

TECHNOLOGY USAGE AND PROBLEMS FACED BY THE TRUCK DRIVERS IN TRANSPORT INDUSTRY

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ABSTRACT

Technology is the backbone of business innovation whether it is big or small enterprises. The role of transportation in a company is mainly focused on competitive strategy, it aims a customer demands high level of responsiveness and the customer is ready to pay for this responsiveness, then a company can use transportation as a driver for making the supply chain more responsive, in this aspect the company may use both inventory and transportation to increase efficiency, Mainly information technology has been recognized as the driver for innovation and business transformation. Information is a driver whose significance has grown as companies have used it to become both more efficient and responsive. The incredible growth of the importance in information technology is the evidence that impact information that is improving a company. In this paper the core objectives is that to identify human resource problems facing on technology adoption especially lorry drivers for adopting technological development in the industry and also to identify the usage of technology in transport industry.

Keywords: Truck Drivers, Technology Development, Global Positioning Systems (GPS), Mobile uses.

INTRODUCTION

India instantly requires familiarize at the following with respect to infrastructure development: planning, project identification and development, efficient and transparent contract procurement, administration, operation and management. The severe shortage of skilled transport professionals must be addressed proximately. Trucks carry both perishable and non-perishable goods from source to the markets and involve interstate long distance travelling over 1000 kilometers. In the entire story drivers are the key characters and business success depends on their competence. Once drivers start the journey they are the ruler on the highways and fully responsible for timely delivery of goods to the destination.

While enterprise players were incompetent of making a funding in manpower development, the government has also not focused sufficiently on the equal. There exist only a few formal schooling institutions for driving force education and nearly none for operative education in associated regions like loading / unloading supervisory, right coping with practices and so forth.

In the current state of affairs, there exist gaps in middle technical abilities of the existing set of personnel. Now-a-days the logistics slowly moving in the development of technology usage, the GPS is currently playing a major role in logistics, one of the key benefits of GPS technology is the capability to track assets (i.e. both individuals and physical assets)

Truck drivers found the profile with the most critical skill gaps in the road freight segment. The profession attracts largely illiterate people don't have formal training for the job. Most of the people graduate from working as helpers or driving smaller vehicles. Also, the poor quality of vehicles and support infrastructure (resting places, dhabas, check posts etc) ensure that even somewhat qualified people are not strong to enter the profession.

OBJECTIVES OF THE STUDY

- To find out the problem faced by drivers in the adoption of technology especially GPS.
- To know the usage of technology particularly on android mobiles for lorry drivers.

RESEARCH METHODOLOGY

A known population is called a sample and the process of selection of samples is called sampling. A structured questionnaire frame to collect data from the truck drivers in Salem city 23 companies were selected and **87** truck drivers were taken to the study using **Snow Ball Sampling** method. The Garret ranking test is used in this study.

LIMITATIONS OF THE STUDY

1. The company which are using GPS technology are only taken into the study.

ANALYSIS AND INTERPRETATION

Respondents on Android Mobile Users

To identify the respondents having android mobile phones, descriptive analysis is made in table 1.

TABLE NO: 4.2.1
Respondents on Android Mobile Users

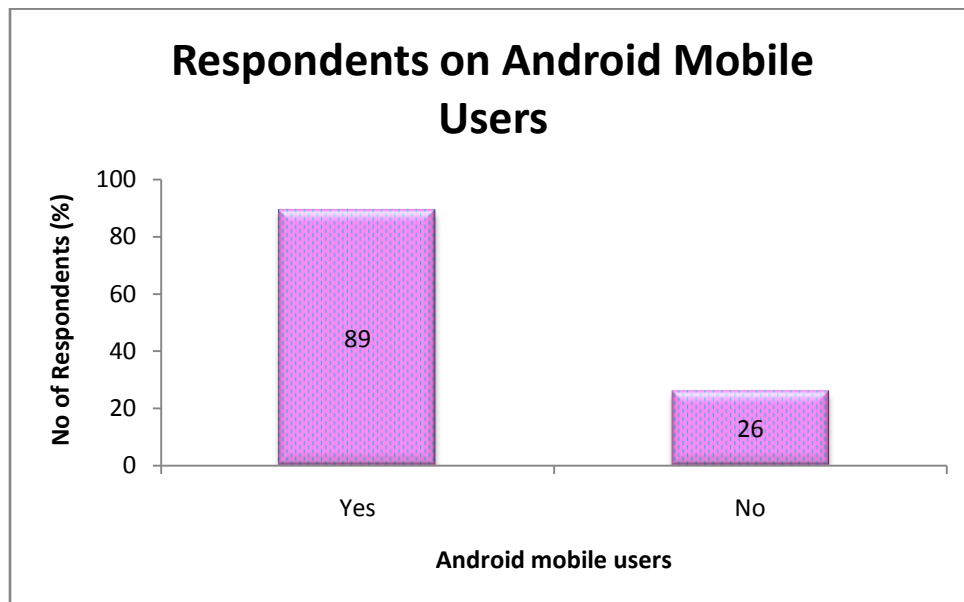
| S. No | Age Group (In Years) | No. of Respondents | Percentage (%) |
|--------------|----------------------|--------------------|----------------|
| 1. | Yes | 77 | 89 |
| 2. | No | 23 | 26 |
| Total | | 87 | 100 |

Source: Taken from primary data

Interpretation:

It could be inferred from the table, that majority 77 % of the respondents having android mobile phones and remaining 26 % of the respondents did not have android mobile. The majority (77 %) of the respondents have android mobile.

Chart No. 1



Garrett Ranking

In order to find out the opinion on mobile phone application usage, the Garrett Ranking techniques was used and the steps were furnished in the following below.

Table 1: Opinion on mobile phone application usage

| S. No | Factors | Garrett Score | Garrett Rank |
|-------|------------------------|---------------|--------------|
| 1. | Google map | 57.57 | II |
| 2. | Easy to contact person | 64.85 | I |
| 3. | Entertainment | 56.64 | III |
| 4. | Information sharing | 54.60 | IV |
| 5. | Mobile Battery | 52.65 | VI |
| 6. | WhatsApp | 52.44 | V |
| 7. | Mobile GPS | 23.24 | VII |

It could be found from the Garrett ranking test among the 7 factors on mobile phone “**Easy to contact person**” was ranked first. It is followed by the factors “**Google map**” and “**Entertainment**”.

Table 2: problems faced by drivers in the use of GPS

| S. No | Factors | Garrett Score | Garrett Rank |
|-------|--------------------------|---------------|--------------|
| 1. | Feeling uncomfortable | 39.82 | IV |
| 2. | More stressful | 39 | V |
| 3. | Lack of privacy | 59.08 | II |
| 4. | Urge in delivering goods | 62.96 | I |
| 5. | Restless driving | 25.95 | VI |
| 6. | Owners Pressure | 57.82 | III |

It could be found from the Garrett ranking test among the 6 factors on GPS “**Urge in delivering goods**” was ranked first. It is followed by the factors “**Lack of privacy**” and “**Owners Pressure**”.

CONCLUSION

Increasing delivery visibility and reducing delays and errors helps organisations to satisfy their end customers in logistics businesses. From the study it concludes that majority of the drivers feel that mobile is used to easily contact person to explain their present condition and situation. The majority of the drivers facing problems on urge in delivering goods to the customers. To overcome the competition in the industry it is

necessary to satisfy the customers and the mobiles are used by the drivers mainly to contact person immediately, the results shows the skill gap of the drivers in using their mobile phones so the drivers increase their concentrate on remaining apps usage in their mobile to effectively to do their works.

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