

## **Last Mile Connectivity**

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### **ABSTRACT**

In last decade the way people commute has changes drastically. The metro has changed the way of travelling for people but still a large no. of Delhi NCR people face problem in commuting especially in the last mile connectivity towards their destination. The following paper is going to talk about the problems and the choices that the people take in these situations. How these choices affect the outcome of the travel time and the money that they spend on traveling

### **OBJECTIVE**

Last mile connectivity basically will focus on providing commuters to easily plug in or transfer to mainline: train/bus at the start of the trip or end of the trip.

### **INTRODUCTION**

"Last mile" has likewise been utilized to depict the trouble in getting individuals from a transportation center, particularly railroad stations, transport terminals, and ship billets, to their last goal. At the point when clients experience issues getting from their beginning area to a transportation organize, the situation may on the other hand be known as the "main mile problem. These issues are particularly intense in the United States where land-use examples have moved employments and individuals to bring down thickness rural areas that are regularly not inside strolling separation of existing open transportation choices. In this manner, travel use in these territories is regularly less down to earth. Commentators guarantee this advances a dependence on vehicles, which results in more rush hour gridlock blockage, contamination, and urban spread.

Conventional answers for the last mile issue in open travel have incorporated the utilization of feeder transports, bicycling framework, and urban arranging change. Different strategies for mitigating the last mile issue, for example, bike sharing frameworks, vehicle sharing projects, case autos (individual fast travel) and mechanized shoes have been proposed with shifting degrees of selection.

## **SCOPE OF STUDY**

The research was carried in Delhi & NCR region areas and we visited the students who face problems in last mile connectivity to colleges. The project scope involves the study of the scooters and also involves the finding of college student's preferences in availability of last mile connectivity and developing a map positioning for from the collected data.

## **MANAGERIAL USEFULNESS OF STUDY**

This study helps to understand marketing research basic terminologies & different strategies for different market situation.

## **RESEARCH METHODOLOGY**

- A questionnaire was prepared to conduct the survey covering the Delhi region.
- The question was presented in one to one interview with each of the respondents.
- Responses of the concerned people have been thoroughly analyzed.
- Conclusions had been arrived at using the response of the concerned people and not on questionnaire alone.

Generally speaking, Students don't prefer answering questionnaires. All you can do in such circumstances is make the conversation for the students interesting and then talk to them about thing in concern with their interest.

In this context, the questionnaire was made keeping in mind to not consume more time of the student and make it crisp so as to get information to the point which is useful for the analysis. We travelled with the students from point A to point B so that we were able to have a decent conversation and to be able to understand the problems that these students faced during their travel.

While traveling from point B to point A, we also tried to talk to the parents and the elderly of these students in order to understand the problems they faced such as financial problems and the others amongst them

## **RESEARCH DESIGN**

Research design specifies the methods and procedures for conducting a particular study. A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to their search purpose with economy in procedure.

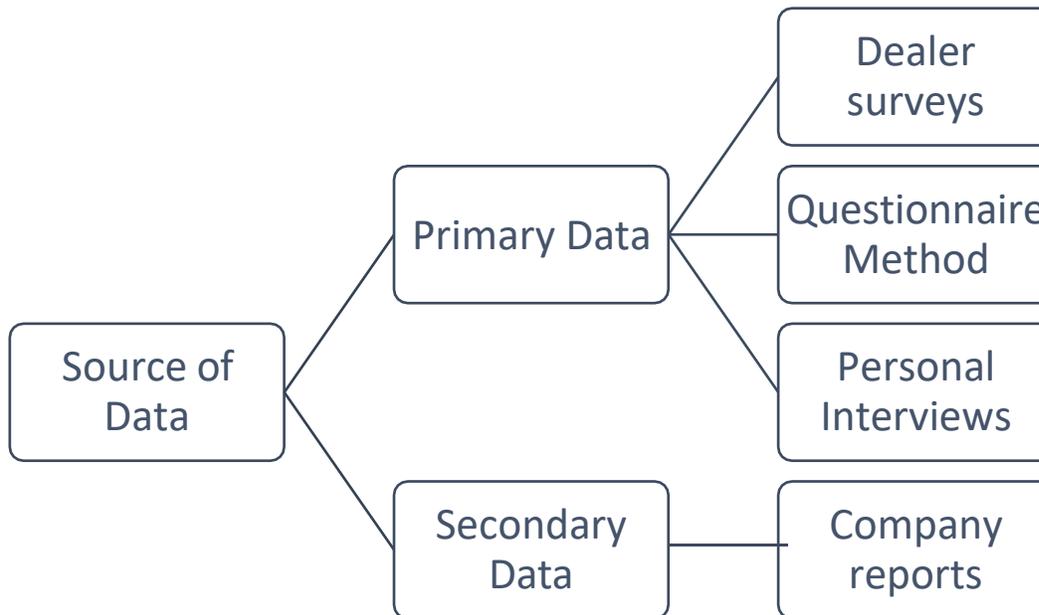
Research design is broadly classified into three types as:

- Exploratory Research Design
- Descriptive Research Design
- Causal Research Design

### **Descriptive Research Design was used in this research**

Descriptive research studies are those studies which are concerned with description of the characteristics of a particular individual. In descriptive studies, the researcher must be able to define clearly, what he wants to measure and must find adequate methods for measuring it along with a clear cut definition of population he wants to study. Since the aim is to obtain complete and accurate information in the said studies, the procedure to be used must be carefully planned. The research design must make enough provision for protection against bias and must maximize reliability, with due concern for the economical completion of the research study

### Source of Data



- Primary Data: - Primary data means data that is collected by different techniques like questionnaire, interview, Survey etc. In this project, primary data has been collected by the means of questionnaire and survey.
- Secondary Data: - Secondary data means data that is already available i.e. it refers to the data which have already been collected and analyzed by someone else. The secondary data involved in this project has been gathered from the internet and different catalogues.

### TOOLS TO COLLECT DATA

#### Sample Size

Sample Size for the study of need of last mile connectivity was 30.

#### Sampling Method

In this marketing research project, we are using Random sampling method.

#### Area of Sample Work

Area of sampling is Delhi & Gurgaon.

#### Limitation of the Study

- The sample area and sample size has been limited due to time constraint.
- In a small sample size, it is not possible to do segmentation.

All the observation and recommendation are made on the feedback obtained from survey.

## DATA ANALYSIS

### METHODS & TECHNIQUES OF DATA ANALYSIS

#### Data Analysis Concept:

Data analysis is a practice in which raw data is ordered and organized so that useful information can be extracted from it. The process of organizing and thinking about data is key to understanding what the data does and does not contain. There are a variety of ways in which people can approach data analysis, and it is notoriously easy to manipulate data during the analysis phase to push certain conclusions or agendas. For this reason, it is important to pay attention when data analysis is presented, and to think critically about the data and the conclusions which were drawn.

Raw data can take a variety of forms, including measurements, survey responses, and observations. In its raw form, this information can be incredibly useful, but also overwhelming. Over the course of the data analysis process, the raw data is ordered in a way which will be useful. For example, survey results may be tallied, so that people can see at a glance how many people answered the survey, and how people responded to specific questions. In the course of organizing the data, trends often emerge; modelling the data with the use of mathematics and other tools such as SPSS and Excel can sometimes exaggerate such points of interest in the data, making them easier for the researcher to see. Charts, graphs, and textual write ups of data are all forms of data analysis. These methods are designed to refine and distil the data so that readers can glean interesting information without needing to sort through all of the data on their own

#### Data Analysis Process:

Once the necessary data collected, the next task is to aggregate the data in a meaningful manner. A number of tables are prepared to bring out the main characteristics of the data. The researcher should have a well thought out framework for processing and analyzing data, and this should be done prior to the collection. It includes the following activities:

- **Editing**  
The first task in data processing is the editing. Editing is the process of examining errors and omissions of irrelevant information in the collected data and making necessary corrections in the same.
- **Coding**  
Coding is necessary to carry out the subsequent operations of tabulating and analyzing data. If coding is not done, it will not be possible to reduce a large number of heterogeneous data into meaningful categories with the result that the analysis of data would be weak and ineffective, and without proper focus.
- **Tabulation**  
Tabulation comprises sorting of the data into different categories and counting the number of cases that belong to each category, usually done in MS Excel. The analysis based on just one variable is obviously meagre.
- **Analysis**  
After the all three above steps, the most important step is analysis of the data.

## QUESTIONNAIRE

1. **What's your name?**
2. **Where are you from?**

**3. What's your age?**

- 18-25
- 25-40
- 40-55
- 55+

**4. Gender**

- Female
- Male

**5. What's your education level?**

- Undergraduate
- Graduate
- Postgraduate

**6. What's your occupation?**

- Student
- Business
- Service
- Housewife
- Retired

**7. How do you travel from one place to other?**

- Taxi
- Bus
- Train
- Own vehicle

**8. Do you have a driving license?**

- Yes
- No

**9. How much does it cost you to travel daily?**

- 30-50
- 50-80
- More than 100

Other:

**10. Monthly income**

- Less than 10000
- More than 20000
- Less than 50000
- More than 50000

**11. What vehicles do you have? Tick all that apply.**

- Bike
- Scooter
- Car
- None
- Other:

**12. What's the brand of the vehicle?**

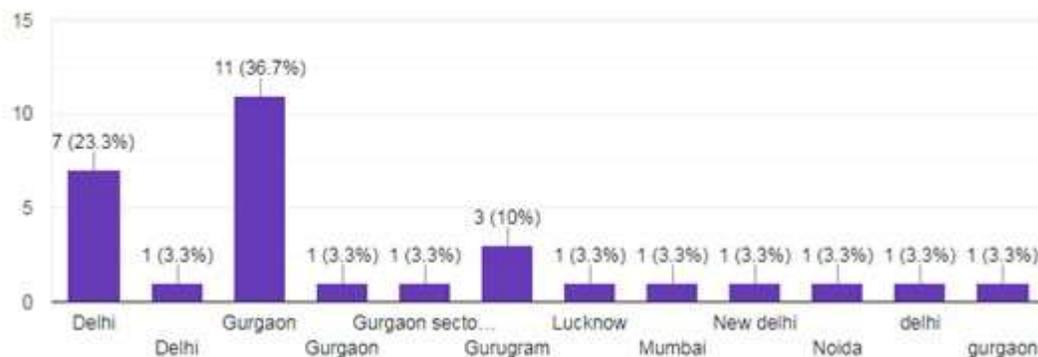
**13. How much can you spend if you get a vehicle from pt. to pt.?**

- Less than 50
- B/W 50-100
- More than 100

**QUESTIONNAIRE REPORT**

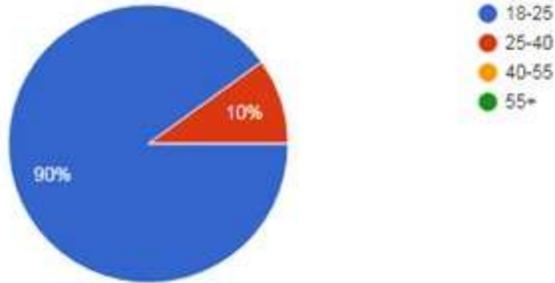
**where are you from?**

30 responses



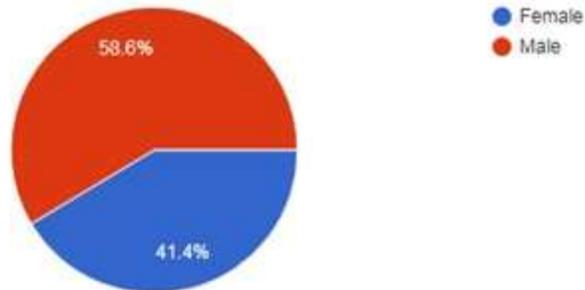
### what's your age

30 responses



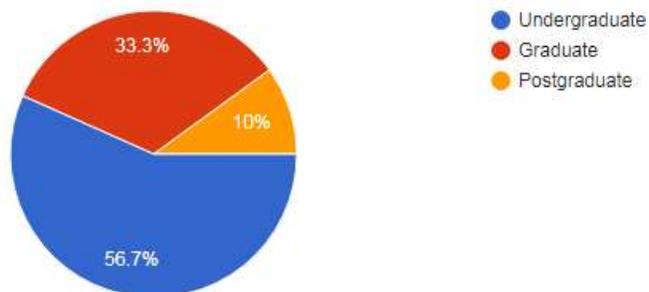
### Gender

29 responses



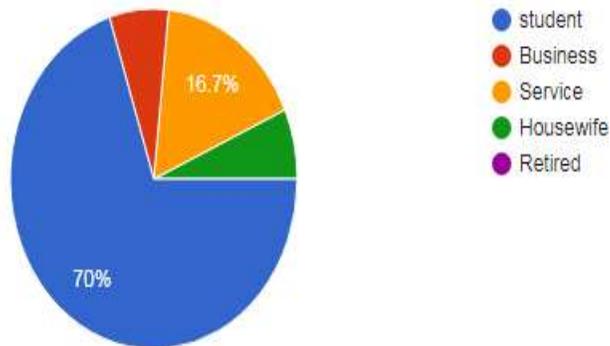
### what's your education level?

30 responses



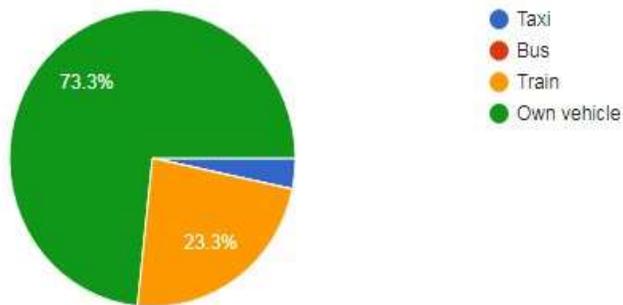
### What's your occupation?

30 responses



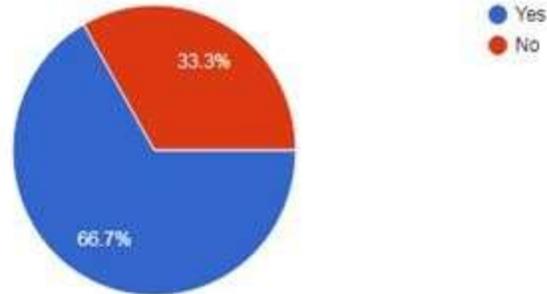
### How do you travel from one place to other ?

30 responses



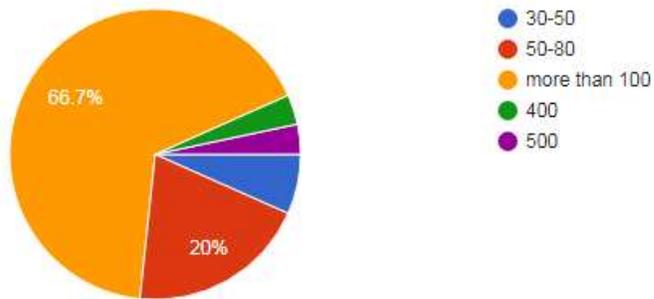
### Do you have a driving licence ?

30 responses



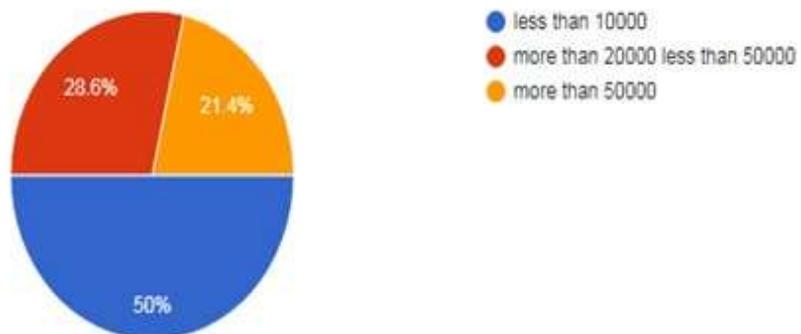
### How much does it cost you to travel daily ?

30 responses



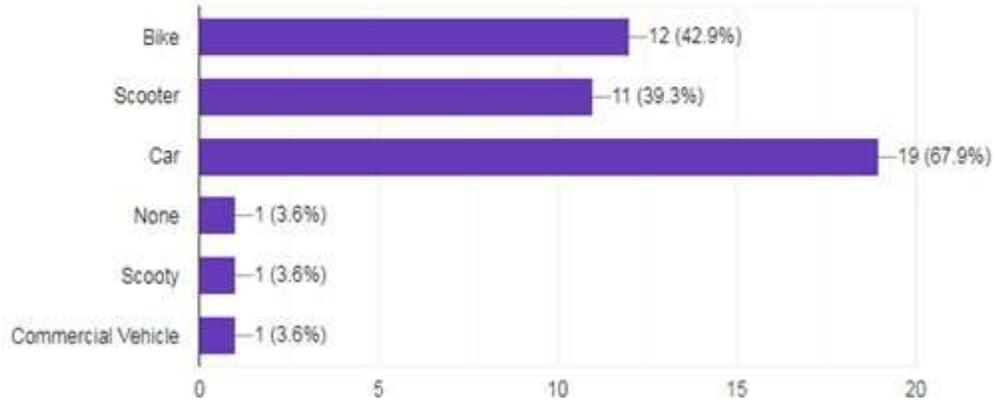
### Monthly income

28 responses



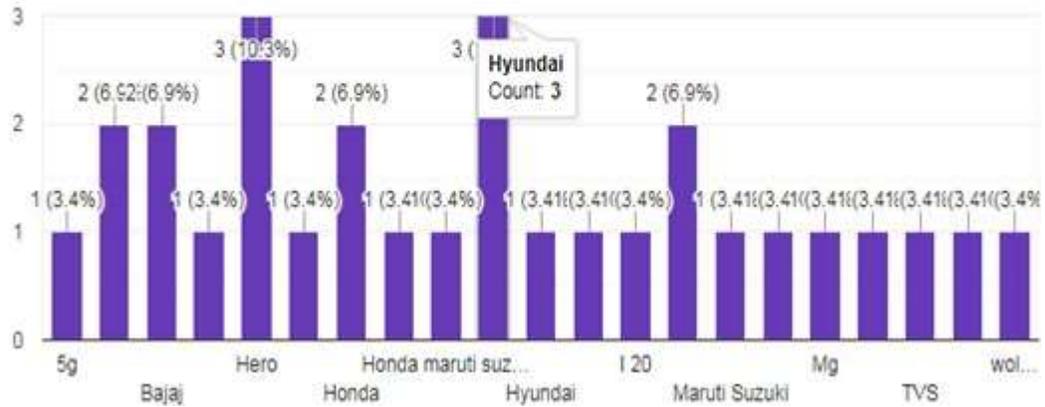
### what vehicles do you have ?

28 responses



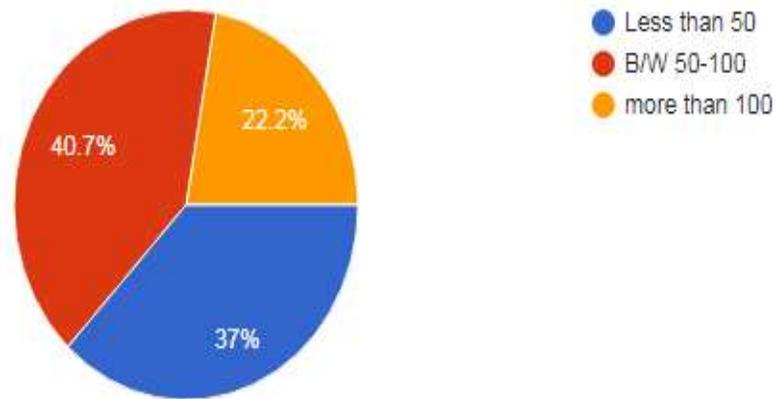
### What's the brand of the vehicle ?

29 responses



## How much can you spend if you get a vehicle from pt.A to pt.B ?

27 responses



### SUMMARY

- Survey done taking sample size of 30 people out of which 90% were students.
- Survey was to know about the problems that they face to travel from home to their respective destination.

Understood Problems faced by people in last mile connectivity:

- High fare in commuting from metro station to college.
- Transport is not easily available.
- Time consuming.

### RECOMMENDATIONS

- Give people a better way of connectivity by providing easy way of travelling.
- Give an economical price to the people so as to provide them ease in travelling.