



## Passenger gratification towards private Volvo travels

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### Abstract

The most important part of human life is transport. It makes the people to travel from one place to other place. To make them feel convenient and comfortable with their position, different modes of transportation system are found and it is evolved from the earliest stage to the present stage of transportation system. Every bus transport service related businesses, there are need to develop relationship with the passenger the service providers to satisfy passenger' day- to-day service quality requirements. Passenger' gratification is an indefinite and conceptual term the meaning of which will vary from person to person and services to services. Measurement of passenger gratification is too difficult since it is related to the psychological state of mind. In the modern period volvo bus transport services being the most indispensable help the people for mobility. The utilization of the volvo bus is increasing day to day. However, the level of utilization of volvo bus and also the gratification of passenger plays a vital role in view of the recovering the remote areas also. This study focused the passenger gratification towards private volvo bus travels post covid in Coimbatore to Chennai.

**Keywords:** Passenger, gratification, Volvo bus, preference and convenient

### Introduction

In India rural development is considered as the real development. India is predominantly an Agricultural country and more than 70 percent of the country's population is depending directly in Agricultural field. Most of the people are living in rural areas or the urban peoples are interested in getting their employment in rural areas. Due to the increased cost of living a concern in urban areas some of the entrepreneurs set up their establishment in the rural areas. In both the above cases a cheaper transport is an essential. There has been a number of convergence and transport facilities are used for a long time. The most important part of human life is transport. It makes the people to travel from one place to other place. To make them feel convenient and comfortable with their position, different modes of transportation system are found and it is evolved from the earliest stage to the present stage of transportation system.

At present with the upgraded technology up to the possible extent the transportation systems in different modes are developed. It is a fact that no bus transport business can exist without passenger. Every bus transport services related business mode, there is a need to develop relationship with the passenger and with the service providers to satisfy passenger' day - to-day service quality requirements. The owners of the different bus transport industries compete with each other to offer maximum gratification to passenger. Thus passenger' gratification a business term is a measure of how services are supplied by an industry to meet passenger expectation.

Initially, the public transportation system has developed from the level of walking to the air transport system. In ancient days, due to the development of human civilization there is a drastic change in human life style as well as in the development of transportation system. In general, in earlier days, the human being walked in the bare feet from one place to other place. They walked miles and miles of distance in those days. But later on, because of

technological up gradation, human being invented many transportation modes for their survival and for their travel. Such kinds of inventions help them to travel as well as to uplift their standard of life. Passenger' gratification is an indefinite and conceptual term the meaning of which will vary from person to person and services to services. Measurement of passenger gratification is too difficult since it is related to the psychological state of mind. The private volvo bus transports are used for official and business purpose as well. The present study has done by the passenger' gratification in Coimbatore to Chennai.

### Transport system in tamilnadu

All the transport has tremendous growth after the independence of our Nation. This system provides an important role in our country. After the independence all the transport system has rapidly growing. Tamil Nadu road transport has tremendously developed in both public and private sectors. Tamil Nadu State Transport Corporation and Private Transport operates to providing services to many cities and neighbouring states from Tamil Nadu. It is largest connectivity networks of roads in various highways of our nation. State transport system contributes the economic development and multiple connectivity providing for various states of nation. The average growth rate of transport system is 9.8 percent per annum. Government of India has allocated budget for road and bridges construction Rs.48,777 cores in the year 2020-21. It is higher than 6 percent of 2019-2020 of Rs.45,897 crores.

### Statement of the problem

In the modern period volvo bus transport services being the most indispensable help the people for mobility. The utilization of the volvo bus is increasing day to day. However, the level of utilization of volvo bus and also the gratification of passenger plays a vital role in view of the recovering the remote areas also. Since, there are other cheaper modes of transport. Tamil Nadu State Transport

Corporation, Trains etc., are available. In the modern days, volvo bus transport services being the most indispensable help the people for mobility. Every human being or a passenger wants to avail better and comfortable travel. It is generally believed that services of the private sector transport agencies that are Volvo bus provides good services to their passenger. Hence, the present study to know the passenger gratification towards private Volvo bus travels with special reference to Coimbatore to Chennai District”.

**Review of litterature**

A large-scale national survey conducted by the Center for Transportation and Logistics Studies at Universitas Gadjah Mada (2026) <sup>[1]</sup> found that over 90% of respondents were satisfied with transportation services during peak holiday periods. High satisfaction levels were linked to service reliability, safety, accessibility, and efficient operations. The findings suggest that well-managed scheduling and quality assurance play a key role in sustaining public confidence in transport systems.

Li, Yang, and Zhou (2025) <sup>[2]</sup> examined how reductions in bus routes influence passenger dissatisfaction using agent-based modeling. Their findings showed that service cuts significantly increase dissatisfaction, particularly among older adults and vulnerable populations. The study also highlighted that long waiting times, overcrowding, and unreliable schedules strongly reduce perceived service quality. This research underscores the importance of maintaining route coverage and frequency to sustain passenger satisfaction in both public and private bus services.

Rahnama, Cortez, and Monzon (2024) <sup>[3]</sup> analyzed passenger satisfaction in intercity bus services using a Structural Equation Modeling-Artificial Neural Network approach. The study found that punctuality, onboard comfort, safety, service reliability, and cleanliness are the strongest predictors of overall passenger satisfaction. It also revealed that emotional perceptions and prior travel experiences significantly shape satisfaction levels. The authors emphasized the importance of investing in service quality improvements and modern onboard amenities to enhance passenger loyalty and long-term ridership, making the findings highly relevant for luxury and Volvo bus services.

Loi and William (2024) <sup>[4]</sup> reported a decline in bus passenger satisfaction linked specifically to increased waiting times, despite overall positive public transport ratings. The study revealed that reliability and frequency are critical factors shaping commuter perceptions. The authors emphasized the need for real-time tracking systems and improved scheduling to maintain high satisfaction levels in urban bus services.

Gowri.K (2020) <sup>[5]</sup> focused on passengers satisfaction in pollachi to Coimbatore to Chennai Route”. The author observed majority of the passengers wish to preferred private transport because the reason is less cost of fair. The operations of bus are providing efficient services to the passengers. The passengers are satisfied and new to render different services to the passengers.

**Objectives**

1. To identify the demographic factors of the Volvo bus passenger.

2. To know the reason for the preference of Volvo bus.
3. To measure the level of gratification gained by the Volvo bus passenger.

**Research design**

**Convenience Sampling:** Convenience sampling method is used for the study purpose. It is a non-probability sample.

**Sample Size:** 250 respondents were selected from the passenger of volvo bus in Coimbatore to Chennai District.

**Primary Data:** Primary data are those collected by the researcher through structured questionnaire was personally administrated to the selected sample to collect the primary data.

**Statistical tools used**

- Simple percentage analysis
- Chi - Square Test
- The Kruskal-Wallis Test

**Table 1:** Demographic factors of the study

Demographic Factors	Categories	No. of Respondents	Percentage
Gender	Male	143	57
	Female	107	43
Age Group	Below 20 years	48	19
	21 - 30 years	112	45
	31 - 40 years	63	25
	Above 40 years	27	11
Educational Qualification	Up to School Level	39	16
	Under Graduate	73	29
	Post Graduate	42	17
	Professionals	28	11
	Diploma	23	9
Marital Status	Others	45	18
	Single	85	34
	Married	165	66
Occupational Status	Student	36	14
	Employee	78	31
	Business man	57	23
	Professional	18	7
	Agriculture	33	13
	Others	28	11
Monthly Income	Up to 30,000	32	13
	Rs.30,001-.40,000	108	43
	Rs.40,001-.50,000	65	26
	Above Rs.50,001	45	18
Area of Residence	Urban	165	66
	Rural	52	21
	Semi Urban	33	13
	Total	250	100

**Source:** Primary Data

The above table clearly reveals that, 57 percent of the respondents are male members, 45 percent of respondents belong to age group of between 21 years to 30 years. 29 percent of respondents are qualified with under graduates, 66 percent of the respondents are married, 31 percent of the respondents are employed, 43 percent of the respondents are earning between Rs.30, 001 - 40,000 per month and majority 66 percent of the respondents are living in urban area.

**Table 2: Age group compared with reason for preference**

Age Group	No. of Times Travelled				Total
	Safety	Better Service	Comfortable	Other reasons	
Up to 20 years	10 (20.83)	18 (37.50)	12 (25)	8 (16.66)	48
21 - 30 years	15(13.39)	29(25.89)	47 (41.96)	21 (18.75)	112
31 - 40 years	30 (47.61)	8 (12.69)	15 (23.80)	10 (15.87)	63
Above 40 years	10 (37.03)	7 (25.92)	4 (14.81)	6 (22.22)	27
Total	35	93	75	47	250

Source: Primary Data

The above table clearly shows that, 37.50 percent of the respondents who belong to the age group of below 20 years have preferred better service, 41.96 percent of the respondents who belong to the age group of 21-30 years

have preferred comfortable, 47.61 percent who belong to the age group of 31-40 years have preferred safety and 37.03 percent of the respondents who belong to the age group of above 40 years have preferred safety.

**Table 2: (a) CHI-SQUARE TEST**

Factor	Calculated Value	Table Value	Degree of Freedom	Remarks
Age Group and Number of times Travelled	34.386	16.919	9	Significant

It is concluded that, there is a significant association between age group and the preference

**Table 3: Educational qualification compared with reason for preference**

Educational Qualification	Reason for Preferring				Total
	Punctuality	Sophistication	Reduction in Noise	Bus top frequency	
Up to School Level	8 (20.51)	17 (43.58)	12 (30.76)	2 (5.12)	39
Under Graduate	32 (43.83)	12 (16.43)	25 (34.24)	4 (5.47)	73
Post Graduate	14 (33.33)	21 (50)	5 (11.90)	2 (4.76)	42
Professionals	9 (32.14)	8 (28.57)	7 (25)	4 (14.28)	28
Diploma	9 (39.13)	7 (30.43)	4 (17.39)	3 (13.04)	23
Others (illiterate)	15 (35.55)	10 (22.22)	18 (40)	2 (4.44)	45
Total	75	90	70	15	250

Source: Primary Data

It could be clearly observed from the table that, Educational qualification compared with reason for preference of Volvo bus. 43.58 percent of the under graduate respondents prefer sophistication, 43.83 percent of the respondents prefer punctuality.

The respondents who are post graduates prefer sophistication, 32.14 percent of the professional respondent prefer punctuality, 39.13 percent of the diploma respondents prefer punctuality and 40 percent of the illiterate respondents prefer reduction in noise.

**Table 3: (a) Chi-Square Test**

Factor	Calculated Value	Table Value	Degree of Freedom	Remarks
Educational Qualification and Reason for preferring	38.20	24.996	15	Significant

It shows that there is a significant association between educational qualification and reason for preferring volvo bus.

**Table 4: Level of gratification towards various factors**

S. No	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
1	Seating Arrangement	141 (56)	87 (35)	15 (6)	5 (2)	2 (1)	250 (100)
2	Luggage Space	59 (24)	117 (47)	23 (9)	35 (14)	16 (6)	250 (100)
3	Sleeper	159 (64)	70 (28)	10 (4)	6 (2)	5 (2)	250 (100)
4	Semi-Sleeper	75 (30)	145 (58)	25 (10)	3 (1)	2 (1)	250 (100)
5	Setter	69 (28)	131 (52)	29 (12)	13 (5)	8 (3)	250 (100)
6	Speed of Bus	148 (59)	65 (26)	20 (8)	12 (5)	5 (2)	250 (100)
7	Safety	146 (58)	67 (27)	22 (9)	10 (4)	5 (2)	250 (100)
8	Punctuality in Pick-up and Drop	178 (71)	47 (19)	17 (7)	5 (2)	3 (1)	250 (100)
9	First Aid Box	78 (31)	135 (54)	27 (11)	7 (3)	3 (1)	250 (100)
10	Video	61 (24)	149 (60)	30 (12)	7 (3)	3 (1)	250 (100)
11	Audio	78 (31)	34 (14)	131 (52)	4 (2)	3 (1)	250 (100)
12	Window View	86 (34)	102 (41)	27 (11)	20 (8)	15 (6)	250 (100)
13	Ambience	61 (24)	165 (66)	19 (8)	3 (1)	2 (1)	250 (100)
14	Emergency Backup	72 (29)	109 (44)	41 (16)	15 (6)	13 (5)	250 (100)
15	Emergency Restore in Bus	58 (23)	173 (69)	7 (3)	7 (3)	5 (2)	250 (100)
16	Outlook of Bus	175 (70)	61 (24)	10 (4)	2 (1)	2 (1)	250 (100)

Source: Primary Data

It is clear from the above table that 56 percent of the respondents were highly satisfied towards seating arrangement, 47 percent of the respondents were satisfied

towards luggage space available in the bus, 64 percent of the respondents were highly satisfied towards sleeper availability, 58 percent of the respondents were satisfied

towards semi-sleeper, 52 percent of the respondents were satisfied towards setter, 59 percent of the respondents were highly satisfied the speed, 58 percent of the respondents were highly satisfied towards safety, 71 percent of the respondents were highly satisfied towards punctuality in on time pick and drop, 54 percent of the respondents were satisfied towards first aid box, 60 percent of the respondents are highly satisfied towards video, 52 percent of the respondents are satisfied towards audio, 41 percent of the respondents were satisfied towards window view, 66 percent of the respondents were satisfied towards ambience, 44 percent of the respondents are satisfied towards emergency backup, 69 percent of the respondents are satisfied towards emergency restore in bus. 70 percent of the respondents are highly satisfied towards outlook of the bus.

### Suggestions

- Volvo travels should give preference to travelers who travel frequently.
- The private bus operators may give instructions to the passengers related to insurance scheme for them, it will lead to if any accident arises the bus operators need not pay any compensation to the passenger.
- Volvo bus operators need to give instructions regarding the first aid boxes, where it placed inside the bus. It will be helpful to the emergency time for the passenger and also give stopping points for refreshment.
- Most of the passengers spending their travelling time in mobiles. So, travels may provide free Wi-Fi and GPR service to the passengers.
- Volvo bus operator's priority give information's to the passengers regarding stopping points for refreshment.
- Driver and operators name and contact number also may show inside the bus in will be helpful to the emergency situation.
- Some customers felt that ticket reservation tedious. It must be corrected immediately.
- Introduce innovative packages that will bring the customer close to private travel service.
- Route of the Volvo bus may be extended to cover more areas yet with the permission of respective government.

### Conclusion

Transport is the sector in India in which has more competition in the Market. Service Sector which present a different set of challenges for marketing the products and its services in the society. The main objective is to find out the factors that influenced the passenger gratification level in the private Volvo bus travels in Coimbatore to Chennai District. It is conclude that most of the passenger felt that they got tickets easily in private travels, the cost of ticket is less expensive and passenger preferred deluxe busses. To introduce innovative packages that will bring the more close to private travels operator's service. On this basis of the findings of the present study some practicable and viable suggestion has been made. If the Volvo bus owners and Associations may seriously consider all suggestive measurement, it is expected that it will more succeed in future.

### Conflict of Interest

The authors declare that they have no affiliations and conflict of interest with any organization or entity with any

financial or non-financial interest in the subject matter or materials discussed in this manuscript.

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