Emperor Journal of Marketing

ISSN: 2583-0686 **Mayas Publication®** www.mayas.info

Volume-VI **Issue-V** **May 2026**

Digital Marketing Strategy in Private Transport Sector in Tamil Nadu: Aligning with Customer Expectation

S. Gopalakrishnan

Full Time Research Scholar,
PG & Research Department of Commerce, Dwaraka Doss Goverdhan Doss Vaishnav College.
Chennai

Dr. K.B. Manikandan

Assistant Professor, PG & Research Department of Commerce, Dwarka Doss Goverdhan Doss Vaishnav College.
Chennai

Abstract

In the Indian economy, the transportation sector plays a crucial role. Trade, commerce, and industry have all greatly grown as a result of the transportation sector's enormous growth. Modern buses with cutting-edge features are the product of technological progress. Due to intense competition, private sector bus transport companies are under growing pressure to provide high-quality service and increase productivity. In Tamilnadu, client demands and expectations about private services and their quality standards are evolving. The use of digital marketing techniques by Tamil Nadu's private transportation companies is examined in this study, with an emphasis on how these techniques contribute to meeting client expectations. The study analyzes important digital technologies like social media, mobile apps, SEO, and online booking platforms by combining primary data from customers with secondary data from industry studies. The results show that customer satisfaction, loyalty, and service effectiveness are all greatly impacted by digital marketing.

Key words: Private Bus Transport, Digital marketing, Customer satisfaction

I. INTRODUCTION

The bus transport service sector is becoming more and more significant to the economies of many nations. In the very competitive worldwide market of today, providing high-quality services is seen as a crucial tactic for survival and success. There is growing pressure on government bus transport companies to provide high-quality services and increase efficiency. Regarding government or commercial

services and their quality standards, customer demands and expectations are evolving. Tamil Nadu's transportation industry is going through a digital revolution, particularly for private operators. Digital marketing has become a crucial tactic for reaching and interacting with consumers due to the growing desire for speed, convenience, and transparency. This study examines how well digital marketing technologies are implemented in the private transportation industry and assesses how well they meet client expectations.

Evolution of Private Transport Sector in Tamil Nadu

Real-time digital platforms have replaced conventional stand-based bookings in Tamil Nadu's private transportation industry. Online ticketing in the early 2000s, mobile app-based taxi services after 2010, and the current integration of GPS, customer feedback systems, and AI-driven service optimization are examples of significant developments.

Before 2000 – Traditional System

- Stand-based and counter bookings
- Manual registers and paper tickets
- Limited route visibility and fixed timings
- No real-time tracking or customer feedback

Early 2000s – Introduction of Online Ticketing

- Web-based bus and travel booking portals
- Advance reservation through desktop computers
- Reduced dependence on physical booking counters
- Basic digital payment methods introduced

2010–2014 – Mobile & App-Based Taxi Services

- Launch of smartphone-based taxi aggregators
- On-demand booking using mobile applications
- GPS-enabled vehicle tracking begins
- Transparent fare estimation and digital receipts

2015–2019 – Platform Expansion & Customer Engagement

- Integration of in-app customer feedback and ratings
- Cashless payments (UPI, wallets, cards)
- Driver performance monitoring
- Improved service reliability and user trust

2020–Present – Smart & AI-Driven Transportation

- Real-time GPS tracking and route optimization

- AI-based demand prediction and surge pricing
- Automated customer support (chatbots)
- Data analytics for service quality and efficiency
- Personalized offers and dynamic fleet management

Timeline Map: Digital Transformation in Private Transportation (Tamil Nadu)



Objectives of the Study

1. To examine the extent of digital marketing adoption in the private transport sector of Tamil Nadu.
2. To identify the customer perspective about Digital services of Private Transport Service
3. To test the relationship between Digital marketing efforts and Passenger Satisfaction.
4. To analyze the impact of digital marketing on customer engagement and loyalty.

Scope of the Study

The study is limited to Tamil Nadu's private mofussil bus companies only. It assesses how customers interact with digital marketing channels including websites, social media, and mobile applications from the perspectives of both urban and semi-urban consumers.

Importance of the Study

Digital marketing gives private transportation companies a strong way to set themselves apart from the competition and improve client experiences in a fiercely competitive sector. Finding holes in present marketing strategies and adjusting them to meet changing customer needs requires this study.

Research Methodology

The present study is descriptive in nature. A structured questionnaire was prepared to study the strategy followed by the private bus companies to satisfy their cutomers. The customer satisfaction were measured using a five point likert scaling

ranging from strongly agree (5) to strongly disagree
(1). A convenient sampling method is applied for this research. The customers in Tamilnadu were selected as sample and they become respondents for this study. The sample size of the study is 150. The pilot study was conducted with 50 samples. A Cronbach alpha test was conducted to test test the reliability of the questionnaire and it is observed that the value is 0.76. Questionnaire was tailored based on the inputs from the pilot study and the questionnaire was finalized after carried out minor changes.

Data Analysis

(i) Personal and Professional Profile of the Respondents

From the data collected from the respondents of Private Bus passengers in Tamilnadu, it is observed that majority of the respondents were in the age group between 20 to 40 years (78%). The sample is consisting of 82% of the male employees and 28% of female employees, majority 57% of the respondents are IT & BPO employees.

(ii) Customer Perspective about Digital services of Private Transport Service

It is identified that 75% of the passengers have used mobile apps for booking, around 68% of the passengers have consider real-time tracking important. Majority 82% are influenced by social media advertisements. It is also noticed that around 60% of them have preferred digital payment options.

(iii) To test the hypotheses

Ho: There is no relationship between Digital marketing efforts and Passenger Satisfaction

Table-1

Showing Chi square test & correlation: Impact of Digital Marketing efforts on Passenger's satisfaction

		Mobile ticket booking	Real time tracking	Social media advertisement	Online payment	Customer Satisfaction
Mobile ticket booking	Pearson Correlation	1	.585**	.305**	.313**	.277**
	Sig. (2-tailed)		.000	.000	.000	.001
	N	150	150	150	150	150
Real time tracking	Pearson Correlation	.585**	1	.449**	.464**	.238**
	Sig. (2-tailed)	.000		.000	.000	.003
	N	150	150	150	150	150
Social media advertisement	Pearson Correlation	.305**	.449**	1	.472**	.497**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Online payment	Pearson Correlation	.313**	.464**	.472**	1	.419**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Customer Satisfaction	Pearson Correlation	.277**	.238**	.497**	.419**	1
	Sig. (2-tailed)	.001	.003	.000	.000	
	N	150	150	150	150	150

Correlation is significant at the 0.01 level (2-tailed).

The result shows that there is a strong correlation between digital marketing efforts and customer

satisfaction. Customer retention is higher for operators who make active investments in digital tools. Customer preference is largely influenced by digital promotions, user-friendly interfaces, and real-time information.

Findings

1. Digital platforms are extensively used by both operators and customers.
2. Customers value real-time information and mobile convenience.
3. Lack of digital literacy in rural areas hinders full adoption.
4. There is a growing demand for personalized marketing content.

Suggestions

More people will be able to use online transportation platforms and services with confidence if digital literacy initiatives are increased in rural areas. Applications will become more user-friendly and accessible to a larger audience if the user interface of mobile apps is improved with a straightforward design and many language options. Providing tailored promos according to user behavior can boost client satisfaction and promote recurring business. Additionally, improving customer service via chatbots and active social media participation would guarantee prompt problem solving and raise the standard of overall service.

II. CONCLUSION

Digital marketing strategies are drastically altering Tamil Nadu's private transportation sector by altering how services are marketed, delivered, and experienced by customers. Due to the growing popularity of smartphones, low-cost internet access, and widespread usage of mobile applications, consumers are increasingly selecting transportation services through digital channels like websites, mobile apps, social media platforms, and online review systems. Private transportation companies need to modify their marketing techniques to meet changing customer expectations, such as those for convenience, transparency, and real-time information. By investing in innovation, operators can better understand customer behavior and travel patterns by implementing cutting-edge tools like location-based marketing, AI-driven suggestions, and data analytics. Customer loyalty and trust are increased by placing a high priority on the user experience, which is achieved through user-friendly app design, multilingual support, easy booking procedures, and safe digital payment methods. Effective customer relationship management (CRM) systems also enable operators to interact with customers via chatbots, social media platforms, timely notifications, personalized offers, and feedback mechanisms. These digital marketing initiatives eventually help

increase consumer happiness, retention rates, and brand visibility. Private transport companies in Tamil Nadu may achieve sustainable growth and keep a competitive edge in a market that is becoming more and more digital by continuously investing in innovation, improving user experience, and cultivating enduring client relationships.

III. REFERENCES

1. Gajendran, A. (2012). A study on bus passenger perception and level of satisfaction-With special reference to bus transport industries in Tamil Nadu. *Research Journal of Social Science & Management*, *1*(09), 129-142.
2. Vadivel, S. M., Sequeira, A. H., Jauhar, S. K., Baskaran, R., & Robert Rajkumar, S. (2020). Application of multi-criteria decision-making method for the evaluation of Tamilnadu private bus companies. In *Soft Computing: Theories and Applications: Proceedings of SoCTA 2019* (pp. 209-222). Singapore: Springer Singapore.
3. Kotler, P. (2021). Marketing Management. Pearson Education.
4. Government of Tamil Nadu Transport Department Reports (2022–2024)
5. Journals of Digital Marketing & E-Commerce (2021–2024)
6. KPMG Report on Indian Transport Sector (2023)
7. Statista. (2023). Digital Advertising Market in India.
8. Interviews with Private Operators, Tamil Nadu (2025)