**A Study on Passenger's Satisfaction Using FASTag with Special Reference to Coimbatore City**

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**ABSTRACT**

This study explores the level of passenger satisfaction with the FASTag electronic toll collection system, with a specific focus on Coimbatore city. With the increasing reliance on digital payment systems and the government's mandate for FASTag usage, this research evaluates the effectiveness, adoption, and challenges of the system. The objectives include understanding demographic profiles of users, identifying issues faced during FASTag usage, measuring satisfaction levels, and assessing the impact on traffic congestion and travel time. Data was collected from 120 respondents through a structured questionnaire using convenience sampling. Statistical tools such as percentage analysis, rank analysis, and chi-square tests were employed to interpret the results. The findings indicate that while users appreciate the convenience and time-saving benefits of FASTag, common issues such as recharge problems, technological glitches, and a lack of awareness hinder full acceptance. Recommendations have been suggested to improve user experience, including better support systems, awareness campaigns, and technological enhancements. Overall, the study concludes that FASTag has significantly improved toll management efficiency but requires continuous refinement to ensure user satisfaction and higher adoption rates.

 **Key words :**

Passenger satisfaction, FASTag, Electronic toll collection RFID technology, Toll plaza, Cashless payment, Travel experience, Digital India, Transport infrastructure Road transport, Highway travel.

**1.INTRODUCTION**

 In today’s highly competitive marketplace, consumers are presented with an overwhelming number of choices across various product categories. As a result, the decision-making process can become complex and challenging. One of the most significant factors influencing this process is the brand. A brand is more than just a logo or name—it represents a promise of quality, trustworthiness, and customer experience. Over time, brands have evolved into powerful entities that shape consumer perceptions, influence buying behavior, and drive consumer loyalty.

The role of brands in shaping consumer choices has been extensively studied across different industries, demonstrating that brand equity—the perceived value of a brand in the consumer's mind—can directly impact purchasing decisions. Consumers are often willing to pay a premium for products from well-known brands, even when other alternatives may offer similar or superior features. This phenomenon can be attributed to the emotional and psychological connections that consumers form with brands. A strong brand resonates with customers' values, aspirations, and identities, making it a powerful tool in influencing purchasing behavior.

Brand loyalty is another important factor in the consumer decision-making process. Loyal customers often have strong preferences for specific brands and are more likely to make repeat purchases. This loyalty is often built on trust, satisfaction, and positive experiences with the brand. Brands that successfully meet customer expectations over time are more likely to foster long-term relationships with their audience, leading to sustained revenue and a competitive edge in the market.

In recent years, the impact of digital media and social networks has further amplified the role of branding in shaping consumer choices. Online reviews, influencer endorsements, and social media marketing have all contributed to increasing brand visibility and credibility. Consumers today not only choose brands based on traditional factors such as product quality and price, but also on their social influence and reputation. This shift in consumer behavior calls for brands to be more transparent, authentic, and engaging in their communication.

This study aims to explore the impact of brand on consumer product selection, analysing how brand perception, loyalty, and external influences such as digital marketing affect consumer decisions. By understanding the factors that contribute to the influence of brands, businesses can better tailor their marketing strategies to meet consumer expectations and enhance their competitive position in the market.

Additionally, the study will explore how branding strategies vary across different product categories and consumer segments. While brand influence may be more pronounced in sectors such as luxury goods, fashion, and technology, its impact in everyday consumer goods and services is also significant. By examining these diverse sectors, the study seeks to provide a comprehensive understanding of how brands shape consumer behavior across various contexts and offer valuable insights for businesses to enhance their brand strategies and increase consumer engagement.

 1.2 **STATEMENT OF THE PROBLEM**

In today’s competitive market, branding plays a crucial role in influencing consumer purchasing decisions. Consumers often associate a brand with specific attributes such as quality, reliability, prestige, and trust. This study aims to explore how brand perception impacts customer choices when selecting a product and to what extent branding affects consumer behavior compared to other factors like price, quality, and availability.

Despite the increasing emphasis on branding by companies, there is limited understanding of how consumers prioritize brand identity over other decision-making factors. Some consumers may be loyal to specific brands, while others may prioritize product features or price regardless of branding. The problem lies in determining whether brand value significantly influences purchase decisions or if other factors outweigh its importance.

**1.3OBJECTIVES OF THE STUDY:**

* Analyise the influence of brand perception on customer choice.
* Identify key brand attributes that impact purchasing decision.
* Evaluate the role of brand loyalty and equity in customer preference.
* Examine the effectiveness of brand communication strategies.

**1.4SCOPE OF THE STUDY:**

The scope of this study focuses on understanding the impact of brand perception on customer decision-making when choosing a product. It explores how brand reputation, loyalty, trust, and recognition influence consumer preferences across different industries. The study will examine factors such as brand image, advertising, customer experiences, and word-of-mouth recommendations in shaping purchasing decisions. Additionally, it will analyze demographic variations in brand influence, assessing whether factors like age, income, and social status affect brand-driven choices. The research will be conducted through surveys, interviews, and case studies, providing insights into how businesses can strengthen their branding strategies to enhance customer attraction and retention.

* 1. **RESEARCH METHODOLOGY**

Research methodology refers to the systematic approach and techniques used to conduct research. It outlines the processes, methods, and tools that researchers use to gather, analyze, and interpret data.

**1.5.1 SAMPLE DESIGN**

The sample design for "A Study on Impact of Brand To Choosing The product By Customer " ensures comprehensive approach across diverse customer demographics, including age, gender, region, and customer type.

**1.5.2 COLLECTION OF DATA**

The data was collected through questionnaire.

* The sample size was 120.
* The study adopts a descriptive research design to analyze customer perceptions.
* Data’s used in this study was primary data.

**LIMITATIONS OF THE STUDY:**

* Constraints related to the number of participants or data collected.
* Limitations in geographical or demographic coverage.
* Potential issue with data reliability or respondent bias.
* Restrictions related to the duration of the study.

**2.REVIEW OF LITERATURE**

**1.Trout & Rivkin(2001)**

 Brand positioning refers to the place a brand occupies in the minds of consumers, relative to competing brands. Effective positioning gives consumers a clear and compelling reason to choose a particular brand. This could be a product's unique quality, its ability to fulfill a specific need, or its emotional appeal.

**2.Escalas & Bettman (2005)**

state that brand choices often reflect a consumer's self-identity. Consumers align with brands that resonate with their personal values and lifestyle. Luxury brands attract those seeking status and prestige. Eco-friendly brands appeal to environmentally conscious individuals.

**3.Kapferer (2012)**

 Brand identity is the unique set of brand associations that represent what a brand stands for. While the brand identity is created by the company, brand image is the perception of the brand in the mind of the consumer. A strong alignment between identity and image builds brand trust and recognition.
Consistency in messaging and values helps maintain a positive brand image over time.

4. **Choi, Kim, & Kim(2013)**

 In the fashion industry, brands often symbolize status and identity. Consumers may choose high-end or luxury brands to express social identity and personal taste.

3.ANALYSIS AND INTERPRETATION OF DATA

TABLE NO :3.1

BRAND PERCEPTION

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **BRAND PERCEPTION** | **NUMBER OF RESPONDENTS** | **PERCENTAGE** |
| 1 | PRICE | 27 | 22.5 |
| 2 | QUALITY | 36 | 30 |
| 3 | ADVERTISING | 36 | 30 |
| 4 | WORD-OF-MOUTH | 16 | 13.3 |
| 5 | PACKAGING | 5 | 4.2 |
|  | **TOTAL** | **120** | **100** |

SOURCE: primary data

**Interpretation:**

 The above exhibit indicate that 22.5% of the respondents are price, 30% of the respondents are quality, 30% of the respondents are advertising, 13.3% of the respondent are word of mouth, 4.2% of the respondents are packaging.

**Highest of 30% of the respondents are prefer quality and advertising for brand perception.**

CHART NO:3.1

BRAND PERCEPTION

**TABLE NO: 3.2**

**INFLUENCES BRAND PERCEPTION**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **INFLUENCES** | **NUMBER OF RESPONDENTS** | **PEERCENTAGE** |
| 1 | QUANTITY | 34 | 28.3 |
| 2 | REPUTATION | 37 | 30.8 |
| 3 | PRICE | 26 | 21.7 |
| 4 | DESIGN | 16 | 13.3 |
| 5 | AVAILABILITY | 7 | 5.8 |
|  | **TOTAL** | **120** | **100** |

SOURCE: primary data

**Interpretation:**

 The above exhibit indicates that 28.3% of the respondents are quantity 30.8% of the respondents are reputation 21.7% of the respondent are price 13.3% of the respondents are design 5.8% of the respondents are availability.

**Highest of 30.8% of the respondents reputation.**

**CHART NO:3.2**

**INFLUENCES BRAND PERCEPTION**

**TABLE NO 3.3**

**EVALUATING A BRAND**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **EVALUATING**  | **NUMBER OF RESPONDENTS** | **PERCENTAGE** |
| 1 | QUALITY | 28 | 23.3 |
| 2 | PRICE | 24 | 20 |
| 3 | CUSTOMER SERVICE | 31 | 25.8 |
| 4 | INNOVATION | 27 | 22.5 |
| 5 | BRAND HERITAGE | 10 | 8.3 |
|  | **TOTAL** | **120** | **100** |

SOURCE: primary data

**Interpretation:**

 The above exhibit indicates that 23.3% of the response are quality, 20% of the responding are price, 25.8% of the respondents are customer service, 22.5% of the respondents are innovation, 8.3% of the respondents are brand heritage.

**Most of 25.8% of the respondents are customer service.**

**CHART NO:3.3**

**EVALUATING A BRAND**

**TABLE NO 3.4**

**COMPETITORS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **COMPETITORS** | **NUMBER OF RESPONDENTS** | **PERCENTAGE** |
| 1 |  UNIQUE BRANDING | 29 | 24.2 |
| 2 |  HIGH-QUALITY PRODUCTS | 31 | 25.8 |
| 3 |  EFFECTIVE MARKETING | 24 | 20 |
| 4 |  EXCELLENT CUSTOMER SERVICE | 23 | 19.2 |
| 5 | ALL OF THE ABOVE | 13 | 10.8 |
|  | **TOTAL** | **120** | **100** |

SOURCE: primary data

**Interpretation:**

 The above exhibit indicates that 24.2% of the respondent are unique branding, 25.8% of the respondents are high quality products, 20% of the respondents are effective marketing, 19.2% of the respondents are excellent customer service, 10.8% of the respondents are all of the above.

**Most of 25.8% of the respondents through high quality products.**

**CHART NO:3.4**

**COMPETITORS**

**TABLE NO:3.5**

**BRAND MEASURE**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **BRAND MEASURE** | **NUMBER OF RESPONDENT** | **PERCENTAGE** |
| 1 |  CUSTOMER SURVEYS | 24 | 20 |
| 2 |  SOCIAL MEDIA ANALYTICS | 28 | 23.3 |
| 3 |  SALES DATA | 27 | 22.5 |
| 4 |  FOCUS GROUPS | 26 | 21.7 |
| 5 |  MARKET RESEARCH REPORTS | 15 | 12.5 |
|  | **TOTAL** | **120** | **100** |

SOURCE: primary data

**Interpretation:**

The above exhibit indicates that 20% of the respondents are customer survey, 23% of the respondents are social media analytics, 22.5% of the respondents are sales data, 21.7% of the respondents are focus group, 12.5% of the respondents are market research reports.

**Highest of 23.3% of the respondents are social media analytics.**

**TABLE NO :3.5**

**BRAND MEASURE**

**4.FINDINGS**

* Most of 25.8% of the respondents are customer service.
* Most of 25.8% of the respondents through high quality products.
* Highest of 25.8% of the respondents are effective marketing.
* Most of 25.8% of the respondents through high quality products.
* Highest of 25.8% of the respondents are effective marketing.
* Most of 28.3% of the respondents are to build brand equity.

**4.1SUGGESTION**

* Invest in influencer marketing, interactive content, and targeted ads to strengthen social media presence, as 35.8% of respondents rely on social media.
* Encourage customer testimonials and manage online reputation effectively since 29.2% of respondents consider online reviews important.
* Focus on clear messaging about product excellence, as 30% of respondents prioritize quality and advertising.
* Invest in corporate social responsibility and brand transparency to enhance brand reputation, which is important to 30.8% of respondents.
* Provide clear product comparisons and benefits since 35% of respondents emphasize decision-making importance.

**5.CONCLUSION**

The study highlights that brand significantly influences customer decision-making when choosing a product. Consumers often associate brands with trust, quality, and reliability, which can lead to a preference for certain products over others, even in the presence of similar alternatives. This brand perception is shaped by a combination of marketing, personal experiences, and societal influence. Strong, well-established brands tend to have a competitive edge due to their ability to evoke positive emotional connections, reinforce customer loyalty, and differentiate themselves in crowded markets.

Moreover, the study reveals that younger consumers are increasingly driven by brand values such as sustainability, inclusivity, and innovation, in addition to product performance. Brand reputation, therefore, plays an essential role not only in purchase decisions but also in shaping long-term consumer loyalty. In contrast, customers with less brand awareness or less frequent purchasing habits tend to base their decisions more on price and features.

In conclusion, brands play a crucial role in shaping consumer choices. For companies, investing in brand development, ensuring consistency in quality, and aligning with consumer values are critical strategies for long-term success in a competitive marketplace.

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