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ANALYSIS FACTORS INFLUENCING WOMEN'S SATISFACTION IN METRO TRAIN SERVICES: A COMPREHENSIVE STUDY ON SAFETY, ACCESSIBILITY AND COMFORT

Dr. M. Ravindran

Assistant Professor, Department of Commerce, Shree Chandraprabhu Jain College, Minjur

Dr. N. Sujatha

Principal i/e & Head PG department of Commerce Shree Chandraprabhu Jain College, Minjur

This research delves into the nuanced aspects shaping women's satisfaction within metro train services. Through a thorough examination of safety measures, accessibility features, and overall comfort, the study aims to provide a comprehensive analysis of factors influencing women's consumer experience. By scrutinizing urban transport systems and conducting a comparative assessment, the abstract highlights key insights that contribute to understanding and enhancing women's satisfaction in metro train services. This research study is descriptive in nature. Both primary data and secondary data has been collected for this study. Simple random sampling method has been used as sampling method. The sample of the research study is 130 women consumers of Metro Train Services in Chennai city.