every one of the responsibilities. Yet, the pandemic circumstance strikes the economy suddenly especially the day-by-day workers. Numerous people who used to drive from public vehicle to their workplaces got into the befuddling conditions where they don't have a thought regarding picking a movement mode.

Client experience is one of the overwhelming variables that influences the insight which isn't inherent only one day. Associations buckle down on acquiring the trust of clients and giving them the best involvement in the administrations they can at any point give without leaving any leaf unturned. The impression of clients totally relies on the experience they had over the

course of the tedious the administrations. For giving better insight to clients' post COVID-19, the Delhi Transportation organizations have laid their emphasis on security and sterilization in their activities. Yet, still there is no evidence concerning what clients are seeing with regards to the administrations presented by open vehicle in the post pandemic circumstance.

Subsequently, this study is a drive to appreciate the perspective on clients towards public vehicles post COVID-19 pandemic. The review will give a sensible picture in regards to client's perspective on open vehicle administrations, how clients see their organizations and what all can be to give better insight to clients to shape a positive discernment to them.

The rationale for the Study

The review is expected to get client insight at this troublesome time, as the entire world is battling with the circumstance. The review will assist Public Transport and transportation with servicing suppliers and advertisers to comprehend their clients' opinions on their administration at this difficult stretch so appropriate drives can be taken to give the best client experience. There was no such examination concentrated on the observed which mirrors the importance of various elements that influences client discernment towards the public vehicle in the midst of Covid-19. Additionally, prior examinations were tried different things with client insight and involvement with various areas yet no review was tried with subordinate variable client discernment with free factor insight towards public vehicle during COVID-19. Subsequently, the holes were distinguished and the exploration is depicted in such a manner that the new region can be investigated.

Review of Literature

The Covid-19 crisis has impacted all types of transport, from vehicles, and public vehicles in urban communities, to transport, trains and planes broadly and globally. Worldwide road transport movement declined half beneath 2019 normal before the end of March 2020 and business flight action almost fell to 75% as compared to 2019 by mid-April 2020.

Sankar and Naveenkum (2020) performed a study to identify the most influential factor that impacts customer perception during the COVID-19 pandemic and found that the safety factor plays a very important role in shaping customer perception. Bhardwaj and Singh (2021) talked about five dimensions of service quality (reliability, safety & security, tangibility, empathy and commuters' friendliness) as the variables that impact the satisfaction level of customers towards public transport. The satisfaction of customers depends upon the perceived value of service quality (Xu et al., 2008). Singh and Kumar (2014) found the service quality as the most dominant factor that affects the perception of customers towards public vehicle services. Segal (1971) defined perception as the experience that occurs in response to any stimulus. Service quality is a more specific judgement that can lead to a broad evaluation of customer perception leading to satisfaction (Oliver, 1993). Thanai and Chugh (2017) observed that demographical factors such as age, gender, marital status and the place from where the commuter is coming to impact the cognition which results in forming a perception in customers' psyche and their decision to opt for public transport service. Tara (2011) found another factor i.e., customer experience which is the prime factor that motivates organizations to improve their quality of service. A good experience with the service will form a positive perception in the customer's mind which will lead to enhancing the satisfaction level of the customers. When the customer feels safe, preventive and secure positive perception is formed. Sandada and Matibiri (2016) performed a study to identify the factors that make passengers loyal to the transport service in Southern Africa.

Agarwal, R et. Al (2008) conducted a study on the effects of consumer perceptions of the various aspects of services provided by public transportation services on their level of satisfaction with specific reference to the Indian Railways. The study was conducted with a

sample size of 500 respondents by using a survey method. It was found that the satisfaction level of customers with the services of Indian Railways is strongly influenced by perceptions of customers regarding their satisfaction with the various dimensions of Indian Railways. The results showed that when the subjects perceived the performance of various dimensions to be of superior quality, they were more satisfied with the Indian Railways as a whole and vice versa. Safety and security during the journey are considered to be highly important factors by the customers which should be given more attention by the railway authorities.

Andersen et al. (2011) assert that people have become very conscious post-Covid-19 towards their hygiene and therefore are influenced by with the usage of hand sanitisers. Authors noticed some potential in hand sanitisers for reducing the intervention of disease in South Asia and hence suggested selling sanitisers at a lower market price. Bhaduri et al. (2020) performed a study on modelling the effects of Covid-19 on travel mode choice behaviour in India, they investigated the changes in travel behaviour and modelled the relationship between changes in transport mode usage and traveller characteristics in quantify the associated heterogeneity. The information in this study was captured using an online survey. Moreover, the dependent variable in the model is the weekly frequency of choosing each mode for commuting. In particular, there has been some descriptive data analysis on how different socio-demographic groups of different countries have changed travel behaviour in response to covid-19.

Conceptual Framework

Customer Experience leading to Customer Perception

Kotler et al. 2013, (p. 283) say that customer experience is about, "Adding value for customers buying products and services through customer participation and connection, by managing all aspects of the encounter". Berry et al. (2002) stated that an organization's first step toward managing the total customer experience is recognizing the clues it is sending to customers. The clues that make up a customer experience are everywhere, and they're easily discerned. Anything that can be perceived or sensed -- or recognized by its absence -- is an experience clue.

Yakup.D, 2011 stated that when talking about the perception we always have to keep in mind that we perceive the world not as it is, but as we think it is. That means that there are innumerable perceived worlds out there. This statement is based on the fact that every human being relates the observed world to its past experiences, values, etc. Perception is more than just gathering information about a certain event at a certain time. It involves, recognizing stimuli, and processing and storing them. Consumers' perceptions are crucial in their behaviours and hence marketers need to understand their customer's perceptions well.

Factors that affect Customer perception Sanitization

The utilization of hand sanitiser diminished the centralization of infections on both hands (Tamimi et al., 2014). The hand sanitiser assumed a significant part in cleaning the surface when there was no accessibility of water and cleanser in forestalling the spread of Covid 19 infections; expressed by Singh et al. (2020). Ali et al. (2015) directed an investigation and discovered that hand sanitisers independent of alcoholic/non-alcoholic are viewed as successful in controlling the microorganisms.

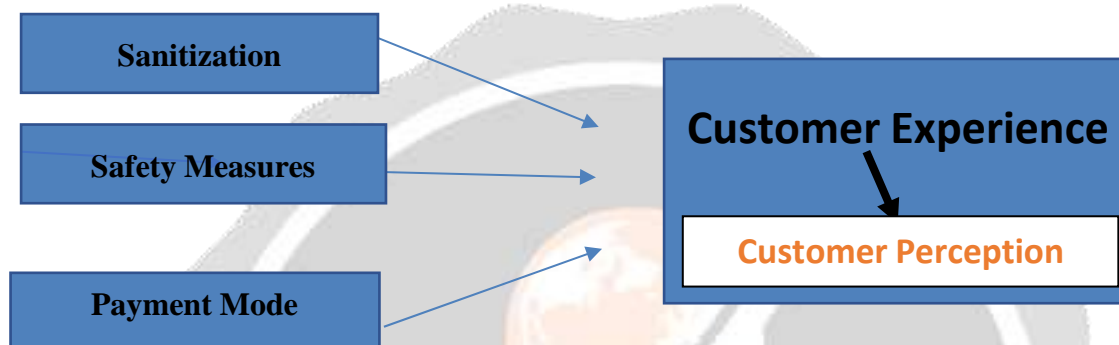
Payment Mode

KM and Siby (2021) saw that individuals would in general utilize virtual expense techniques in the cases of the Covid pandemic. Singh and Rana (2017) declared that reception of computerized charge is roused by utilizing the schooling level of the customer. Assuming an individual has considered past registration and is web insightful, the person in question tends to apply the advanced charge mode.

Safety Measures

Sankar and Naveenkum (2020) stated that safety factors do play a totally important role as a consequence of shaping consumer notions. Ringle et al. (2011) asserted that safety has a significantly extra impact on the general purchaser satisfaction of those who journey for pride.

The proposed model for the study



Describes the factors that affect customer perception towards public transport post-Covid-19.

Research Objective

- To determine the factors that influence the customer's experience with public transport post-COVID-19.
- To identify the preferable mode to travel for customers pre and post COVID-19.

Hypothesis

H0: There does not exist a significant relationship between customer experience and sanitization, safety measures & Payment mode.

H1: There is a significant relationship between customer experience and sanitization, safety measures & Payment mode.

Research Methodology

The research design became descriptive in nature. Giant literature was studied to perceive the elements that play a function in influencing consumers' perceptions closer to public shipping offerings. For this preceding research papers related to the variables decided on had been studied. Secondly, a conceptual research model was framed, which protected all unbiased variables which affected the client's belief.

The examination configuration is illustrative in nature. A broad writing survey was examined to distinguish the elements that assume a part in impacting clients' insights towards public vehicle administrations. For this past examination papers connected with the factors chosen were contemplated. Besides, a theoretical exploration model was outlined, which

incorporated all autonomous factors which impacted the client's insight. The information gathered was of a test size of 132 respondents and reactions were accumulated utilizing an unorganized survey through Google Forms and analyzed. The information was then examined utilizing measurable programming SPSS and is deciphered to determine further ends.

Data Analysis and Interpretation
Regression Analysis

| Descriptive Statistics | | | |
|---------------------------------------|---------|----------------|-----|
| | Mean | Std. Deviation | N |
| Customer Perception | 18.9015 | 4.16430 | 132 |
| Factors affecting Customer Perception | 36.9167 | 8.04191 | 132 |

The mean of customer perception is 18.9015 and the mean of customer experience is 36.9167.

| ANOVA | | | | | | |
|--|------------|-------------|-----|-------------|---------|-------------------|
| Model | | Sum Squares | Df | Mean Square | F | S |
| 1 | Regression | 1965.736 | 1 | 1965.736 | 835.162 | .000 ^b |
| | Residual | 305.984 | 130 | 2.354 | | |
| | Total | 2271.720 | 131 | | | |
| a. Dependent Variable: Customer Perception | | | | | | |
| b. Predictors: (Constant), Factors Affecting customer perception | | | | | | |

Since the significance of data is 0.00 which is less than 0.05. Therefore, we reject the null hypothesis and accept the alternate hypothesis which states that there is a significant relationship between Factors Affecting customer perception and customer perception of Public Transport Post COVID-19.

References

- Ali, Y. A. (2015). To study the effect of hand sanitisers used in the kingdom of Saudi Arabia against common bacterial pathogens. *IRJNAS*, 2(2), 2349-4077.
- Berardi, A., Perinelli, D. R., Merchant, H. A., Bisharat, L., Basheti, I. A., Bonacucina, G., ...& Palmieri, G. F. (2020). Hand sanitizers amid CoViD-19: A critical review of alcohol-based products on the market and formulation approaches to respond to increasing demand. *International journal of pharmaceutics*, 119431.
- Andersen, C. (2011). User Perceptions of Hand Sanitizer in Water-Constrained Communities: A Field Study in Hubli, India. *Berkeley Undergraduate Journal*, 24(2).
- Singh, P., Potlia, I., Malhotra, S., Dubey, H., & Chauhan, H. (2020). Hand Sanitizer an Alternative to Hand Washing—A Review of Literature. *Journal of Advanced Oral Research*, 11(2), 137-142.

Tamimi, A. H., Carlino, S., Edmonds, S., & Gerba, C. P. (2014). Impact of an alcohol-based hand sanitizer intervention on the spread of viruses in homes. *Food and environmental virology*, 6(2), 140-144.

Bhaduri, E., Manoj, B. S., Wadud, Z., Goswami, A. K., & Choudhury, C. F. (2020). Modeling the effects of COVID-19 on travel mode choice behavior in India. *Transportation Research Interdisciplinary Perspectives*, 8, 100273.

Sidorchuk, R., Lukina, A., Markin, I., Korobkov, S., Ivashkova, N., Mkhitarian, S., & Skorobogatykh, I. (2020). Influence of passenger flow at the station entrances on passenger satisfaction amid COVID-19. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 150.

Rawson, A., Duncan, E., & Jones, C. (2013). The truth about customer experience. *Harvard business review*, 91(9), 90-98.

Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the total customer experience. *MIT Sloan management review*, 43(3), 85-89.

Singh, S., & Rana, R. (2017). Study of consumer perception of digital payment mode. *Journal of Internet Banking and Commerce*, 22(3), 1-14.

KM, S. (2021). A Study on Consumer Perception of Digital Payment Methods in times of Covid Pandemic.

Bae, S. Y., & Chang, P. J. (2021). The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic (March 2020). *Current Issues in Tourism*, 24(7), 1017-1035.

Shree, S., Pratap, B., Saroy, R., & Dhal, S. (2021). Digital payments and consumer experience in India: a survey-based empirical study. *Journal of Banking and Financial Technology*, 5(1), 1-20.

Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the total customer experience. *MIT Sloan management review*, 43(3), 85-89.

Das, S. S., & Tiwari, A. K. (2021). Understanding international and domestic travel intention of Indian travellers during COVID-19 using a Bayesian approach. *Tourism Recreation Research*, 46(2), 228-244.

Annexure:

| Gender of respondent | | | |
|-----------------------------|-------------------|-----------|---------|
| | | Frequency | Percent |
| Valid | Male | 67 | 50.8 |
| | Female | 65 | 49.2 |
| | Prefer not to say | 0 | 0.00 |

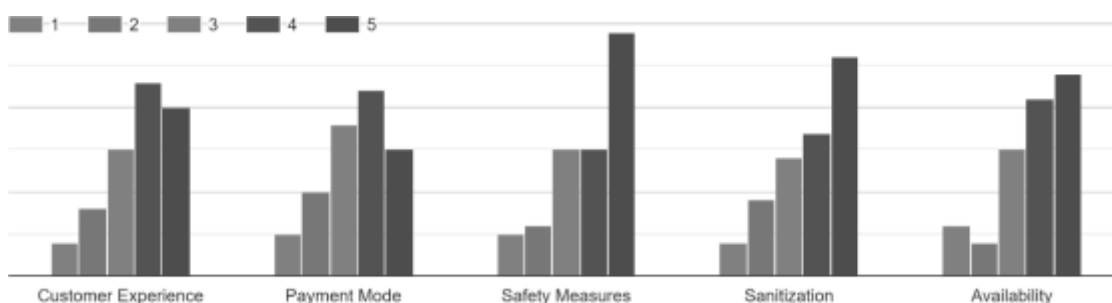
| | | | |
|--|-------|-----|-------|
| | Total | 132 | 100.0 |
|--|-------|-----|-------|

| Age of respondent | | | |
|-------------------|----------------|-----------|---------|
| | | Frequency | Percent |
| Valid | Below 20 years | 7 | 5.3 |
| | 20-30 years | 105 | 79.5 |
| | 30-40 years | 10 | 7.6 |
| | Above 40 years | 10 | 7.6 |
| | Total | 132 | 100.0 |

| Income slab | Frequency |
|------------------------|-----------|
| 25,000 - 50,000 | 4 |
| 2L or above | 6 |
| 1L -2L | 12 |
| 50,000 - 1L | 22 |
| 25000 or below | 24 |
| Don't wish to disclose | 64 |
| Total | 132 |

| Which mode of travelling did you prefer pre-COVID-19? | | | |
|---|--------------|-----------|---------|
| | | Frequency | Percent |
| Valid | Cab | 6 | 4.5 |
| | Metro | 72 | 54.5 |
| | Auto | 5 | 3.8 |
| | Personal Car | 36 | 27.3 |
| | Scooty | 11 | 8.3 |
| | Bus | 2 | 1.5 |
| | Total | 132 | 100.0 |

Rate the importance of factors that affects the decision of customers to choose or not to choose Public Transport post COVID-19 (mark your option on the scale of...r not at all important and 5 stands for very important).



| Which mode of travelling do you prefer post COVID-19? | | | |
|--|--------------|-----------|---------|
| | | Frequency | Percent |
| Valid | Cab | 17 | 12.9 |
| | Metro | 21 | 15.9 |
| | Auto | 10 | 7.6 |
| | Personal Car | 69 | 52.3 |
| | Scooty | 15 | 11.4 |
| | Total | 132 | 100.0 |

