



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

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### **ABSTRACT :**

Especially for Coimbatore town, this study looks at FASTag electronic toll collecting machine user pleasure. This paper examines the device's effectiveness, recognition, and issues under authorities mandate for FASTag use and increasing dependence on virtual fee methods. The objectives are to recognize user demographic profiles, perceive troubles encountered at some stage in FASTag use, degree delight stages, and assess the influence on tour time and traffic congestion. A standardized questionnaire gathered records from one hundred twenty respondents the use of convenience sampling. Statistical methods inclusive of percentage analysis, rank analysis, and chi-square exams had been used to interpret the results. The findings imply that at the same time as FASTag's convenience and time-saving benefits are appreciated by using consumers, recharge concerns, technical problems, and lack of information restrict large acceptance. Among the guidelines meant to beautify consumer enjoy are technical advancements, focus campaigns, and higher help structures. While FASTag has notably advanced toll management efficiency, the take a look at indicates it nonetheless requires regular development to ensure person pleasure and greater general application.

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

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### **1.INTRODUCTION**

Today's customers inside the fantastically aggressive marketplace face an nearly countless preference throughout many product classes. Therefore, the decision-making system might be tough and complicated. The logo is one of the maximum essential elements influencing this technique. A emblem is a promise of satisfactory, dependability, and client enjoy now not only a brand or name. Over time, brands have emerge as powerful forces that have an effect on patron perceptions, guide buying choices, and construct loyalty.

Extensive look at in diverse industries has revealed how brands influence purchaser alternatives and how logo equity—the perceived cost of a emblem within the customer's mind—can at once influence buy choices. Customers are usually inclined to spend greater for gadgets from respected manufacturers even if different alternatives ought to provide similar or better traits. Emotional and psychological connections individuals shape with manufacturers clarify this fashion. Because it speaks to clients' values, aspirations, and identities, a strong logo is a powerful device in altering shopping behavior.

Brand loyalty is some other important thing of the customer choice-making system. Loyal customers normally have strong logo options and are more likely to buy once more. Often, this loyalty is based on accept as true with, pride, and superb brand interactions. Brands that regularly surpass patron expectations through the years are much more likely to increase lengthy-term connections with their audience, so generating consistent income and a market side.

In shaping client picks, digital media and social networks have, in latest years, magnified even more the strength of branding. Online evaluations, influencer recommendations, and social media marketing have all contributed to increase logo visibility and credibility. Today's buyers pick out manufacturers not handiest on traditional factors like product quality and cost however additionally on their social influence and popularity. This shift in purchaser conduct calls for brands to be more sincere, open, and engaging in their communicate.

This study pursuits to explore how logo impacts consumer product preference by way of brand notion, loyalty, and outside elements including virtual advertising affecting consumer decisions. Knowing the elements that outline logo influence allows agencies to more tailor their advertising strategies to fulfill purchaser expectations and decorate their marketplace competitiveness.

The examine will even inspect how branding techniques vary across exclusive product classes and patron segments. Though emblem have an effect on in daily purchaser services and products is also considerable, its effect in sectors like luxury items, style, and era may be more apparent. Studying those diverse sectors permits the study to surely apprehend how brands have an effect on consumer conduct in various environments and offer insightful analysis for companies to beautify their logo techniques and growth customer participation.

## **1.2 STATEMENT OF THE PROBLEM**

Since it influences client buy selections, branding is honestly crucial inside the ruthless market of today. Often, people companion a brand with unique developments like trust, quality, dependability, and prestige. This have a look at ambitions to take a look at how logo perception impacts customer choices while choosing a product and to what degree branding influences client behavior in relation to other factors including price, pleasant, and availability.

Though agencies are stressing branding extra, little is known about how human beings deliver logo identity top precedence over different factors affecting their selections. While some clients may be brand unswerving, others would possibly prioritize product features or price above emblem name. The difficulty is in determining whether emblem value notably impacts buy choices or whether or not other factors take precedence.

## **1.3 OBJECTIVES OF THE STUDY:**

- Analyse 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.

## **1.4 SCOPE 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.

## **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.

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## **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
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

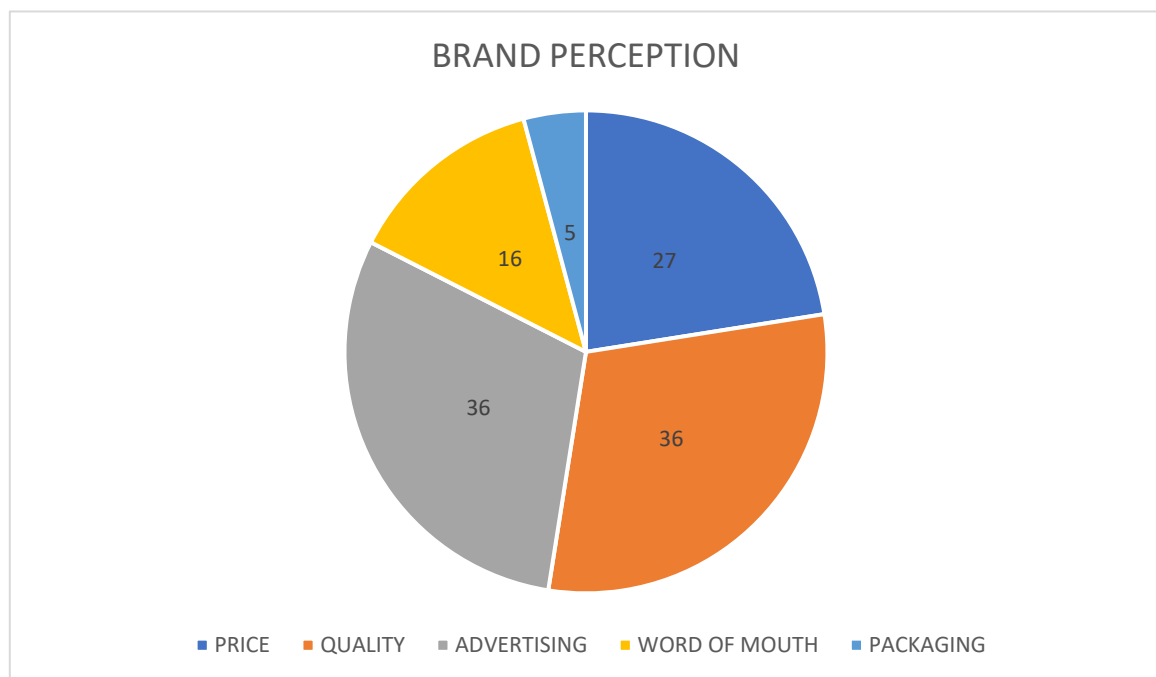
SOURCE: primary data

#### 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
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

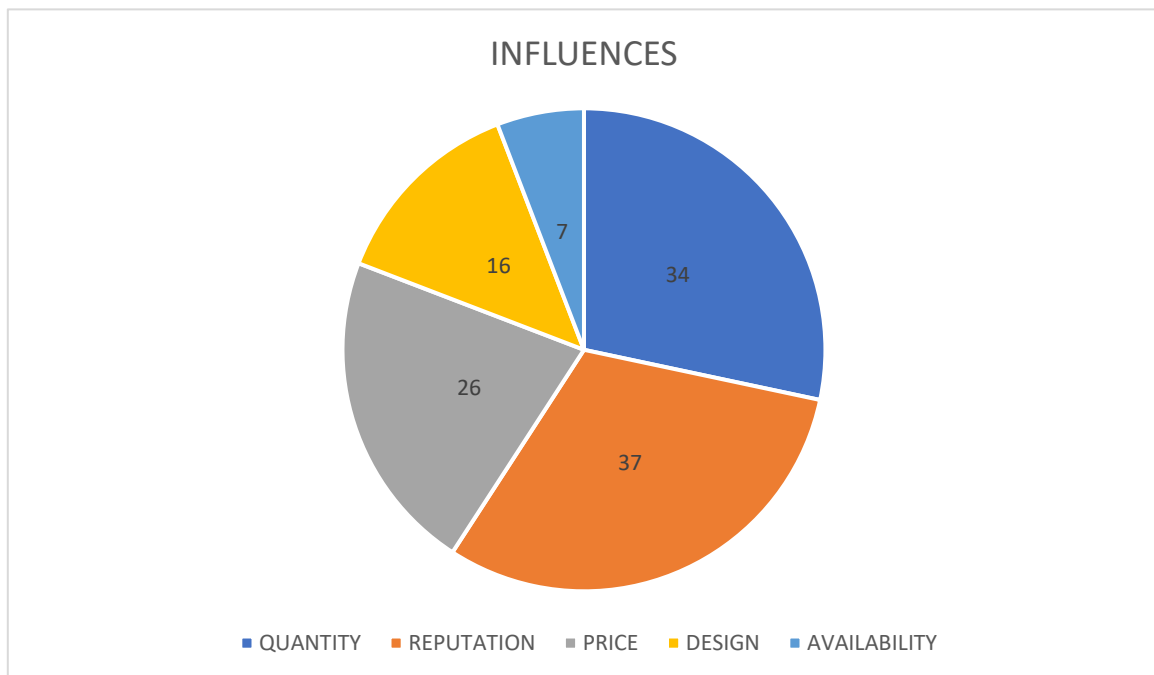
SOURCE: primary data

#### 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
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

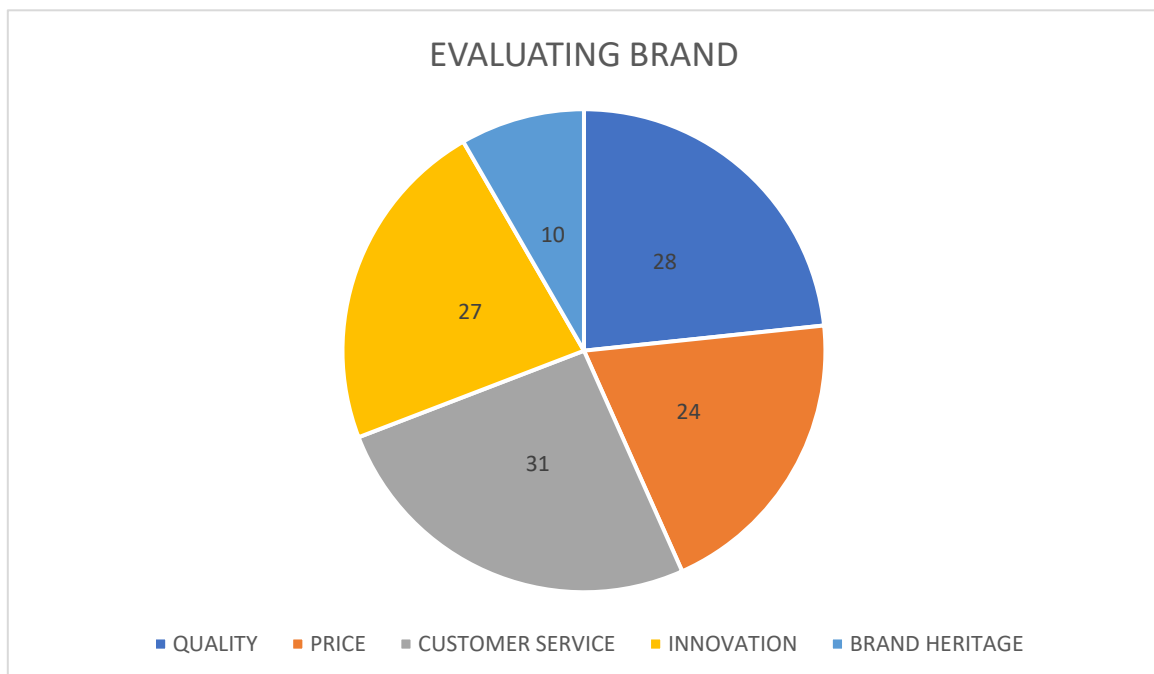
SOURCE: primary data

**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
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

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
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

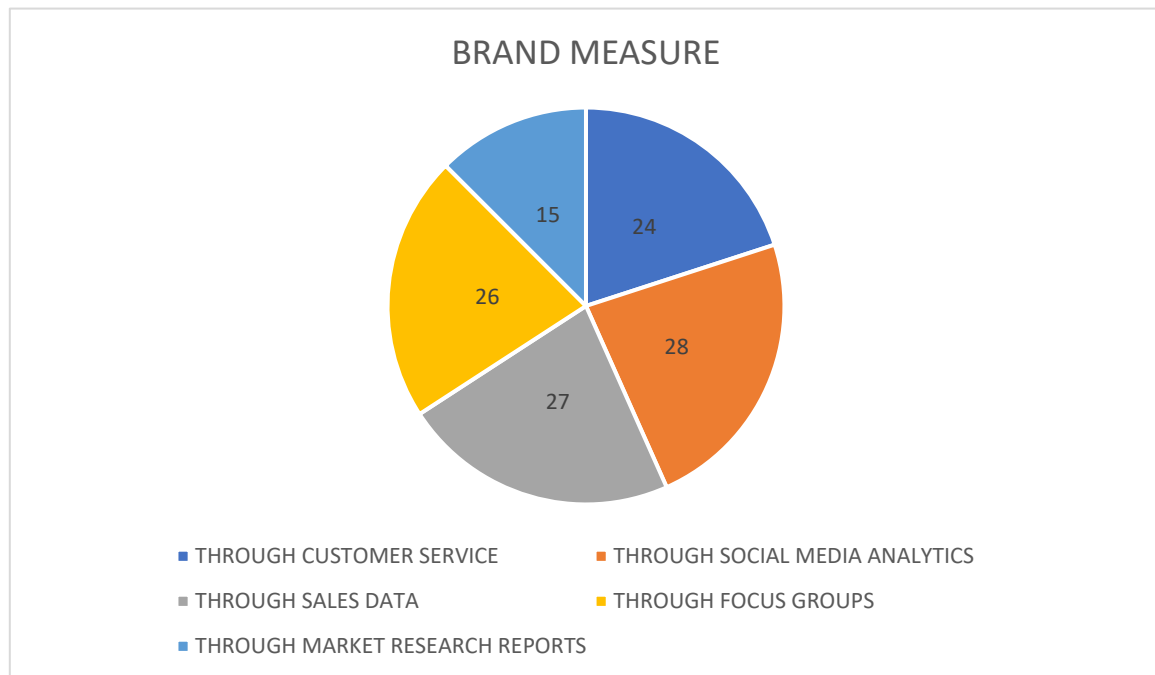
SOURCE: primary data

**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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