

Drivers and Students Perception towards Ashok Leyland School Bus in Bidar City (Karnataka State)

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Abstract- School bus transportation is one of the safest forms of transportation in the United States. Every day, our nation's 440,000 public school buses transport more than 23.5 million children to and from school and school-related activities. The main purpose of this research work is to provide valuable information regarding students and drivers perception and ideas towards the ashok Leyland school bus and asking to the drivers and students our valuable suggestion and regarding to changes and perception of students and drivers towards the ashok Leyland school bus in bidar city. This study is mainly based on questionnaire survey. Ten schools were selected and hundred students were interviewed based on random sampling. Students were provided with close ended questionnaire and analysis was performed based on their feedback.

I. INTRODUCTION

The project is found on analysing consumer approval with ashokleyland. In recent years, companies. The weight is how to keep customers then attract new customers. It is trouble-free to focus for fresh clients and then keep old patrons. The refer, companies are tough to center this aspect of patron satisfaction.

II. LITERATURE REVIEW

- Bowerman et al. (1995)
Proposed a new heuristic image raining urban schools. The problem is formulated as a multi-lens model is developed heuristic, and according to this formula.
- Corberán al. (2002)
Spindles, of which the issue of school classroom in the rural areas. They approach a variety of forms that the diverse opinions of the rout of the proposal from the holds by the node of the question. And also from

the viewpoint of price, a number of employees according to their own, and He brought her to the house of the school of the students, to a minimum.

- Schittekat et al. (2006)
Formulated the draft problem using the bus went out of the game, some interesting one objective integer programming model VRP by introducing additional features. The arrests were considered to be Zen number of possible that someone walks off.
- The Swersey Ballard (1984)
Presented in the scheduling of work in a school classroom. Of the situation, with the advice of most of the game, we consider that they are associated with each other is the way it has been given the series of this man. The window of the bus to the customers within a certain period of time, which leads to him each with one base.
- After that, and Goldman (2010).
Videotapes of bullying in school when they saw Raskauskas (2005) bullying are two intermediate bus ride to the car, at home or with significantly more ugly as ugly.
- Broeken al. (1997)
Described the Manlius, New York City school bus routing problem. When the basics and arches will be many newspapers the way from the bus once on one of the problem through a correct booking of the whole time of the schools are the problem of the mystery.
- Fu and Li (2002)
Presented case study of the problem in the way of those who are in school. So it comes to the lens of the combinations that most of them-the problem itself. Aliquip developer school includes minimizing the

required ninety-six, and all are in total points and total time spent gathering to all students in school at the time.

- The ShliferGavish (1979)

As a problem by the school bus route generation one figure and a model developed NLMIP game. Generated in terms of higher order problem solving, limited and well used after payment obligation, and bound procedure.

III. OBJECTIVES OF THE STUDY

- To know the students perception towards Ashok Leyland school bus.
- To know the drivers perception towards the Ashok Leyland school bus.
- To know the factors affecting the purchase of a school bus by educational institution.
- To know the students satisfaction towards the sitting and space of the Ashok Leyland school bus.

IV. RESEARCH METHODOLOGY

- Primary data:-

Primary data is collected by interacting with customers and employees by discussing. And questioners is used as a tool to collect primary data.

- Secondary data:-

Secondary data is collected from company website and journals and research papers.

Type of research: - Descriptive research

Research area: - Bidar city

Sample size: - 50 school students and 25 school bus drivers

Data collection: - questionnaire

Respondents: - school bus drivers and school students

V. HYPOTHESES TESTING

- Null hypothesis

H0: There is no relationship exist between sitting arrangement and satisfaction of Ashok Leyland school bus.

- Alternative hypothesis

H1: There is a relationship exist between sitting arrangement and satisfaction of Ashok Leyland school bus.

VI. HYPOTHESES TEST

particular	Degree of Freedom	Calculated Value (chi square)	Table value at 5% level of significance	H0 null hypothesis Accepted/Rejected
Sitting arrangement and satisfaction	1	3.015	3.841	Accepted

As the calculated value is less than the table value. Therefore null hypothesis (H0) is accepted and alternative hypothesis (H1) is rejected.

H0: (Accepted) there is a no relationship exist between sitting arrangement and satisfaction of the ashok Leyland school bus.

VII. DATA ANALYSIS AND INTERPRETATION

- Why do you purchased Ashok Leyland school bus?

Particular	No of respondent	Percentage
Good facilities	7	35%
Price	1	5%
Quality services	11	55%
Better mileage	1	5%

From the above table it can see that the 35% of purchased for good facilities; 5%of purchased for price; 55% of purchased for quality services; 5% of purchased for better mileage. It can be interpreted that 55% of education institution purchased Because of quality services.

ii) Are you satisfied with the average or mileage of the Ashok Leyland school bus?

Particular	No of respondent	percentage
Excellent	8	40%
Average	1	5%
Good	10	50%
Poor	1	5%

From the above table it can see that the 40% of drivers are Excellent satisfied with the mileage of the Ashok Leyland school bus; 5% of drivers are average satisfied; 50% of drivers are good satisfied; 5% drivers are poor satisfied. It can be interpreted that drivers are satisfied because of the good mileage of the Ashok Leyland school bus.

iii) Are you satisfied with the pickup and performance of school bus after the test ride?

Particular	No of respondent	percentage
Excellent	8	40%
Average	2	10%
Good	10	50%
Poor	0	0%

From the above table it can see that the 40% of drivers are Excellent satisfied with the pickup of the Ashok Leyland school bus; 10% of drivers are average satisfied ; 50% of drivers are good satisfied; 0% drivers are poor satisfied. It can be interpreted that 50% of drivers are good satisfied because of the good pickup performance of Ashok Leyland school bus.

iv) Do you purchase school bus on the basis of sitting capacity?

Particular	No of respondent	percentage
Yes	17	85%
No	3	15%

From the above table it can see that the most of the educational institutions are purchase school bus on

the basis of the sitting capacity. It can be interpreted that most of the educational institutions are purchasing school bus on the basis of the sitting capacity. Because of the more strength can be accommodated in the bus properly.

v) Are you aware of free service provided by Ashok Leyland after sales?

Particular	No of respondent	percentage
Yes	18	90%
No	2	10%

From the above table it can see that the 90% of drivers are aware of free service provided by Ashok Leyland after sales; 10% of drivers not aware. It can be interpreted that all most of drivers are aware of free service provided by Ashok Leyland after sales.

vi) Which promotion media is influenced you while buying Ashok Leyland school bus?

Particular	No of respondent	percentage
Broad casting	1	5%
Product demonstration	1	5%
Word of mouth	15	75%
Publication	3	15%

From the above table it can see that the 5% of broad casting media influenced; 5% of product demonstration; 75% of word of mouth and 15% of publication media influenced. It can be interpreted that 75% of word of mouth media influenced.

vii) Are you satisfied with the price of Ashok Leyland School Bus Company?

Particular	No of respondent	percentage
Highly satisfied	8	40%
Satisfied	10	50%
neutral	1	5%
Dissatisfied	1	5%

From the above table it can see that the 40% of drivers highly satisfied with the price of Ashok Leyland school bus; 50% of drivers satisfied; 5% of drivers neutral and 5% of dissatisfied. It can be interpreted that 50% of drivers satisfied with the price of Ashok Leyland school bus. Because as compare with to other company buses, Ashok Leyland school bus company price is satisfactory.

viii) Are you satisfied with the sitting arrangement in Ashok Leyland school bus?

Particular	No of respondent	percentage
Yes	40	80%
No	10	20%

From the above table it can see that the 80% of students says they satisfied; 20% of students says they not satisfied. It can be interpreted that maximum students are satisfied with the sitting arrangement. Because of comfortless.

ix) Are you satisfied with the Interior space of the Ashok Leyland school bus?

Particular	No of respondent	percentage
Excellent	9	18%
Good	31	62%
Average	7	14%
Poor	3	6%

From the above table it can see that the 18% of students excellent satisfied with the interior space of the Ashok Leyland school bus; 62% of students good satisfied; 14% of students average satisfied; 6% of students poor satisfied. It can be interpreted that 62% of students says interior space of the Ashok Leyland school bus is good with compare to other.

x) Do your bus has Emergency exit door?

Particular	No of respondent	percentage
Yes	39	78%
No	11	22%

From the above table it can see that the 78% of students says they has emergency exit door; 22% of students says they not have emergency exit door in there school bus. It can be interpreted that 78% of students says they has emergency exit door.

xi) How is Floor grip of the ashok Leyland school bus?

Particular	No of respondent	percentage
Slipry	16	32%
Rigied	34	68%

From the above table it can see that the 32% of students says floor grip is slipry of the Ashok Leyland school bus; 68% of students says floor grip is rigied. It can be interpreted that all of the students are says floor grip is rigied of the Ashok Leyland school bus.

xii) How are Windows of the school bus?

Particular	No of respondent	percentage
Flexible	36	72%
Non-flexible	14	28%

From the above table it can seen that the 72% of students says windows of the school bus is flexible; 28% of students says non- flexible. It can be interpreted that 72% of students says windows of the school bus is flexible. Because of windows not working properly.

xiii) How the grab is handles of the Ashok Leyland school bus?

Particular	No of respondent	percentage
Excellent	15	30%
Good	29	58%
Average	3	6%
Poor	3	6%

From the above table it can see that 30% of students says grab handles of the Ashok Leyland school bus is excellent; 58% of students says well; 6% of students says average; 6% of students says poor. It can be

interpreted that 58% of students says grab handles of the Ashok Leyland school bus is good. Because of it's easy to holding.

xiv) How is the Suspension of the Ashok Leyland school bus?

Particular	No of respondent	percentage
Excellent	14	28%
Good	27	54%
Average	7	14%
Poor	2	4%

From the above table it can see that 28%of students says excellent suspension of the Ashok Leyland school bus; 54% of students says well; 14% of the students says average; 4% of students says poor. It can be interpreted that 54% of students says good suspension of the Ashok Leyland school bus. Because of bus not jumping on the speed breakers.

xv)Do you have First aid box in your school bus?

Particular	No of respondent	percentage
Yes	39	78%
No	11	22%

From the above table it can see that the 78% of students says they have first aid box in Ashok Leyland school bus; 22% of students says they not have first aid box. It can be interpreted that 78% of students says they have first aid box in Ashok Leyland school bus, because of student safety purpose.

CONCLUSION

From the present study it can be conclude that students and drivers in Bidar city both are satisfied with the Ashok Leyland school bus and services provided by the company.

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