A Descriptive Study on Buying Behaviour of Transport Service Consumers

Author: Jay Anant Bagul Jaybagul2151@gmail.com

Abstract

The transport service sector plays a pivotal role in ease the movement of goods and passengers, in contributing to economic development. Understanding consumer behaviour within logistic sector is Significant for improving service delivery and customer satisfaction. This study aims to analyze the buying behaviour of transport service consumers by identifying the factors that influence their decision-making, such as manufacturing cost, quality of service, safety, and reliability. Data was collected with the help of surveys administered to a diverse sample of transport service users, a survey of 140 participants was conducted to evaluate Buying Behaviour of logistic sector. The findings indicate that consumer preferences are consumer preferences are remarkably shaped by factors like pricing, brand reputation and quality. Also additionally use demographic variables like income, age and travel frequency were found to play a significant role in shaping consumer choices. This study indicates that value of understanding consumer behaviour in transport sector and consumer satisfaction. Also this research presents the existing literature by offering a The study highlights the critical role of offering complete analysis of consumer behaviour and consumer preferences, eventually by guiding transport service providers in marketing efforts and strategic decision making.

Keywords: *Buying behavior, transport services, consumer preferences, service quality, demographic factors.*

Review of Literature:

Understanding consumer behaviour in transport services has become increasingly important as the sector grows more competitive and customer-driven. Multiple studies highlight the complex factors that influence consumer decision-making, especially within transportation, logistics, and digital service frameworks.

According to Dixit and Srivastava (2020), consumer buying behaviour is shaped by various factors, including personal, psychological, cultural, and socio- economic influences. Their study emphasized that decisions are not solely price-driven; attributes like service quality, post-sale service, product reputation, and consumer status perception also significantly influence buying decisions.

Basalamah et al. (2020) offered a systematic review of consumer behaviour in online transportation services. Their work highlighted that millennials are the dominant users, driven largely by digital convenience, application-based interfaces, and peer influence. The study also pointed out that service reliability, trust, and ease of use were key motivators in selecting one transport provider over another.

Buldeo Rai et al. (2021) shifted focus to sustainable consumer behaviour in e-commerce transportation. Their experimental findings revealed that non- financial incentives like social norms and environmental impact information can significantly influence consumers' delivery choices. Importantly, they concluded that providing ecological footprint data at the point of decision (e.g., checkout pages) could shift behaviour toward more sustainable delivery options.

Menon (2023) explored shifts in consumer behaviour within the public transport sector, specifically examining why consumers shifted from traditional public transit to metro systems. The findings suggested that factors such as convenience, pricing, reliability, and interconnectivity between transport modes were central to consumer decisions. The study underlined the importance of matching transport services with modern consumer expectations, especially in urban areas.

Further insights were provided by Fiiwe et al. (2023), who emphasized the role of Customer RelationshipManagement (CRM) in influencing repeat purchasing behaviour in the Nigerian transport sector. Their findings confirmed that trust, communication, service assurance, and long-term commitment are critical in maintaining consumer loyalty and satisfaction.

Taken together, these studies provide a comprehensive view of the various dimensions of consumer behaviour in transport services— ranging from price sensitivity and technology usage to sustainability, trust, and service quality. These insights form the foundation for understanding current trends and developing strategies to meet evolving consumer expectations in the transport industry.

Objectives of the Study

1.   To identify the major factors influencing consumer choice
2.   To assess consumer satisfaction levels
3.   To evaluate the impact of booking methods.
4.   To understand how the frequency and purpose of transport usage
5.   To an analyze consumer loyalty and switching behaviour

Research Methodology

This paper address the objectives –
To identify the major factors influencing consumer choice
To assess consumer satisfaction level
To evaluate the impact of booking methods.
For this a quantitative approach was adopted with a structured survey questionnaire targeting 140 participants. The participate were selected from different demographics including age, gender, occupation and their travel frequency The survey was conducted online, focusing on three main areas- firstly reliability, booking method and price sensitivity Secondly- satisfaction level with punctuality, driver behavior and customer service and lastly – Switching patterns and consumer loyalty For analyses statistical methods such as descriptive statistics, correlation analysis, and regression analysis is used to identify patterns and draw conclusions regarding the Buying Behaviour of Transport Service Consumers

Data Analysis and Interpretation

**1.**　　　　　　　　　　　　　　**Demographic Profile of Respondents**

Demographic Variable	Category	Frequency	Percentage
Gender	Male	80	57.01%
	Female	60	42.09%
Age Group	18-25 Years	40	28.06%
	26-35 Years	55	39.03%
	36-45 Years	30	21.04%
	Above 45 Years	15	10.07%
Occupation	Student	35	25.00%
	Service Employee	60	42.09%
	Business Owner	30	21.04%
	Others	15	10.07%

Chart Title — Gender, Age Group, Occupation

2.　　　　　　　　　　　　**Factors Influencing Choice of Transport Service**

| Factor	Very Important	Important	Neural	Not Important
Fare/ Price	70	45	15	10
Timeliness/ Punctuality	90	30	10	10
Safety	85	40	10	5
Comfort and Cleanliness	75	35	20	10
Ease of Booking	65	50	15	10

Chart Title
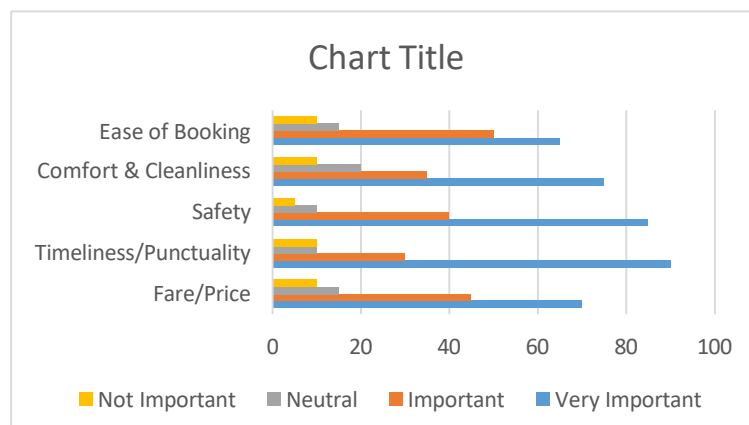
Interpretation: The Majority of Consumers rank/ prioritize that Punctuality and Safety when they choose a transport service when they use transport service, and raining followed by Booking convenience and Fare/ price

3.

Booking Preferences

Mode Of Booking	No. of Respondents	Percentage
App-Based	65	46.04%
Offline (Phone/Counter)	50	35.07%
Website	25	17.09%
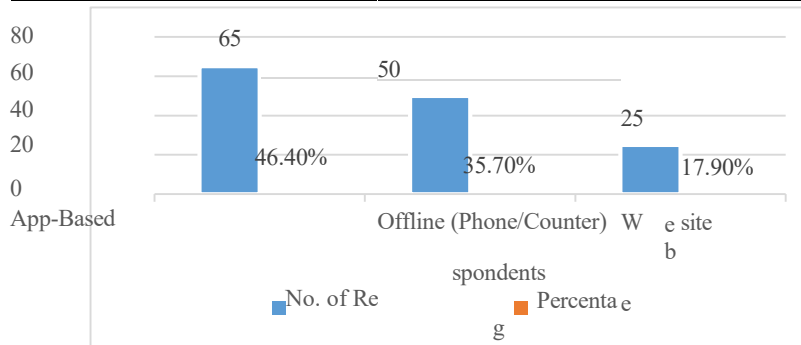
Interpretation: The Majority of consumers most preferred the App-Based Booking Mode and especially young users, 50% users preferred Offline by phone or counter mode and 25% consumers preferred Website mode for bookingSatisfaction with Current Transport Services

| Satisfaction Aspect	Very Satisfied	Satisfied	Neutral	Dissatisfied
Timeliness	60	45	25	10
Customer Support	50	40	30	20
Cleanliness	55	50	25	10
Complaint Handling	40	35	40	25
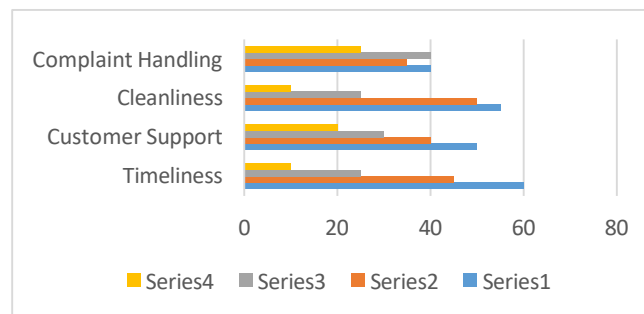
Interpretation: Most consumers are appreciated services like cleanliness and timeliness, Customer support and complaint handling show need for the improvement.

4.

Loyalty & Repeat Usage

Response	Frequency	Percentage
Always Use Same Provider	50	35.07%
Frequently Switch Provider	45	32.01%
Depends on Service Quality	45	32.01%
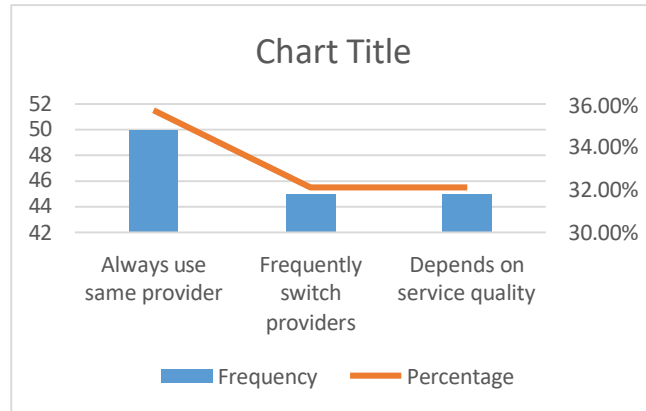
Interpretation: the data showing 35.07% of respondents are really loyal with a single transport service provider, that shows indirection satisfaction and brand trust. 32.1% consumers are switch providers and remaining 32.01% consumers base their choice on service quality, it shows significant portion of consumers are showing they are not brand loyal and they are influenced by service performance

All suggest that to retain consumers, import service providers must focus on service quality, customer satisfaction and reliabilityFindings

1.   Timeliness and safety are the most influential factors in consumer decision making when choosing transport service, exceed even price considerations.

2.   Fare pricing remains a key determinant, especially among lower-income and student segments, although it is not only the deciding factor.

3.   Digital Booking and App based methods are preferred by nearly half the respondents, particularly includes the 18–35 age group, showing a generational shift in service interaction.

4.   Customer satisfaction is high in terms of service punctuality and vehicle cleanliness, but relatively lower for complaint resolution and customer support

5.   Constant users (frequent commuters) prioritize uniformity and reliability in services, while random users focus more on comfort and price.

6.   Loyalty to a single transport provider is low to moderate, with many consumers willing to change the providers for better service quality, pricing, or convenience.

7.   Personal safety and hygiene are remarkably valued in post-COVID transport liking, especially among female respondents.

8.   Offline users now also exist in sizable numbers, suggesting the need to maintain non-digital access options alongside app-based services.

9.   Service expectations differ by purpose of travel — business users focus on speed and punctuality, while personal users give higher importance to comfort and cost.

10.   Brand reputation and peer recommendations influence trust, specifically in first-time users or consumers trying a new transport provider.

Suggestions and Recommendations

1. Improve Reliability and Timeliness of Services

Timeliness come out as the most interpretative factor influencing consumer decisions. Transport providers invest in real time tracking systems, punctuality monitoring mechanisms and route optimization technologies to ensure on time performance. Special attention must be paid to peak hour service efficiency and contingency ideas for delays.

2. Hygiene Measures and Enhance Safety

Given the continued post pandemic concerns, safety and cleanliness hold significant weight in consumer preferences. Make regularly sanitize the vehicle, clear display of safety certifications, and the implementation of security features such as in vehicle CCTV, emergency alert systems, and verified driver credentials are crucial in building consumer trust particularly among the female and health-conscious users.

3. Upgrade the Digital Marketing Platforms

With 46.4% of users preferring application- based booking, there is a clear shift toward digital adoption. Transport companies should invest in user friendly, multilingual, and responsive website and mobile applications. Features like one top booking, ride tracking, e-wallet integration, and real-time fare estimation can significantly boost the user experience.

4. Maintain and Improve Offline Booking Channels

Even with the rise in digital usage, a real portion of users still depend on traditional methods such as a phone or counter bookings. To serve a broader customer base, mainly those in semi-urban and rural or areas older users, it is essential to keep and streamline offline service access.

5. Ensure Transparent and Competitive Pricing

price-conscious continues to influence buying decisions, especially among low income users and students. Transport providers should maintain clarity in fare structures and avoid hidden charges. Periodic fare promotions and peak off-peak pricing models can make services more appealing and accessible.

6. Customer Support and Strengthen Complaint Resolution

Customer satisfaction levels regarding customer service and complaint handling were relatively low. Providers must begin empathetic and responsive grievance redressal systems, including 24/7 support channels, escalation procedures and automated ticket tracking. Personalized and timely and resolution of complaints can significantly improve customer satisfaction and reduce attrition.

7. Tailored Service and Implement Customer Segmentation

Consumer preferences differ according to the frequency and purpose of transport use. Service providers should design customized offerings like

- Business riders passes with punctuality guarantees,
- Monthly plans and student discounts.,
- Family-friendly ride options with comfort features.

Such segmentation enhances personalization and relevance of services.

8. Referral Programs and Introduce Loyalty

As a consumer loyalty was found to be moderate, incentivizing repeat usage is crucial. Transport operators can introduce graded loyalty programs offering rewards like Priority service, free rides, or cashback. Recommendation schemes that benefit both the referrer and the new user can drive user retention and acquisition.

9. Eco- Friendly practices and promote Sustainable

Increasing awareness about environmental issues among consumers suggests an opportunity to showcase and adopt green initiatives. Use of electric vehicles, Paperless ticketing, carbon offset options, and environmental impact disclosures during the booking process can appeal to sustainability conscious customers and better corporate reputation.

10. Invest in Brand Image and Community Engagement/ Involvement Brand trust plays a significant role, especially for new and infrequent. A compatible brand image supported by proactive social media presence and transparency can build emotional connections with consumers and strengthen loyalty.

Conclusion

This research undergoes the explore and analyze the factors influencing consumer behaviour in the transport service sector. The finding reveal that Timeliness and safety are the most influential factors in consumer decision making through a structured survey of 140 respondents, it was observed that consumers prioritize ascribe such as pricing, safety service quality and timeliness. The growing shift toward app based bookings reflects the increasing digital adoption included in urban and younger consumers. The study also revealed that consumer loyalty remains conditional, with many users wiling to switch providers based on perceived value and service experience

Understanding the consumer behavioral and expectations patterns is crucial for the transport service providers, by the investing in that technology delivering personalized service and improving the operational efficiency, also companies can better align with the evolving needs of modern day transport consumers. Also this research provides valuable understanding that may assist in strategic decision making   for   marketing   initiatives,   service enhancement, and customer relationship management in the transport industry.

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