

A STUDY ON CUSTOMER PERCEPTION TOWARDS FASTag WITH REFERENCE TO THOOTHUKUDI DISTRICT.

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Introduction.

As the owner, mostly the NHAI, isn't conducting customer Perception surveys, across all the toll stretches rigorously, these styles of studies can help the authorities of NHAI for taking appropriate actions. The main focus of the study is on the general public opinion towards the traffic in a parcel of land and toll plaza operations. A spread of studies is conducted for ending the assessment which includes: A field survey at the parcel of land sites for collecting information on tolling service. A road user study in terms of user survey was disbursed for an overall analysis of the performance of toll plazas and this assessment is required to judge how each toll performs. These analyses enable the citizens to supply feedback about the issues that prevail within the concept of FASTag and to enable the developers to grasp these problems which can further help to attenuate those problems.

FASTag

In January 2019, the state-run oil marketing companies like IOC, BPCL AND HPCL have signed MoUs enabling the use of FASTag to make purchase at petrol pumps. And from September 2019, FASTag lanes are accessible on over 500 national and state highways. And

over 54.6 lakh cars are enabled with FASTag. Starting on 1st January 2021, Fastag was made mandatory for all vehicles but it was later postponed to 15th February 2021.

LIMITATIONS OF THE STUDY

- The major limitations of the study are that respondents' bias cannot be judged and small sample size.
- The study confined to Tirunelveli and Thoothukudi city only and hence the result cannot be generated to other areas.
- Internal prejudice of the respondents serves as a limitation of the study.
- Due to time constrains, the number of respondents taken for the study is limited to 175

Review of Literature

Abhishek Sontakke (2019) examined a study on Intelligent Automatic Traffic Challan on Highways and Payment through FASTag Card. This study aims in taking steps in the field of trafficking to initiate a hassle-free and most convenient way such as using (RFID) Radio Frequency Identification cards to pay at the toll plazas. The finding deals with the application of the latest technology of the FASTag which is beneficial in avoiding the traffic hassle at the National toll Plaza. With the use of FASTag installed on the front windshield of vehicles, toll generation is made a fun job. Automatically, the toll charges are deducted from the FASTag linked to the vehicle.

Akshay Hinge (2020), conducted a study on, Toll plazas for Impact Assessment and Remedy Measures on Existing ETC system. The main objective is to study the existing ETC system implemented on all toll plazas in India and to provide remedial measures for the existing ETC system to improve its functionality during peak hours. In this research, they used the methodology of a preliminary survey, traffic flow, and traffic composition survey. The findings of the study were observed that the existing ETC system has some marginal issues during its operation which create unnecessary delays for both commercial and non-commercial vehicles.

B. Gayathiri and Dr. K. Ravindran (2020) conducted a study on customer Discernment towards FASTag Implementation in Madurai District. The objective of this study was to analyze the customer discernment towards electronic toll collection systems and system payment methods. The methodology used in the study was primary and secondary data collection. The finding of this study was most responders have aware of the FASTag and its importance, and the majority of the vehicles are cars, vans and other kinds of four-wheelers that have the welfare.

N. Akshaya and Dr. R. Guna Sundari (2021), in their article entitled, a study on passenger's Perception using FASTag with special reference to Coimbatore city. The main objective of the study was to understand the demographic characteristic of the people using FASTag and to examine the problems faced by the people due to the implementation of FASTag. They used the methodology of primary and secondary data collection. Hence, the finding has concluded that people using FASTag are more satisfied with the ease of payment in FASTag.

Statement of the problem

Even though FASTag is healthier than conventional toll collection. Still, FASTag has several problems. The requirement for this study is primarily to unravel the issues associated with operational toll roads, as users of these roads, frequently complain about the very functioning of the system and are latterly dissatisfied with the way the operators collect hefty toll amounts but fail miserably in providing quality service across several mandated quality parameters. The most problems of the parcel are how it's optimizing the queue length of vehicles, loss of FASTag, technical glitches, and optimizing the time of shoppers within the system. Our goal is to confirm that the FASTag system could handle the issues and to figure toward minimizing those problems.

Objectives

1. To understand the demographic characteristics of the users using FASTag in Thoothukudi District.
2. To examine the awareness of the users towards FASTag.
3. To analyze the level of Perception of users in Thoothukudi District.

Scope of the study

The study covers users of the FASTag toll collection system in Thoothukudi city. It makes effort to determine the Perception level of users of FASTag toll collection. The factors that lead test the Perception level of users are by using this factor to live the Perception level towards the FASTag toll collection system.

Research Methodology

The study is formed to investigate the user's preference toward the FASTag toll collection system. Questionnaires are entrusted to 168 respondents for data collection. a research methodology is a top-level view of how a given piece of research is distributed.

Source of Data

Primary Data

Primary data refers to the first-hand data gathered by the researcher himself. This research uses primary data for the research work. A pretested questionnaire was administered to the respondents with the questions. The answers given by the respondents were recorded and used for analysis purposes.

Secondary Data

Secondary data was collected from various books, websites, and magazines.

Sampling technique

The sample is obtained from the available FAST Tag users within Thoothukudi city. The sample was collected by simple random sampling. The sample is based on Simple Random Sampling.

Sample size

The sample size selected is an important step in the research study. The sample size is based on respondents who use FASTag toll collection. The results of the sample are expected Within a specific range. The sample size of the study is 168 respondents

Area of the Study-

The study is with the most regard to Thoothukudi city in India. After Chennai, it's one of the fastest-growing cities in Tamilnadu. It's mainly called the manufacturing hub of India. A study on users' Perception with the FASTag toll collection system was made in Thoothukudi city.

Tools for analysis

The collected data were analyzed and presented in the form of tables to suit the study and also to interpret the results. The following tools were used to analyze the data, Simple Percentage analysis, weighted average, and Henry Garrett's ranking.

Suggestions

- FASTag is a good option for the persons who are travelling on Highway roads
- There should be an improvement in the scanning process
- There must be a cash collection also for certain persons who are not aware of FASTag
- There must be an improvement in the quality of Highway roads
- The FASTag satisfies the customer by saving them time and fuel
- The cost of payment made in toll gates must be reduced

Conclusion

FASTag is considered to be an advantageous mode of toll collection system in India, operated by the National Highway Authority of India. It offers numerous benefits for the environment and for both the user and the collector. FASTag is an RFID passive tag used for making toll payments directly from the customer's linked prepaid or savings/current account. An electronic toll collection system using RFID is an effective measure to reduce management costs and fees, at the same time, greatly reduce noise and pollutant emissions of toll stations. This reduces the manual labour and delays that often occur on roads. This system of collecting tolls is eco-friendly and also results in increased toll lane capacity. Thus it helps in better audit management through centralized user accounts and reduces the use of paper and toll payment hassles. FASTag eliminates unnecessary delays in scanning and reduces time consumption in long queues. Future improvements can be made on FASTag apps and updation on bar code readers and reduce the wrongly charged payment issues in the nearest future.

References

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