The investigation of the key determinants of behaviour of passengers purchasing tickets via online portals and automated ticket vending machines

[1]Renu Vashisth [2]Jyoti Gupta
[1]Professor, Vivekananda Institute of Professional Studies, NewDelhi, India
[2]Assistant Professor, Vivekananda Institute of Professional Studies, NewDelhi, India

Abstract- India has the 2nd fastest growing travel market globally. Of this, the online travel market is growing at the highest pace. In recent years, Indian Government has taken useful steps in this field. They have introduced IRCTC, online portal for ticket purchasing. Also following the trends of other countries India railway has installed several ATVM in the major stations to introduce digitalization for buying local tickets. As digitalization is trying to implement everywhere, but due to different factors some segment of people are not able to cop-up with this modernization. Also, to increase the use of plastic money and e-wallet these digitalized systems should be adapted quickly. So, the primary focus of this research is to evaluate the factors that influence/restrain the consumer behavior for online ticket purchasing & using ATVM for ticket purchasing in India, thus in the following sections we evaluate the Indian scenario related to it. To determine the factors, some market research has been done. For that, questionnaire has been prepared and sample has been selected.
Keywords –: ATVM, online consumer behavior, India, SEM

I.INTRODUCTION

Electronic ticketing over the Internet is a good example of Internet commerce. The aim is to facilitate the buying or reservation of tickets online, thereby making the process more easily accessible and convenient. Through these services tickets may be purchased from any location and at any time, provided an Internet connection exists. Automatic Ticket Vending Machine (ATVM) was introduced by Indian Railways to reduce passengers queuing up at the Ticket counters at the Railway Stations. By implementing these digitalized systems, it would be pretty much beneficial and acceptable for the people. Still there are some more segments of people are there who are yet to adapt those systems. Also there are some new projects for railways where some improved customer-centric technology or system would be more fruitful. The behavior of on-line customers is central to this study, as it is important to understand the mechanics of purchases made via the Internet. One of the major challenges in studying this channel is to grasp how the consumers will act in this environment, as it cannot be taken for granted that they will behave as in the traditional channel.

Technology Acceptance Model is useful to explain the use of Information Technology by users, adopting a causal relationship based on beliefs, perceptions, attitudes, intentions and behavior. Perceived utility and ease of use are the main factors influencing a person's attitude in the use of information systems. These factors might change the user's behavior, generating either positive or negative motivation. India has the 2nd fastest growing travel market globally. Of this, the online travel market is growing at the highest pace. In recent years, Indian Governmenthas taken useful steps in this field.Government managed entity IRCTC was one of the main websites which started offering online ticketing service. Launched in 2002, it had booked merely 27 tickets on the first day of its commencement of e- ticketing service in the country. Now after 14 years of sparkling journey, it has emerged as a largest in the country with more than 13 lakhs booking per day in terms of online ticketing, leaving behind several high-profile ecommerce sites worldwide. The IRCTC comprises 45% of all visitors to travel websites in India and 19% of total Internet audience. After the internet boom, a lot of new players have come into the market. There are sites like MakeMyTrip, Yatra, ClearTrip etc. which have acquired a major chunk of the online ticketing market.