# A Study on Customer Perception Towards Online Ticket Reservation with Special Reference to Land Transport System in Tamilnadu Region

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## Abstract

Global travel and tourism businesses are seeing growth because of e-commerce, which has taken the world by storm recently. The tourism industry would not be at all left behind as the Internet boom grew. Organisations involved in the tourism industry and online businesses are collaborating to take advantage of this market. Online ticket reservations are an example of the technology infrastructure needed to exchange data and make electronic purchases of goods or services. Yet it has a long-standing relationship with how people make purchases. This article presents the findings of study that investigated into customers' perceptions of online ticket reservations, often known as "e-ticketing and the reasons why some individuals choose to utilize them while others continue to use more conventional methods to meet their needs. Through convenient sampling, primary data is gathered utilizing online questionnaires distributed to the Tamil Nadu populace focusing on land transport system which is road and railways. Additionally, factors like transport services offered are looked at to gauge client satisfaction and personal factors were taken as predictor variable. Data analysis is done using SPSS 20. by employing frequency distribution, factor analysis, ANOVA and regression analysis. The study also identified a link between the factors that influence online consumer behaviour. The findings of this study provided a fully integrated approach that policymakers and transport organizations may use to comprehend the dynamic linkages between consumer perception and online ticket reservation behaviour.

**Keywords**: online buying behaviour, consumer behaviour, customer perception, e-ticketing, online ticketing

## Introduction

The growing interconnectedness of the world's economies has opened up several options for marketers while also escalating the level of commercial competitiveness, leading to a rise in the use of unusual marketing strategies. One such unorthodox method of marketing that many businesses have used is internet marketing (Mansour Samadhi et al. 2009). People utilise internet facility daily all across the world. Numerous individuals utilize this facility for a variety of reasons as it helps daily operations in numerous spheres of daily life. Some individuals use it particularly to get product details. Its usage as a potent communication medium is expanding every day at an accelerating rate, partly because of the many advantages it provides in terms of money and time savings (Blanca Hernandez and Louisa Anderu, 2010). The newest development in India's travel sector is online travel. The travel business has seen some significant changes as development result and widespread usage of computers and Internet. Online travel in India is still in its very early stages. Traveling has never been an emphasis, but yet other application to keep consumers interested while they're seeking for rapid outcomes. Most users have had poor levels of involvement due to their frequent inactivity and commitment. All of this is altering, though, as comprehensive trip booking comes under limelight. The conventional methods for buying tickets online and related travel plans are evolving quickly. Online travel markets (like rebus, makemytrip.com etc.) that assert to offer a quicker, more affordable substitute for conventional means of ticket acquisition without compromising quality of service are chiefly responsible for these developments. Travel related marketplaces must comprehend their users and the driving forces beneath the behaviour when it comes to searching for cheap travel if they are to be successful. For instance, buying a flight ticket online can save down on the response time as well as other costs compared to buying the ticket physically. In many zones of world with well-developed technology infrastructures and internet, the internet is often utilized to help marketing efforts according to Forrester Analysis (2004). As was already said, the travel industry has benefited greatly from this occurrence as seen by the rapid expansion in the number of travel companies that have appeared recently. The majority of these organizations have established websites during the past ten years to facilitate communication and lower the barrier to entry for their market segment, but due to a variety of causes, many individuals continue to buy tickets in the conventional manner. According to Claycomb and Martin (2001), some users find this strategy to be highly risky, or unable to effectively utilize

the internet. On the other hand, they may not be skilled enough, and here is where computer system dexterity plays a key component in user influence (Carla Ruiz-Mafe-Silvia et al., 2009).

This study has attempted to look at a small portion of that issue because customers' perceptions and feelings concerning online travel are a significant element influencing real consumer buying behaviour (Bonn, 1998). Additionally, because there are more competitors in the online travel market, consumers' inclinations and opinions of them vary. There is a generalised paucity of evidence about online travel-related products and services and traveller perceptions, despite the internet's expanding importance as a source of information for travellers, and tool for marketing, as well as a way of taking care of business. For online travel marketers to create effective marketing strategies and fully realize the benefits of this new channel, an understanding of their views is also crucial (Citrin,2000). According to a review of the literature, researchers have attempted to understand general online consumer purchase behaviour, but no such focused study has been carried out to comprehend consumers' impressions of online travel. Thus, the survey will provide light on how Internet users feel about looking for information online and booking trips, as well as their experience, degree of contentment, and future purchase intentions. As a result, this study will be beneficial to e-travel brands in helping them better develop suitable tactics to improve and encourage e-booking for prospective customers while retaining existing customers, also to scholars and researchers carrying out research in this area in helping to provide path for future.

**Literature Review**

Online Buying Behaviour

Online shopping is referred to as e-commerce shopping, which occurs when a client buys goods or services directly from a vendor through the Internet. Web-based, tap to order business methods have replaced the traditional brick-and-mortar corporate paradigm. Online shopping is more popular than ever before, with people buying anything from residences to footwear to airline tickets. Individuals now have a variety of options while buying online for the solutions they need. Online shopping has unique advantages. Huseynov and Yldrm (2014) highlighted that worries about the safety of online transaction and the protection of personal information are typically the second largest barrier to online shopping purchases after the absence of in-person connection. Demangeot and Broderick (2010) discovered a similar result, finding that in this case, perceived ease of using it had less of an impact on behaviour than security and privacy concerns (Zuroni & Goh, 2012). Even if a customer spends so much time online, no connection is made when there is perceived online risk between the client and the online shop. Online buying often entails gathering data and engaging in actions that include customers the knowledge they need to make informed choices and transact business. Online buying, on the other hand, refers to the technology-based infrastructure utilized for electronic data interchange and purchasing goods and services. The notion has transformed marketing strategy for businesses and commercial enterprises, as seen by the exponential development in the number of individuals conducting business digitally.

Daily preferences, tastes, and decisions change due to a variety of variables, including the advent of the Internet. This improvement does, however, need deeper comprehension of buying behaviour. Consumer behaviour study develops a generic model of purchasing behaviour that represents the steps customers take while deciding which products to buy (Vrender, 2016). These models are crucial for marketing because they help forecast and justify buying patterns of customers. Online purchasing is understood by Verma and Jain (2015) as consumer's behaviour that are motivated by their desire to purchase online. The focus of Park, C., and Kim, Y.'s (2003) article is on the variables that influence individual's shopping decisions. Malik and Guptha (2013) examine the relationship between an online user's intention or purchase decision and the factors affecting it. They have emphasized that online buying behaviour is the act of making purchases of goods or services using the internet, and that this act entails five steps: identifying problem, information seeking, product choice assessment, decision related to purchase, and post-purchase assistance which is shown in Figure 1 below.
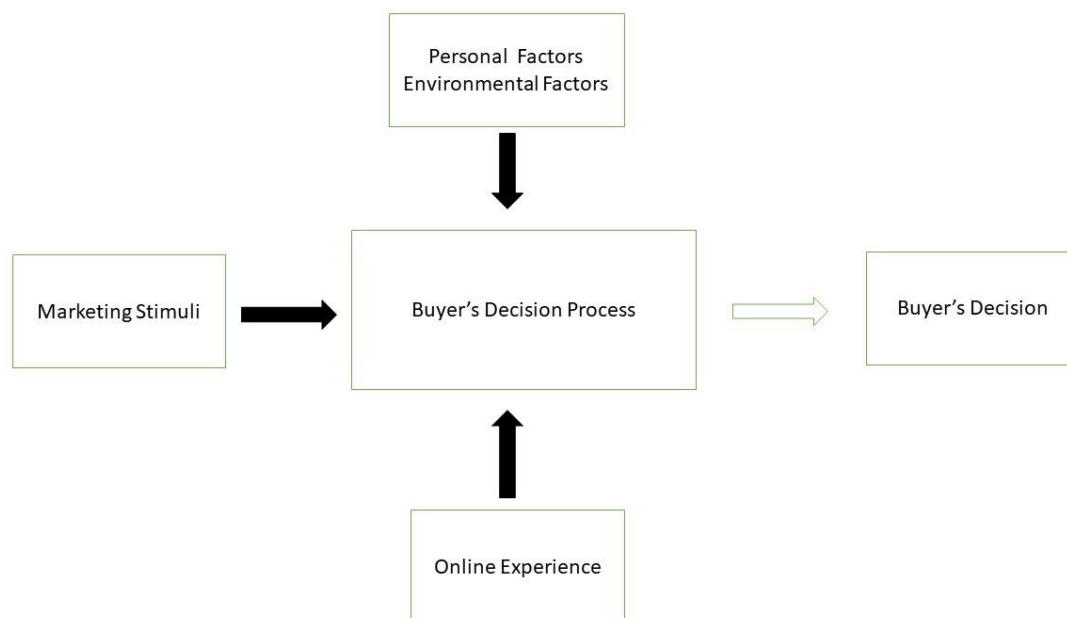
Figure 1: Online Consumer Buying Process

By equating online buying with e-commerce, Hajli, M. N. (2014) proposes the concept that e-commerce is an action where customers obtain data and make purchase through technology and internet platforms. It can be said that the scientific method of online purchasing is coupled to a specific buyer behaviour and their preference to make an online purchase. A framework of the connection between customer satisfaction and online customer behaviour was created by Liu and Xiao (2008). Based on reasoned action theory, they created this approach (Fishbein & Ajzen, 1975). They used techniques including factor analysis, relationship analysis, and testing of hypothesis and experimentally evaluate them using David (1988), Technology Acceptance Model and model of Diffusion Innovation. According to the study, all of the characteristics that were hypothesized to be related to consumer satisfaction were, with the exception of shopping experience and customer service quality, positively correlated with it.

**Factors that influence online buying behaviour**

Verma, Jain (2015) produced a report on a target respondent in order to identify particular traits of shoppers making online purchases and analyse the most important elements of internet purchases. It has been shown that the precise phrase need for cognitive approach refers to people's propensity to appreciate and be actively involved in reasoning. Following research, six distinct factors were identified as contributing to the success of the above-mentioned phenomena: preference towards being an experienced user, confidence in using the most recent information based advanced technologies, using it as a platform for exploration of information, the capacity to assess a program's behaviour, an effective end user, and hardware expertise. Another notable research of online buying characteristics was carried out using a meta-analysis in order to include the findings of other studies and to provide a more comprehensive framework of online purchasing behaviour, employing an individual's qualities, perception of risk, and technical acceptability. The study found that e-buying and alterations in consumers' views of online shopping were important factors in behaviour related to online purchasing (Wu, Ching Ke, 2015). Researchers came to the conclusion that fear, convenience of use, utility, and cost are the four factors that influence online shopper behaviour. Anxiety is the most important factor in online purchases. Usability comes next and is quite important. Pricing is an important component, but other aspects have a greater influence on customers (Panda and Swar, 2014). Based on the planned behaviour hypothesis, the combination of incomes and education could have some influence on the desire to acquire. Gender, occupation, and field of employment are not significant factors in internet purchasing (Malik, Guptha, 2013). Yeoh et al. (2015) examined how ingrained cultural beliefs of customers affect post-recovery joy, commitment, and word-of-mouth. These might also be considered crucial variables of online buying based on the results, which showed strong connections among interpersonal and pragmatic cultural kinds and post-recovery commitment. Major considerations for online purchases can be characterized as cost and customer feedback. Customers'

expectations that online services and products will be less priced than those found in physical locations were examined by Kang Lo et al. (2013). Another important component of online shopping may be considered to be comparable pricing in online stores. Customers appreciated lower operational expenses from online stores than consumers valued from physical businesses (Lo et. al., 2014). The examination of pricing as a significant component of online purchase is done by many researchers. Sam (2015) looks at the factors affecting consumers' decisions to make purchases online and how the kind of goods may affect such decisions. The results showed that customers' decisions to make online purchases are significantly influenced by how easily accessible product information is on websites. The ease of usage is another motivator for online buying. It was also determined that products like computer games, entertainment, and movies are best purchased online. Benlian et al. (2012) examined the effects of business suggestions and customer reviews in the online context of commerce. Mohammed (2014) looked at the factors influencing young consumers' propensity to make online purchases. The test results demonstrated that an individual's tendency to make an online purchase was influenced by their perceptions of perceived value, risk perception, and perceived trust. It's interesting that the results showed no significant relationship between perceived usefulness and the online purchasing process, giving one the impression that those factors are not especially important. The results of another survey show that young women prefer social e-commerce platforms. Many research participants found the e-commerce website's navigation to be more difficult to use, however this was offset by their enjoyment of the web and its usefulness (Dennis et al., 2015). A study on how age and online purchasing history of customers affect search, contentment, and trust ratings for online purchases is also done (Wan et al., 2012)

Perceived Risk on Customer Perception

The terminology "perceived risk" refers to a person's individual's interpretation of certain possibly undesirable decision-related outcomes from the previous decisions (Carla-Mafe et al., 2009). Particularly, perceived risks related to psychology and productivity abound, while risks related to social interaction and time loss are viewed as being less significant (Ambrose & Johnson, GL, 2009). The presumption of risk perception has been utilized to explain consumer behaviour since the mid-1950s. The way or location in which something is acquired can also affect possible risks. Consumer perception risk is a significant barrier for individuals who wish to conduct business online (Hisrich et al., 1972). The definition of risk perceived has previously been established by the buyer's perception of transaction's unclear potential negative consequences. 2008 (Dan J. Kim). The loss sustained whenever a product or brand does not perform as anticipated is known as product performance risk (Horton, 1976). Perceived risk is one of the important aspects, as was earlier said, that may affect customers' buying behaviour. As a result, many businesses utilize their brands to lower this risk.

H1: Perceived risk has a significant positive impact on perception of consumer to reserve tickets online.

Trust on Customer Perception

Online shoppers' expectations and views of the qualities of trustworthy online businesses are referred to as trust within the context of e-commerce (Tzy-Wen Tang, 2005). Numerous scholars in field of internet shopping have suggested theoretical and empirical investigations of trust. According to some studies, trust is the idea that one can rely on another person (Mansour Samadi & Ali Yaghobi-Nejadi, 2009). Two crucial concerns that might have a significant impact on customers' online shopping behaviour are technologies and trust (Hans Heijden 2003). The most widely cited study on trust in online commerce is Mayer et al. (2005). Study claims that retailers' opinions of a customer's attributes serve as primary trust determinants and that trust was defined in their study as the intention to accept a risk. When defining trust, the researchers said that it should only be used in unsafe and uncertain circumstances. Later research thoroughly examined this strategy. Online buying trust is influenced by how customers see a company's customer service. According to Euijim Kim and Tadisina (2007), it appears to be the most crucial element in maintaining trust and creating and maintaining customer connections. The effectiveness of webpages will also have a big impact on how consumers perceive trust in online buying.

H2: Trust has significant impact on consumers" perception to reserve tickets online.

Perceived Usefulness on Customer Perception

Easy use has a direct relationship to perceived usefulness, which in turn influences how consumers behave while making purchases. This part of the technology acceptance model (TAM) used by Jim Kim et al. (2007) to describe acceptability of model for various areas. The internet is helpful tool for purchasing tickets more quickly by avoiding middlemen in e-

ticketing. TAM focuses solely on the examination of IT and develops two fundamental perceptions up front: usability and usefulness (Davis and Wiedenbeck, 2001). Davis et al. (1989), states usability is a predicate to perceived utility, which means that if a website is friendlier, we will believe it to be more valuable. When visitors rate a website highly, it means they find it easy and convenient to get the information they need and do business there. Individuals are more inclined to maintain a high level of confidence in online purchases when they think a website is high quality and simple to use. (Ding Ma,2010).

H3: Perceived use has significant impact on consumers" perception to reserve tickets online.

Confidence and Awareness on Customer Perception

For each type of online purchase, from any business and in any market, acquaintance and confidence are crucial success factors. Asymmetric relationships here between system and its surroundings are necessary for comfort and confidence (Luhmann, 1984). Increased consumer pleasure may be attained by taking familiarity into account. In most cases, familiarity distinguishes between known and new areas and tolerates the earlier. (Bo Shi, Sandra M. Forsythe, 2003) Contrarily, confidence only manifests itself when there is uncertainty and risk present, making it important to think back on preventative and curative actions. As a result, familiarity fosters confidence, which in turn fosters effectiveness. (Ahsanul Haque and colleagues, 2009) According to Jarvenpaa, S.L., (1997), better level of awareness and confidence among a service or merchandise often will not necessarily require a physical presence before product purchased online. Popular brands become more prominent online than offline in particular categories, and emphasized brand names also become more significant when there is less online information is available on attributes (Degeratu et al., 1999).

H4: Confidence and Familiarity has significant impact on consumers" perception to reserve tickets online.

Pricing on Customer Perception

Numerous studies have demonstrated that customers' perceptions of prices are a complex and important matter that may potentially excite them adversely or favourably (Erickson and Johanson, 1985). Additionally, the influence of prestige sensitivity and the price-quality schema on customers' decision-making has been acknowledged. The price quality schema was described by Lichtenstein et al. (1993) as the amount of price indication that is connected favourably with the calibre of service or item. Price is one of the most important elements that may impact customers' choices about electronic transfers. Price perception, or the conversion of pricing into relevant cognitive processing by customers, has long piqued the curiosity of scholars (Darrel, R., 2011).

H5: Pricing has significant impact on consumers" perception to reserve tickets online

Internet and Web Security on Customer Perception

Internet security has emerged as a key issue for all firms that conduct business online. Widespread involvement in society has been acknowledged to depend in large part on information security (Younghwa et, al., 2006). One of the most difficult problems confronting online retailers today is security. It is also the most popular subject in electronic commerce, and scholars have regularly written about it (Szymanski and Hise, 2000). One among the critical challenges is security, which is also one of the largest obstacles that customers may encounter while making online purchases. Shim et al. (2001) provided additional support for the notion that online businesses should create safe websites given that internet users are wary of and reluctant to make purchases or utilize any services online due to security concerns, which is connected to privacy, data theft.

H6: Internet and Web Security has significant impact on consumers" perception to reserve tickets online.

**Research Objective and Framework**

To better comprehend the dependent and independent variables and their interactions, a model was created using the literature reviews. The exploratory research will be built on the figure below, which was created following a thorough literature analysis.
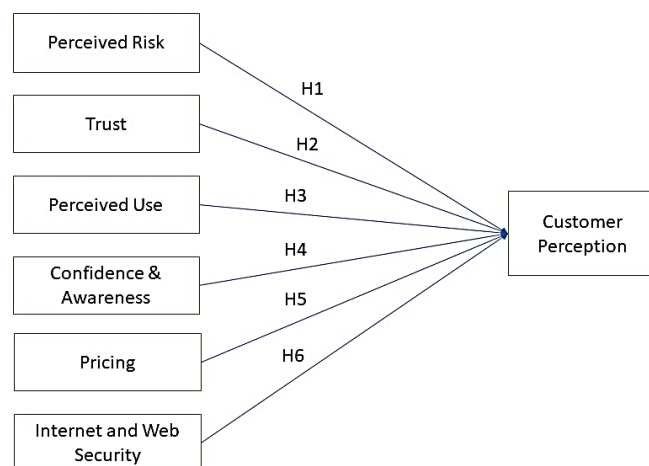
Figure 2: Framework

The dependent variable in the model is customer perception, while the independent variable is customer-related factors. According to the model, a variety of internal and external stimuli influence how buyers perceive reserving tickets online for travel. The theoretical foundation of this investigation is given in Figure 2.

The study's primary objective is to

- Understand the consumers' propensity towards e- ticketing
- Determine the factors of online buying behaviour that strongly impact customers' perceptions while reserving bus and train tickets online.
- Assess the level of satisfaction of customers of online ticketing system with respect to land transportation
- Examine the demographic factors of respondents.

**Research Methodology**

A well-crafted, organized questionnaire was employed to gather primary data. This study employed a sample from the Tamil Nadu state through convenient sampling technique that is heterogeneous, consisting of respondents with varied geographical zones, educational levels, vocations, and professional experience. This was done to enhance the study's external validity. Google forms were used to administer questionnaires online. The confidentiality of their answers and their identities were also explained to the responders. There were 330 questionnaires altogether that were gathered. 294 data were found after being screened for partial or deficient submissions.

**Measures**

By utilizing the Likert Scale to create the questionnaire, the analysis was conducted. Respondents 'age, gender, relationship status, employment, and travel frequency were all taken into consideration in a separate section.  The study took into account six independent variables with 30 statements for personal factors such perceived risk, trust, website and internet security, pricing, confidence and awareness, usefulness perceived. Customer perception is taken as the dependent factor.  Tests of validity and reliability were carried for each measurement. The evaluations were as follows: Extremely Influential rated 5, Very Influential rated 4, Somewhat Influential rated 3, Slightly Influential rated 2, and Not at All Influential rated 1. Cronbach's Alpha consistency was measured using the reliability analysis. The study indicated that reliability coefficient -Cronbach 's alpha which represents the dependability of all variables, was 0.839.

**Data Analysis and Results**

SPSS 20. Software tool is used for analysing the data. The frequency and percentage analysis were used to analyse the respondent's demographic characteristics. The factor that caused the customer to purchase their tickets online the most was

identified using factor analysis, ANOVA, and multiple regression. Descriptive statistics is used for ranking, customer satisfaction for travel related factor.

Table 1 demonstrate socio- demographic data of sample participated in study. 75% of male and 25% of female have responded to the study. 22–25-year group respondents were majority in number followed by 26-29 age group. 67 % respondents were not married in the sample populace. 59.8% were salaried employees and 30 % were students. Respondents with 63% opted for railways as their preferred mode of transport.  It is noted that there were 46.2% of monthly travellers followed by 32% of weekly travellers.  43.2% people travelled for work topped the frequency of travel, followed by personal family visits at 39.2%.  43% of respondents considered price to be a major preference while booking tickets online, followed by online safety at 32.3%.  Majority of respondents 67% preferred online ticket booking platforms that direct transport websites which is 21.3%. Search engine with 50.6% is most influential medium of ticket reservation followed by social media with 33.4%.

**Table 1: Socio- demographic features of respondents**

|  |  | n= 294 | % |
|---|---|---|---|
| Gender | Male | 220 | 74 |
|  | Female | 74 | 26 |
|  | 22-25 | 145 | 49.3 |
|  | 26-29 | 104 | 35.3 |
|  | 30 and above | 45 | 15.4 |
| Marital Status | Married | 96 | 33 |
|  | Unmarried | 198 | 67 |
| Profession | Student | 85 | 30 |
|  | Salaried | 176 | 59.8 |
|  | Self- Employed | 33 | 11.2 |
| Preferred mode of transport | Roadways | 185 | 63 |
|  | Railways | 109 | 37 |
| Travel frequency | Weekly | 94 | 32 |
|  | Monthly | 136 | 46.2 |
|  | Yearly | 41 | 14 |
|  | Not very often | 23 | 7.8 |
| Travel Purpose | Work/education related | 127 | 43.2 |
|  | Tours | 52 | 17.6 |
|  | Personal/family visits | 115 | 39.2 |
| First preference for ticket reservation online | Price | 126 | 43 |
|  | Brand Image | 26 | 8.4 |
|  | Punctuality | 16 | 5.5 |
|  | Safety Online | 95 | 32.3 |
|  | Customer Service | 32 | 10.8 |
| Preferred mode of ticket booking | Online ticket booking platforms | 198 | 67.3 |
|  | Website (Travels/ IRCTC) | 62 | 21.3 |
|  | In- person | 34 | 11.4 |
| Influential medium for online ticket reservation | Social media | 98 | 33.4 |
|  | Search engine | 149 | 50.6 |
|  | Television/ Radio ad | 12 | 4.1 |
|  | Newspaper ad | 10 | 3.4 |
|  | Word of mouth | 25 | 8.5 |

Table 2 below presents the level of satisfaction of the customers in reserving tickets online for travel. Ticket pricing is ranked first according to the respondents. In the second and third position we find, customer service and hospitality then

seat options provided respectively. These are followed by selection of routes, managing time, wi-fi availability, mobile charging facilities and finally food service and washroom facilities.

**Table 2: Satisfaction level of online ticket reservation**

| Travel related factors | N | Min | Max | Mean | Rank |
|---|---|---|---|---|---|
| Customer service & Hospitality | 294 | 1 | 5 | 3.57 | 2 |
| Sleeper/ Seater Facilities/Berth options | 294 | 1 | 5 | 3.41 | 3 |
| Time management | 294 | 1 | 5 | 3.33 | 5 |
| Ticket pricing | 294 | 1 | 5 | 3.58 | 1 |
| Wi-Fi/ Mobile charging | 294 | 1 | 5 | 3.24 | 6 |
| Selection of routes | 294 | 1 | 5 | 3.36 | 4 |
| Food service/ Washroom facilities/ | 294 | 1 | 5 | 3.18 | 7 |

Factor Analysis:

Using factor analysis, the personal factor that led a customer to make a reservation online was examined. The variables were then examined using factor analysis and multiple regression and, after which certain variables were eliminated since they had no bearing on the research. Bartlett's test and KMO were used to evaluate sampling appropriateness, as demonstrated in table 3. Kaiser- Meyer- Olkin state that sample appropriateness ought to be greater than 0.5, however the research indicates that it is 0.842 in this case. The data is therefore very significant.

**Table-3: KMO and Bartlett's Test**

| Sampling Adequacy Test (KMO) | | 0.842 |
|---|---|---|
| Bartlett Test | Chi- Square (Approx) | 11363.783 |
| | df | 441 |
| | Sig. | .000 |

The table 4 below displays, the total variance of the components utilizing the extraction technique. Hair (1992) determined the minimal load required for incorporating item for each construct. Additionally, it is recommended that factors with load larger than 0.30 be regarded as significant, those with load higher than 0.40 as more significant, and those with loading 0.50 or above as extremely significant. In this case, not a single factor had been ignored. The Factor 1 variance is 51.76%, and its eigen value is 14.53. The Factor 2 variance is 15.31%, and its eigenvalue is 4.82. The Factor 3 variance is 14.97%, and its eigen value is 3.31. The Factor 4 variance is 13.83%, and its eigenvalue is 2.24. The Factor 5 variance is 18.21%, and its eigenvalue is 1.21. The Factor 6 variance is 10.41%, and its eigenvalue is 1.10 The factor is often the item's inherent affinity towards a grouping. The greater an item's association with a certain factor, the higher the loading component. The study's conclusions show that each of the six variables—risk perception, trust, perceived use, confidence and awareness, price, and internet security and website—was uniformly loaded to various elements. Therefore, each of the 28 parameters that were put into the six separate components are all connected to the needs of the customers. The factor loading magnitudes have been multiplied by 100 for all of the numbers in the table. Loadings of 0.60 or below are not reported and Table 6 shows the rotated component matrix.

**Table 4- Total Variance**

| Item | Initial Eigen Value | | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | Variance % | Cumul% | Total | Variance % | Cumul % |
| 1 | 14.53 | 51.76 | 53.79 | 14.53 | 51.76 | 53.79 |
| 2 | 4.82 | 15.31 | 68.00 | 4.82 | 15.31 | 68.00 |
| 3 | 3.31 | 14.97 | 83.06 | 3.31 | 14.97 | 83.06 |
| 4 | 2.24 | 13.82 | 96.59 | 2.24 | 13.82 | 96.59 |
| 5 | 1.21 | 18.21 | 97.43 | 1.21 | 11.64 | 97.43 |

| 6 | 1.10 | 10.41 | 98.94 | 1.10 | 10.41 | 98.94 |
|---|------|-------|-------|------|-------|-------|
| 7 | 0.087 | 0.321 | 99.08 | | | |
| 8 | 0.075 | 0.182 | 99.27 | | | |
| 9 | 0.052 | 0.113 | 99.39 | | | |
| 10 | 0.041 | 0.102 | 99.53 | | | |
| 11 | 0.039 | 0.073 | 99.67 | | | |
| 12 | 0.018 | 0.068 | 99.73 | | | |
| 13 | 0.004 | 0.063 | 99.83 | | | |
| 14 | 0.003 | 0.058 | 99.92 | | | |

**Table 5: Rotated Component Matrix**

| Factors with alpha value | F1 | F2 | F3 | F4 | F5 | F6 |
|---|---|---|---|---|---|---|
| Perceived Risk (0.847) | | | | | | |
| Willingness to pay online | 0.92 | | | | | |
| Fear of purchasing online | 0.84 | | | | | |
| Privacy Information | 0.82 | | | | | |
| Care about confirmation | 0.83 | | | | | |
| Influence | 0.81 | | | | | |
| Trust (0.864) | | | | | | |
| Online transaction trust | | 0.76 | | | | |
| Trust on website | | 0.85 | | | | |
| Availability of Sufficient information | | 0.90 | | | | |
| Quality | | 0.93 | | | | |
| Impact of website | | 0.87 | | | | |
| Usefulness Perceived (0.814) | | | | | | |
| Pleasant experience | | | 0.75 | | | |
| Good service gives confidence | | | 0.72 | | | |
| Easy to use website | | | 0.83 | | | |
| Saves time | | | 0.85 | | | |
| Many options to choose in e-ticketing | | | 0.80 | | | |
| Confidence (0.810) | | | | | | |
| Familiar to use | | | | 0.87 | | |
| Confidence since it is a known company | | | | 0.84 | | |
| Confidence because of previous service provided | | | | 0.82 | | |
| Confidence because of hospitality | | | | 0.94 | | |
| Pricing (0.856) | | | | | | |
| Economical and cheap | | | | | 0.83 | |
| Price is not a factor for online ticketing | | | | | 0.74 | |
| Service is important than price | | | | | 0.85 | |
| Pricing factor is important | | | | | 0.89 | |
| Price Perception | | | | | 0.91 | |
| Security and website (0.849) | | | | | | |
| Internet security is important | | | | | | 0.83 |
| Security is important for online payment | | | | | | 0.90 |
| Rail website is much secure than roadway | | | | | | 0.81 |
| Good medium to buy ticket is important | | | | | | 0.88 |

Testing of Hypothesis:

Multiple Regression: Following extraction of six variables from component analysis, regression was used to evaluate the research's hypothesis. In Tables 6, 7, and 8, customer perception findings were presented. The study's findings showed that these six independent factors explained 76.2 percent of the variability in consumers' perceptions of online ticket reservation, with a F value, 64.949 significant at a p-value of.000 (Table 6 and 7). Therefore, it is clear that these six elements have a big impact on how consumers feel about online ticket reservation.

**Table 6: Summary of Model**

| Model | R | $R^2$ | Adjusted $R^2$ | Std. error |
|---|---|---|---|---|
| 1 | 0.873 | 0.782 | 0.762 | 0.48762499 |

IV: risk perception, trust, perceived use, confidence and awareness, price and internet security

**Table 7: ANOVA TEST**

| Model 1 | Sum of Square | df | Mean Square | F | Signif. |
|---|---|---|---|---|---|
| Regression | 113.067 | 7 | 18.189 | 64.949 | .000 (a) |
| Residual | 32.843 | 130 | 0.357 | | |
| Total | 145.91 | 137 | | | |

The study's hypotheses focus on the individual impact of independent factors on how consumers perceive e-ticketing. The goals of this study are achieved by testing these hypotheses. The outcomes of resolving the degree of effect each independent variable would have on the customer perception of e-ticketing are displayed in Table 8. Hypotheses from 1-6 are all significant and have a strong positive impact on perception of customers in online ticket reservation referring to land transport systems. Through this study it is revealed that pricing, internet and web security, confidence and awareness has a higher impact on the customer perception.

**Table 8: Coefficient of Regression Model**

| Model 1 | Unstd. coeff | | Std.co-eff | t | Sig |
|---|---|---|---|---|---|
| | B | Std. err | beta | | |
| (const) | -3.989 E- | 0.043 | | 0.000 | 1.0 |
| Factor score1 | 0.401 | 0.044 | 0.401 | 8.120 | 0 |
| Factor score 2 | 0.392 | 0.042 | 0.392 | 7.321 | 0 |
| Factor score 3 | 0.437 | 0.043 | 0.437 | 6.472 | 0 |
| Factor score 4 | 0.392 | 0.041 | 0.392 | 8.854 | 0 |
| Factor score 5 | 0. 379 | 0.040 | 0. 379 | 9.852 | 0 |
| Factor score 6 | 0.387 | 0.042 | 0.387 | 8.413 | 0 |

**Discussion and Conclusion**

It may be said that these six criteria are the main determinants of consumers' online purchasing behaviour, however their effects fluctuate among them and from person to person depending on their demographic characteristics. According to Thomas, G.E. (2008), businesses should place more of an emphasis on social marketing and increasing the features of their websites than on pop up ads, banner advertisements online, which may catch customers' interest but have a significant impact on their purchasing decisions. According to Bronner, F. & De Hoog (2010), marketers could transmit information more widely utilizing unconventional channels like customer testimonials or by identifying brand evangelists among customers and motivating them to promote favourable word-of- mouth, particularly directed towards frequent travellers. Prospective customers should receive updates about the services on a regular basis. This may be accomplished by

identifying customers who are interested in the company and its products through text analysis of social groupings and special interest's groups across numerous websites, according to Acar, A. & Polonsky, M. (2007). This study has demonstrated that an efficient online shopping mechanism using proper technology may significantly facilitate e-ticketing. The variables that might have an effect on e-ticketing were looked at in this study. These elements comprised of perceived risk, customer trust and reliability, perceived use, confidence, awareness, price, and internet security. A most important result is that a customer's perspective is strongly influenced by the various styles of online ticketing. The availability of several online reservation strategies boosts consumers' trust in online transactions. Additionally, having a variety of options available when needed can aid marketers in gaining customers' trust. Promotional offers, timely responses, and customization options will promote client use. Companies may build their websites so that customers have a more pleasurable purchasing experience than just a commercial one. Consider making the website look like a real store complete with product displays and animated salespeople to assist customers. Using these research-based insights, businesses may see marketing from a fresh angle and realize that customers are more well-informed and knowledgeable than ever before and that relationships with them go beyond simple commercial dealings. Finally, it appears that the ability to evaluate risk and make purchases are critical for developing consumer perception. The findings of this study imply that every aspect has a stronger effect on customers. The findings indicate that various security features also have a greater effect online ticket reservation. As a result, the land transport industry like roadways and railways must make every effort to launch its online booking portals reach customers through variety of methods. Therefore, when transport businesses must be taken into account in sharpening their online selling strategy.

Limitations and scope for further research

From the above, I t is obvious that many different decision-making scenarios need to be examined before generalizations can be established to help direct the growth of Internet-based activities. In order to understand how consumers, perceive online ticket reservation in transport sector, this study has proposed an extensively integrative model that can be utilised to analyse linkages between the determinants of risk, trust, use, awareness, confidence, price, and internet security. Before generalizations can be established, more study is required to explore these issues in Tamil Nadu using other samples. Additionally, it is necessary to expand beyond the Tamil Nadu region. Other external and internal factors could also be taken for study.

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