

An Analysis On The Perception Of Bicycle From The Government And Public In And Around Tiruchirappalli District

John Vimal R^a, Dr. Michael David Prem Kumar^b

^a Department of Management Studies, Bishop Heber College, (Affiliated to Bharathidasan University) Trichy, India

^b Head of the Department of Management Studies, Bishop Heber College, Trichy, India

Abstract

The study is about the perception of bicycle among the cyclist, and government. Around the world, there is a significant level of increasing the usage of bicycles over than the motorized vehicles. Bicycles are a more economical way of transportation. The socio-demographic variable is determined by the customer perception of the bicycle. The cyclers are more conscious about their health and fitness. The study was conducted in and around the Tiruchirappalli district with 56 bicycle users. As a result, the customer's place of living is the main factor for the perception of the bicycle. In rural areas, the bicycle plays the main mode of transportation as the same way in urban areas the usage of the cycle for sports, social status, and fitness. The bicycle owners are not predicted with the annual income because everyone has a different use of the bicycle but the income of the family has been raised when they are using the bicycle as their primary transport.

Keywords: Bicycle, mode of transportation, customer perception, health and fitness

1. Introduction

In worldwide the transportation policies were focused on reducing motorized vehicles and increase the usage of sustainable alternative transportation. (European Commission, 2014; Lois, Moriano, & Rondinella, 2015). These sorts of changes in transportation will improve the natural conditions like the nature of air increment, decline in gridlock, and powerful transportation and furthermore foster the rousing associations among the street clients and individual wellbeing and wellness. (Karanikola, Panagopoulos, Tampakis, & Tsantopoulos, 2018; Pucher & Buehler, 2017). Expanding the utilization of cycles by executing procedures is the best approach to accomplish these objectives. (Yang et al., 2010; Stewart, Anokye, & Pokhrel, 2015). Cycling is the method of transportation that is bound to create and give the difference in transportation mode and its remember both driving and actual work for the best way and try to arrive at the significant distance additionally which can't be accomplished through the foot. (Moudon et al., 2005). To improve the cycling method of transportation and amusement reason the methodologies like bicycle sharing frameworks, riding offices in the street, stopping offices and give inspirations like impetuses, limits who utilize the bike for empowering the green transportation. (Caulfield, 2014; Zhou, 2015).

In India, cycling is one of the noticeable types of transport and has astounding positive rouse for society and people. The utilization levels of the cycle are required by the nation focusing to empower exhaustive turn of events and economical versatility. There is no immediate relationship between's the ones who have cycle had positive and development patterns. There is moderate development in responsibility for cycle. Indeed, even in huge metropolitan places, there is negative cycle responsibility for cycle. There is a contrary relationship between's the monetary level individuals and development in cycle proprietorship patterns. It shows that one who creates in pay moved to different methods of transportation.

The difference in mentalities, perspectives and benefits about the use of bikes in metropolitan regions are changed. The vehicle approaches and plans are appealing to empowering cycling and it is identified with the wellbeing concerns, decline in the danger of cardiovascular infection, type II diabetes, and diverse constant conditions and live longer.(Yang et al., 2010; Fishman, Schepers&Kamphuis, 2015; Oja et al., 2011). The cyclists are live more than the mechanized vehicle drivers and even with assistance to keep up the BMI.(Andersen, 2017; Dons et al., 2018). From the monetary perspective, cycling diminishes transportation costs and gives enormous full scale financial benefits to nations. The use of cycling for the short and mid-long reason there is a lessening in the gridlock and leaving issue contrasted with the mechanized vehicles.(Acheampong, 2017; Moudon et al., 2005).

2. Review Of Literature

Angela Pui-Cheung Au, Walden University (2015) The improvement of web-based media was a lot of a shelter to the entrepreneurs that they foster their business through online media advertising. It is more savvy and 75% of the independent company units are accounted for that they are utilizing web-based media as a stage for their business. Simultaneously, the greater part of them are not successfully utilizing web-based media. The Small and microenterprise proprietors were dealing with issues to keeping up online media like time limitations, monetary issues, information in web-based media advertising, and appropriation of new innovation. The examination was directed in the Southwestern U.S state bike outline manufacturers through essential exploration and take think about the auxiliary examination regarding the organizations. In light of the exploration 7 models are advanced and they are the capacity to innovation, presence of online media, successful use of web-based media, great correspondence, brand character, using time productively, and getting outer assets. Microenterprise proprietors are moving towards the online media stage because of the opposition, new advances, peer support, and extra benefits from web-based media. This would be settled upon among all the entrepreneurs. From the investigation, the proprietors are keen on fostering the business in the online media stage to expands the business, reach of the brand and they get materials from locally and keeping away from the cash leaving from the nearby economy, prompts building solid gatherings.

Taylor Reed Randall (1999) This proposal dissects the connection between the assortment of items, design of inventory network, and friends execution in the bike business. For investigation the key regions must be tried like vital anticipating the inventory network the executives in an assortment of item, the connection between the item assortment and store network the board, influence the organization's exhibition with identified with store network and item assortment, and impact of item assortment in the value of the organization. From examining the theory, the expenses of an assortment of items in the inventory whole chain the executives like creation costs, activity costs, promoting costs, and so forth In item variety, each characteristic of the item in various kinds of items is dissected and contrastingly affects the expense of creation. At the point when the organization fabricates an assortment of items in concentrated, it impacts the expansion underway expenses and decentralized effects showcasing costs. The outcomes suggested that intelligently comparable with inventory network the executives to the item assortment offer surpass to bomb the assortments. The brand cost is emphatically connected with the most minimal quality model in the product offering. The top notch quality fragments and the brand cost is decidedly associated with the best model.

UppuliriSrinivasaVenu, Vijay Kumar Singh, A. RamachandraAryasri (2018) The exploration manages the expanding patterns of the unfamiliar bike over than the Indian brands in India and everywhere on the world. The bikes are not just for transportation, butthey likewise showed wellbeing, wellness, and sports. The Indian brands are finding the patterns of the world market and losing their vendors since they lean toward more unfamiliar brands. The examination work was led through dissecting SWOT analysis,Porter Five Force investigation, and contest investigation on the lookout. The critical elements of the inclinations are models, value, innovation, and administrations gave. The Company which has considered the new models and updated highlights will have a high effect on the deals. Saint cycles are effectively engaged with the world market yet need brand building. Indian organizations make restricting with a few clubs, groups, and even with the players. b-Twin a decathlon organization, with 800 overall store and cycles was one of the items with a huge assortment of models like this Hero cycles need to had a restrict with the huge retailers to improve their image esteems and make changes in the innovation and redesigning highlights

Akash Krishna Srivastava, ShashankMishra, DebalinaChakravarty(2017) In India, bikes are the efficient and effectively open method of transport that can lessen contamination and other natural issues. The greater part of the Indians who are having bikes as the essential method of transport are in the normal pay gathering to manage the cost of mechanized vehicle. In the serve change in climatic conditions and discharge of GHG, it is profoundly proposed to advance the utilization of the bike by the public authority and others partners. The investigation is about the example of utilizing the bike and GHG saving possibilities. The lower-pay class, in reverse families, and networks are for the most part having a bike to driving their every day utilization and to

An Analysis On The Perception Of Bicycle From The Government And Public In And Around Tiruchirappalli District

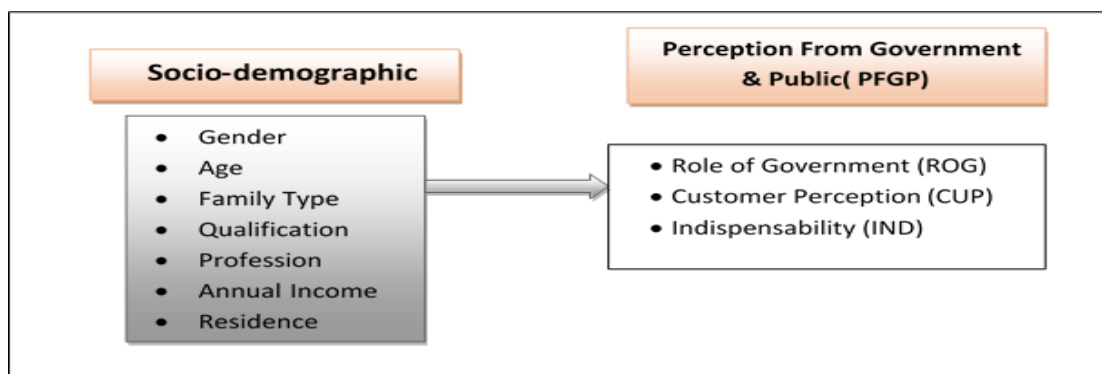
cover more modest distance despite the fact that doesn't have legitimate travel frameworks. In the interim, in Urban and semi-metropolitan regions they are utilizing mechanized bikes to their use and to cover the more limited distance. Rather than utilizing a bike to a more limited distance utilizing a bike will lessen the GHG. The capability of saving GHG in metropolitan and country are supplanting all the bike by the bike, 46% in the rustic region and 54% in metropolitan region was diminished. It's anything but a critical change in wellbeing because of an abatement in air contamination, GHG discharges, and expanded active work. The public authority likewise offers help in frameworks like separate streets, mindfulness programs on wellbeing and natural advantages.

3. Research Methodology

An extensive review of literature on the concepts of PFGP and analysis of research developments in the field of Customer Perception in the Central District of TamilNadu. A research methodology was framed to answer the research questions raised in the study.

The proposed model considers Socio-demographic variables as Independent Variables (IV) and PFGP - ROG, CUP & IND as the Dependent Variable (DV).

Conceptual Framework



4. Hypothesis

Based on the review of the literature, the following main and supportive hypotheses were formulated to meet the research questions.

H1: There is a significant relationship exist between socio-demographic data and perception from government and public (PFGP) in the usage of bicycles.

The significant hypothesis has tested the relationship between the various dimensions of socio-demographic variables like gender, age, family type, qualification, profession, annual income, and residence with the dimensions of perception from government and public (PFGP) in the role of government, customer perception, and indispensability.

5. Data Samples

The study was conducted among bicycle users in and around the central district of Tamilnadu provided with the questionnaire. 56 respondents supported the study.

6. Statistical Implements

From the collected samples the data has been statistically analyzed using Anova Test. The SPSS version 18.0 was used in testing the hypothesis.

7. Results And Discussion

To examine the relationship between dimensions of the socio-demographic and dimensions of perception from government and public (PFGP), using ANOVA Test.

Table 1 One Way Analysis Among Respondents' Residence And Role Of Government

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.319	1	3.319	5.173	.024
Within Groups	96.234	150	.642		
Total	99.553	151			

There is a significant difference between the residence of the respondents and the role of the government. Most of the urban area bicycle users are interested in participating in programs like health benefits, environment, women’s harassment.

Table 2 One Way Analysis Among Respondents’ Annual Income And Customer Perception

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.928	3	2.309	4.456	.005
Within Groups	76.697	148	.518		
Total	83.625	151			

There is a significant difference between the annual income of the bicycle users and their perception. They use bicycles for their primary transport, refreshment, health-conscious. Cyclers are more enjoyable to cycling. They always cycle with keep distance between the other vehicles. In adverse climatic conditions and during a sick period they avoid cycling.

8. Conclusions

As the results from the analysis show that the residence of the bicycle owners plays a major role in the usage of the cycles. The semi-urban and rural areas are using the bicycle as the primary transportation for the shorter distance and to reach nearer public transport. In urban areas, most bicycle users are using the bicycle for relaxation, social status, and health consciousness. The Income of the bicycle owners has not been determined properly because the lower in annual income bicycle owners using as their daily life usage and higher in annual income they use the bicycle for fitness, hobby, and riding.

References

- [1] Lois, D., Moriano, J. A., & Rondinella, G. (2015). Cycle commuting intention: A model based on theory of planned behaviour and social identity. *Transportation Research Part F: Traffic Psychology and Behaviour*, 32, 101–113. <https://doi.org/10.1016/j.trf.2015.05.003>
- [2] Karanikola, P., Panagopoulos, T., Tampakis, S., & Tsantopoulos, G. (2018). Cycling as a smart and green mode of transport in small touristic cities. *Sustainability*, 10(1), 268. <https://doi.org/10.3390/su10010268>
- [3] Pucher, J., & Buehler, R. (2017). Cycling towards a more sustainable transport future. *Transportation Review*. <https://doi.org/10.1080/01441647.2017.1340234>
- [4] Yang, L., Sahlqvist, S., McMinn, A., Griffin, S. J., & Ogilvie, D. (2010). Interventions to promote cycling: systematic review. *BMJ*, 341, c5293. <https://doi.org/10.1136/bmj.c5293>
- [5] Stewart, G., Anokye, N. K., & Pokhrel, S. (2015). What interventions increase commuter cycling?. A systematic review. *BMJ Open*, 5, e007945. <https://doi.org/10.1136/bmjopen-2015-007945>
- [6] Moudon, A. V., Lee, C., Cheadle, A. D., Collier, C. W., Johnson, D., Schmid, T. L., & Weather, R. D. (2005). Cycling and the built environment, a US perspective. *Transportation Research Part D: Transport and Environment*, 10(3), 245–261. <https://doi.org/10.1016/j.trd.2005.04.001>
- [7] Caulfield, B. (2014). Re-cycling a city - Examining the growth of cycling in Dublin. *Transportation Research Part A: Policy and Practice*, 61, 216–226. <https://doi.org/10.1016/j.tra.2014.02.010>
- [8] Zhou, X. (2015). Understanding spatiotemporal patterns of biking behavior by analyzing massive bike sharing data in Chicago. *PLoS One*, 10(10), e0137922. <https://doi.org/10.1371/journal.pone.0137922>
- [9] Pedalling Towards A GREENER INDIA Study supported by the All India Cycle Manufacturers’ Association (AICMA)
- [10] Fishman, E., Schepers, P., & Kamphuis, C. B. (2015). Dutch Cycling: Quantifying the health and related economic benefits. *Am J Public Health*, 105(8), e13–e15. <https://doi.org/10.2105/AJPH.2015.302724>
- [11] Andersen, L. B. (2017). Active commuting is beneficial for health. *BMJ*, 357, j1740. <https://doi.org/10.1136/bmj.j1740>.
- [12] Dons, E., Rojas-Rueda, D., Anaya-Boig, E., Avila-Palencia, I., Brand, C., Cole-Hunter, T., Götschi, T. (2018). Transport mode choice and body mass index: Cross-sectional and longitudinal evidence from a

An Analysis On The Perception Of Bicycle From The Government And Public In And Around
Tiruchirappalli District

European-wide study. *Environment International*, 119, 109–116.
<https://doi.org/10.1016/j.envint.2018.06.023>

- [13] Acheampong, R. A. (2017). Towards sustainable urban transportation in Ghana: Exploring adults' intention to adopt cycling to work using theory of planned behaviour and structural equation modelling. *Transportation in Developing Economies*, 3, 18. <https://doi.org/10.1007/s40890-017-0047-8>
- [14] Angela Pui-Cheung Au : Social Media Strategies Used in Marketing Custom Bicycle Frame building Companies , Walden University, November 2015.
- [15] Taylor Reed Randall: Product variety, supply chain structure, and firm performance: analysis of the bicycle industry, 1999, UMI Number: 9953585
- [16] UppuliriSrinivasaVenu, Vijay Kumar Singh, A. RamachandraAryasri: Buying Behaviour of Bicycle Customers in India: A Comparative Study of Hero Cycles and B-Twin, *Journal of Marketing Vistas*, ISSN 2249-9067 Volume 8, No 2, July-December 2018 pp. 13-27
- [17] Akash Krishna Srivastava, ShashankMishra, DebalinaChakravarty: Analysis of Bicycle Usage in India: An Environmental Perspective, *International Journal of Innovations & Advancement in Computer Science*, IJIACS, ISSN 2347 – 8616, Volume 6, Issue 8, August 2017