



Determinants of Customer Satisfaction towards E-Ticketing System of Indian Railways

Thank you for participating in our survey. Your feedback is important.

Are you male or female?

- Female
- Male

What is your age?

- 17 or younger
- 18-20
- 21-29
- 30-39
- 40-49
- 50-59
- 60 or older

In what country do you currently reside?

- United States
- UK
- INDIA
- Other (please specify)

Which of the following best describes your current relationship status?

- Married
- Widowed
- Divorced
- Separated
- Single, never married

Which of the following categories best describes your employment status?

- Employed, working full-time
- Employed, working part-time
- Not employed, looking for work
- Not employed, NOT looking for work
- Retired
- Disabled, not able to work

For the following factors, Rank 1 for most important, 2 for 2nd important and so on up to 7) why you opted for online marketing of Indian Railways?

- Convenient
- Time saving
- No long queues
- Buying tickets 24/7 (at any time & from anywhere)



- Price saving
- Easy access to information
- New technology experience

For the following factors, Rank 1 for most important, 2 for 2nd important and so on up to 9) what challenges posed by online marketing of Indian Railways?

- Very busy network
- Risky to use credit card
- Difficulty in cancellation or refund
- Lack of online payment facility
- Lack of privacy of personal information
- Risk of wrong ticket
- Expensive
- Complex system
- Don't know how to use

Please rate below mentioned dimensions on a 5-point rating scale ranging from Very Good to Very Poor towards the various online tourism and information gathering services of Indian Railways:

| | Very Good | Good | Poor |
|----------------------------------|--|---------------------------------------|---------------------------------------|
| Online ticket reservation | Online ticket reservation Very Good | Online ticket reservation Good | Online ticket reservation Poor |
| Fare enquiry | Fare enquiry Very Good | Fare enquiry Good | Fare enquiry Poor |
| Train schedule | Train schedule Very Good | Train schedule Good | Train schedule Poor |
| Seat availability status | Seat availability status Very Good | Seat availability status Good | Seat availability status Poor |
| Train arrival and departure time | Train arrival and departure time Very Good | Train arrival and departure time Good | Train arrival and departure time Poor |
| Frequently asked questions | Frequently asked questions Very Good | Frequently asked questions Good | Frequently asked questions Poor |
| Loyalty programs | Loyalty programs Very Good | Loyalty programs Good | Loyalty programs Poor |
| Tour packages | Tour packages Very Good | Tour packages Good | Tour packages Poor |
| Hotel booking | Hotel booking Very Good | Hotel booking Good | Hotel booking Poor |
| Car rental | Car rental Very Good | Car rental Good | Car rental Poor |

Please rate below mentioned factors on a 3-point rating scale ranging from Good to Poor towards Indian Railways website:



| | Good | Average | Poor |
|------------------|-----------------------|--------------------------|-----------------------|
| Registration | Registration Good | Registration Average | Registration Poor |
| Navigation | Navigation Good | Navigation Average | Navigation Poor |
| Login | Login Good | Login Average | Login Poor |
| Look and Feel | Look and Feel Good | Look and Feel Average | Look and Feel Poor |
| Online Booking | Online Booking Good | Online Booking Average | Online Booking Poor |
| Email Promptness | Email Promptness Good | Email Promptness Average | Email Promptness Poor |
| Email quality | Email quality Good | Email quality Average | Email quality Poor |
| Refund | Refund Good | Refund Average | Refund Poor |
| Cancellation | Cancellation Good | Cancellation Average | Cancellation Poor |
| I-ticket | I-ticket Good | I-ticket Average | I-ticket Poor |
| E-ticket | E-ticket Good | E-ticket Average | E-ticket Poor |

Please rate below mentioned factors resisting the Non-Users to adopt online marketing of Indian Railways on a 5-point rating scale ranging from Strongly Agree to Strongly Disagree:

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|---|--|--|---|--|
| Do not have adequate knowledge of using computer and internet | Do not have adequate knowledge of using computer and internet Strongly Agree | Do not have adequate knowledge of using computer and internet Agree | Do not have adequate knowledge of using computer and internet Neutral | Do not have adequate knowledge of using computer and internet Disagree | Do not have adequate knowledge of using computer and internet Strongly Disagree |
| Lack of awareness about the benefits of online services of Indian Railways | Lack of awareness about the benefits of online services of Indian Railways Strongly Agree | Lack of awareness about the benefits of online services of Indian Railways Agree | Lack of awareness about the benefits of online services of Indian Railways Neutral | Lack of awareness about the benefits of online services of Indian Railways Disagree | Lack of awareness about the benefits of online services of Indian Railways Strongly Disagree |
| Lack of sufficient information about how to make use of online services (online reservation) | Lack of sufficient information about how to make use of online services (online reservation) Strongly Agree | Lack of sufficient information about how to make use of online services (online reservation) Agree | Lack of sufficient information about how to make use of online services (online reservation) Neutral | Lack of sufficient information about how to make use of online services (online reservation) Disagree | Lack of sufficient information about how to make use of online services (online reservation) Strongly Disagree |
| Fear of | Fear of Security | Fear of | Fear of | Fear of | Fear of Security |



| | | | | | |
|---|---|--|--|---|--|
| Security and Privacy of your monetary transactions | and Privacy of your monetary transactions Strongly Agree | Security and Privacy of your monetary transactions Agree | Security and Privacy of your monetary transactions Neutral | Security and Privacy of your monetary transactions Disagree | and Privacy of your monetary transactions Strongly Disagree |
| Fear of making error while feeding information | Fear of making error while feeding information Strongly Agree | Fear of making error while feeding information Agree | Fear of making error while feeding information Neutral | Fear of making error while feeding information Disagree | Fear of making error while feeding information Strongly Disagree |
| Online reservation system would be too complicated to operate | Online reservation system would be too complicated to operate Strongly Agree | Online reservation system would be too complicated to operate Agree | Online reservation system would be too complicated to operate Neutral | Online reservation system would be too complicated to operate Disagree | Online reservation system would be too complicated to operate Strongly Disagree |

| | | | | | |
|---|---|--|--|---|--|
| Lack of interest in using internet for ticket reservation | Lack of interest in using internet for ticket reservation Strongly Agree | Lack of interest in using internet for ticket reservation Agree | Lack of interest in using internet for ticket reservation Neutral | Lack of interest in using internet for ticket reservation Disagree | Lack of interest in using internet for ticket reservation Strongly Disagree |
| No access to internet at home or office | No access to internet at home or office Strongly Agree | No access to internet at home or office Agree | No access to internet at home or office Neutral | No access to internet at home or office Disagree | No access to internet at home or office Strongly Disagree |
| Not reliable to reserve a ticket through internet | Not reliable to reserve a ticket through internet Strongly Agree | Not reliable to reserve a ticket through internet Agree | Not reliable to reserve a ticket through internet Neutral | Not reliable to reserve a ticket through internet Disagree | Not reliable to reserve a ticket through internet Strongly Disagree |
| May not receive correct information over the internet | May not receive correct information over the internet Strongly Agree | May not receive correct information over the internet Agree | May not receive correct information over the internet Neutral | May not receive correct information over the internet Disagree | May not receive correct information over the internet Strongly Disagree |
| Using online services is time consuming | Using online services is time consuming Strongly Agree | Using online services is time consuming Agree | Using online services is time consuming Neutral | Using online services is time consuming Disagree | Using online services is time consuming Strongly Disagree |
| It is expensive to use online services of Indian railways | It is expensive to use online services of Indian railways Strongly Agree | It is expensive to use online services of Indian railways Agree | It is expensive to use online services of Indian railways Neutral | It is expensive to use online services of Indian railways Disagree | It is expensive to use online services of Indian railways Strongly Disagree |