

## **A STUDY ON CUSTOMER PERCEPTION TOWARDS FASTag WITH REFERENCE TO TIRUNELVELI AND THOOTHUKUDI DISTRICT**

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### **ABSTRACT**

In India Digitization is widely speeded in our country. All fields are come around digitized. In olden days the peoples move from one place to another place only by walk. The economical growth increases the people should changed out transportation vehicle such as: two Wheeler, four Wheeler, six Wheeler, eight Wheeler. The peoples easily transport in one district to another the main crossing is toll plaza.

FASTag is a device that employs Radio Frequency Identification (RFID) technology for making toll payments directly from the prepaid account linked to it .It is affixed on the windscreen of your vehicle and enables you to drive through toll plazas.Fastag has a validity of 5 years and after purchasing it, you only need to recharge / top up the FASTag as per your requirement. It has been analyzed by the researcher with adequate samples and results are presented.

This paper entitled as “A Study on Customer Perception towards Fastag with Reference to Tirunelveli and Thoothukudi District and Thoothukudi District,” is done to understand the Customer Perception towards Fastag procedure followed by various Automated Toll collections at Tirunelveli and Thoothukudi District. This study is to identify the level of customer perception towards the Fastag and to know the level of customer perception towards the Fastag with reference to Tirunelveli and Thoothukudi District. A sample size of 250 was taken for the study.

The gathered information is critically analyzed using statistical tools such as simple percentage, ranking descriptive statistics, Likert scaling and ANOVA the findings of this study, concluded that customer perception Procedure followed by the various Automated Toll Collection System at Tirunelveli and Thoothukudi is effective and Perception.

## **INTRODUCTION**

India is the second largest road network in the world after USA. The ministry of Road transport and highway is the authenticate for the expansion and maintenance of the highways. The vehicles traveling in these state/ national Highways is Toll roads it necessary to pay the tax is known as Toll Tax. The Traditional way of collected the toll tax from the manual toll collection system gave various troubles to the users and also the toll booth attendants. The problems constituted with the Manual toll collection system are waiting in the long queues to pay the toll tax that lead to time and fuel wastage .The wastage of fuel create the Air pollution. We often saw in the news like the fight with the toll user and toll booth employees in the toll plaza regarding the long waiting time and physical transaction of money induce them to do the same.

The First FASTag Toll collection system in India was bringing up in 2014 on the trail basis between Ahmadabad to Mumbai. The completion of successful trace, FASTag was implemented on 04 November 2014 connecting Delhi to Mumbai. Later it was launched on all the parts of our country for quicker road transportation of the four wheeler vehicles. In addition FASTag is Mandatory for the vehicles both personal and commercial from 15 January 2020 onwards. The FASTag user account is provided from 22 certificated banks which are using the many ways to open the account to the customers like Point of Sales (POS) at Toll Plazas and the certified bank branches. And also FASTag activation are available in the e-commerce platforms namely Pay TM, Amazon. The Accounting opening charges of FASTag is Vary from bank to bank and e-commerce platform also. The cost signup in the FASTag is range from 400 to 500 which consist of refundable security deposit, tag sticker issuance fees and the first recharge amount credited in the FASTag Account Wallet. After completion of the successful registration of toll account the account holder will get a FASTag Unique sticker on two weeks of time by courier to the customer's delivery address which was given in the registration form.

The similar kind of FASTag used in the various developed countries noted by independent names such as SUN PASS, EAZEE PASS in USA, SALIK in Dubai, E-TOLL in Australia. FASTag is a friendly user application to open and top up the toll account in the easiest manner. The FASTag account is operated on prepaid account which was linked with customer's bank account. FASTag users while crossing the toll plaza, no need to stop their vehicles for physical cash transaction instead of automatic deduction of toll fees from the users prepaid account within the seconds of time.

### **PERCEPTION:**

It is the concept that evolved from the biological term like the five organ sense result the aware of the environment. The Human organs are ability to see, smell, touch, hear and taste. Perception is the term denotes find the existence of stimuli then investigate and bring meaning to them. The interpretation of the individual perception is different from individual to individual based on the expectation and experience of the particular issue. The factors integrated with the perception are emotional connection, consistency and marketing communication. How the customer perceives the things are based on the process of gathering the information of a product and understand the information to prepare an exact conception of a particular product. The positive and negative perception is based on the experience towards the product or the company's service to the customer. In another perspective of perception is to influence various factors to determine the individual perception like peer group influence.

### **REVIEW OF LITERATURE:**

*Aaker (2000)* assess that brand awareness plays a vital role in consumer perception especially when their buying pattern is not defined. Branded items gives the feeling of familiarity especially in low involvement products for example soaps and other day to day usage items, media and advertisement are effective tools for awareness.

*Nandagopal and Chinnaiyan (2003)* conclude that the mode of purchase of product also effecting buying pattern and so perception of consumer.

*(Gary A. Knight, 1999)*. Initially, the perception qualities of product of privately owned brands were taken as consumer's perception on the quality of product provided by vendors or company. Scholars have noted that country-of-origin perceptions and expectations lead to cognitions. It also puts significance on particular products and marketing attributes. These were considered as the factors that could bring affect to the people in the country of where the product or services were market.

*(Nor Khasimah Alimana and Md Nor Othman, 2007)*. When consumer faces brand with fluctuating prices and perceived quality levels, they would have to make decision about the preference they make on the basis of attributes of the product.

## **DESIGN OF THE STUDY**

It contains the blueprint of the study which includes data collection, measurement and data analysis. This is stated that the strategies which are choose to combine the various elements of the study in a structured and analytical way so that the research problem can be resolved constructively. The present study entitled *“A Study on Customer perception towards FASTag with reference to Tirunelveli and Thoothukudi District”* has to conduct during the year 2020 in the State of Tamilnadu.

## **STATEMENT OF THE PROBLEM**

FASTag was implemented in India on 04 November 2014. Although the five year span of time after the implementation, there no awareness among the peoples for using the Electronic Tolling System. Therefore Government of India now imposed that all the Toll plazas are mandatory collect the Toll fees from the FASTag System only. If the peoples want to cross the toll plaza without FASTag Service means they need pay the double amount. Here the researcher want to state the existing problems with the manual tolling system such as time and fuel consuming, risk in handling the cash. Therefore

The Limitation of the existing Manual toll collection system in India is, if the vehicles has to cross the toll booth will consume at minimum average of 10 to 15 minutes of time. That leads to the other issues like huge fuel consumption and Air pollution. This present study is focus on how the Toll plazas could minimize the flow of traffic without any interruption. The

purpose of this study is to find out the number and various kinds of tollbooths on the basis of the single or multiple toll collection. The researchers want to study this particular issue in terms of, all the toll booths, Vehicles has to select their login path depending on their payment method. The toll booth separation will optimize the queue, fuel, time and other issues relating to that, since there is various dimension of queuing optimization different scenarios has to be analyzed. So that researcher made an attempt to analyze consumers perception towards FASTag titled that a **“Study on Consumer’s Perception towards FASTag With Reference To Tirunelveli and Thoothukudi District”**.

### **SCOPE OF THE STUDY**

The FASTag facility is identified which would impact of its services for all the toll users. It is depending on the number of vehicle passed, Type of vehicles, road condition, facilities offered for NHAI users, driving methods, safety measures taken by the NHAI for road users, waiting time, cash collection and returning the balance amount, passing speed of the vehicle, recharge of FASTag and reloadable tag which can be used at toll plazas; it enables automatic deduction of toll fees and allows you to pass through, without you having to wait for any kind of cash transaction. Electronic Toll Collection (ETC) through FASTag was implemented with a view to save fuel, time and curbs pollution as well as ensures seamless movement of traffic. The move also encourages digital payments. The present study entitled **“A Study on Customer perception towards FASTag with reference to Tirunelveli and Thoothukudi District”** ventures to analyze the dimensions of FASTag of namely Scheme, Mode of recharge, Place of recharge, features, Validity and in terms of user perception opinion, status, frequency of changing the FASTag sticker.

### **OBJECTIVES OF THE STUDY**

1. To know the respondents perception about the various aspects of the FASTag.
2. To critically evaluate the level of satisfaction of customers towards the services provided by the FASTag.
3. To analyze the socio-economic status of FASTag customers in Tirunelveli and Thoothukudi District.
4. To examine the Comparison between manual toll collection system and FASTag

system.

5. To examine the various dimensions of FASTag's of namely various Scheme.
6. To provide suitable suggestions on the basis of results in Customer Perception towards FASTag with reference to Tirunelveli District.

## **HYPOTHESES OF THE STUDY**

On the basis of the objectives, the following important hypotheses of the study have been formulated:

- H<sub>0</sub> 1. There is no significant relationship between the age, gender, marital status, and educational qualification, nature of institution, designation, total service and response scores of various dimensions of sources of Customer perception towards FASTag
- H<sub>0</sub> 2. There is no significant relationship between age, marital status, and educational qualification, nature of institution, designation, total service and response scores and of overall scores of socio-economic status of FASTag customers among different groups of respondents.
- H<sub>0</sub> 3. There is no significant relationship between gender and response score of two dimensions of Customer Perception towards FASTag among different groups of respondents.

## **RESEARCH METHODOLOGY**

The study is based on primary data as well as secondary data. A total of 250 questionnaires were distributed among 270 customers of different areas in Tirunelveli and Thoothukudi District of Tamil Nadu. Percentile method has been used to analyze & interpretation of data. Hendry Garratt Ranking technique was used to analyze the ranked data.

## **METHODOLOGY ADOPTED FOR THE STUDY:**

<b>S. No.</b>	<b>Research Components</b>	<b>Description of the study</b>
1.	Unit Selected	Tirunelveli and Thoothukudi District

2.	Data Source	Primary and Secondary
3.	Type of research	Empirical
4.	Research instruments	Structured Questionnaire(Interview Schedule)
	Research approach	Survey method
6.	Sampling Procedure	Convenience sampling
7.	Sampling size	270
8.	Sampling unit	customer perception towards Fastag with reference to Thoothukudi and Tirunelveli District
9.	Sampling Population	250
10	Statistical Techniques used	Tables, Percentage, Mean, Standard deviation, Likert Rank Scale Chi square test etc.

## CONCLUSION:

The study reveals that one of the Digital India initiatives of FASTag Toll collection system helps the users to go for quicker transportation. The system is cost effective, time saving, and easy to install, for which it help the toll operators as well as FASTag users. This system has overcome the shortcomings of the existing manual toll collection system by reducing the employees at the toll booth. This is combination with reduce the fuel consumption has positive impact on environment i.e. pollution created will be minimum.

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