A study on

CUSTOMER
PREFERENCE TOWARDS UBER CABRIOLET SERVICES IN
ERNAKULAM CITY

Project Report

Submitted by

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Under the guidance of

Ms. AKHILA P.A

In partial fulfillment of the requirement for the Degree of

BACHELOR OF COMMERCE

ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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CERTIFICATE

This is to certify that the project titled **" A STUDY ON CUSTOMER PREFERENCE TOWARDS UBER CABRIOLET SERVICES IN ERNAKULAM CITY"** submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms Afrin Fatima M.A, Ms. Fidha Samir Ashraf, Ms. Sreelakshmi Jayaprakash Pillai**, under my supervision and guidance during the academic year 2020-23.

Project Guide

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DECLARATION

We Ms. Afrin Fatima m.a, Ms. Fidha Samir Ashraf, Ms. Sreelakshmi Jayaprakash Pillai, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "A STUDY ON CUSTOMER PREFERENCE TOWARDS UBER CABRIOLET SERVICES IN ERNAKULAM CITY" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Akhila P A, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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 DATE: **FIDHA SAMIR ASHRAF**

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ACKNOWLEDGEMENT

CONTENTS

Chapters	Content	Page Number
1	Introduction	1-4
2	Literature Review	5-9
3	Theoretical Framework	10-24
3	Data Analysis And Interpretation	25-60
4	Findings, Suggestions & Conclusion	61-63
	Bibliography	
	Annexure	

LIST OF TABLES

LIST OF FIGURES

CHAPTER – 1

INTRODCTION

1.1 <u>INTRODUCTION</u>

In the past decade, the transportation facility in urban areas has undergone various tremendous changes. Among various mode of transportation, the cabs have become an important mode of transportation in metropolitan and urban cities in India. With the support of technology car rental industry has been resulted in rapid and continuous growth. The customers in the present era are using mobile apps to book the cab at any time and from anyplace. The app is created by the respective company which provides their services to the customer by giving them a better deal. An app is a type of software designed to perform a specific purpose on personal electronic devices such as smartphones or some other similar device. Users can book a cab with a single tap, and they just have to enter the pickup location and destination. App based cab services are having tremendous potential for growth in a highly populated countries like India where parking is seen as a major problem because of space crunch as well as the crowded public transport in the country. This particular mode of transportation gain popularity and competition from the launch of Uber's launch in 2013.

As customers becomes more demanding it's a challenge job for rental cab industry to meet the customer's expectations. In the present era not just price but the quality provided are also taken into consideration by the customer while choosing a service. Current statistical data indicates 74% of all Indian adults own a smartphone. Thus, smartphone users can compare, access, evaluate and purchase very easily. The company have developed these app with an aim of providing quicker and cost-effective service of transportation for their potential customer. The innovation behind this concept is simple: a mobile app acts as an intermediary arranging transportation service between customers and a driver who happens to be in immediate vicinity, operating his/her own private not for higher automobile.

There was seen an increase in the organized cab services in recent years. That includes Uber, Ola, Meru etc. This results in high competition among these companies. In this regard it is important to understand the customer behaviour towards cab services. Therefore, a study on customer preference towards Uber cab service is relevant in the sense that it gives an idea of how people are moving towards a change in transportation culture. It also helps in finding out the mindset of customers and how the transportation network companies are successful in identifying those. We can also study to what extent these companies have become successful in getting into the minds of people.

1.2 <u>STATEMENT OF THE PROBLEM</u>

Transportation network companies are becoming a trend in the global arena. Introduction of cab services has resulted in the shifting of people's mode of transport from traditional to app based. Transportation network companies provide fast, flexible and convenient mobility in urban areas. In this regard it is necessary to understand why customers prefer app-based cab services over other traditional modes of transport. The study on CUSTOMER PREFERENCE TOWARDS UBER CABRIOLET SERVICES focus attention on why people prefer to use app-based cab services what factors influence them to use it, how far the transportation network companies have become successful etc.

1.3 <u>SIGNIFICANCE OF THE STUDY</u>

Customer preference act as a major role in the growth of a company. Preferences of the customer is a basic marketing technique that is essential for a firm's success.

The marketing concept stresses that a firm should create a marketing mix that anticipates customer needs and deliver beyond expectations. Therefore, there is a need to analyse 'what', 'when', 'why' and 'how' customers prefer a product or service.

The basic idea of this study is to find why customers prefer app-based cab services. People are changing their preference, taste, and demand. So, the market has to change accordingly to meet the needs of the people. A firm which fails to adopt the changes in the dynamic environment will not be able to survive in the market. Thus, bringing out changes along with the support of technology is relevant.

This study is significant in the senses that it gives an idea of how people are moving from traditional modes of transport to app-based cab services. it also helps in identifying the mindset of customers and why they prefer to use on demand cab services. We can also know how successful transportation network companies have become by attracting customers.

1.4 <u>OBJECTIVES OF THE STUDY</u>

- To study the preferences of customers towards app-based cabriolet services, Uber cabriolet services.
- To look over the challenges faced towards preference of Uber.
- To find out the factor's customer perceive as important for preferring Uber.
- To study the demand potential for Uber in the coming years.

1.5 <u>RESEARCH METHODOLOGY</u>

The research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how the research is done systematically. The various aspect of the methodology adopted in the present study are discussed below.

1.5.1 Universe of the study

The study was conducted at Ernakulam city in Kerala. Ernakulam is called the commercial capital of the state of Kerala. Ernakulam is a major financial and commercial hub of Kerala. The data of study was collected from users of Uber cab services.

1.5.2 Sample size

For the survey, a sample size of 50 respondents was taken into consideration from Ernakulam.

1.5.3 Sampling method

To study the customer preference towards Uber cab services. Convenience Sampling technique was adopted. In convenience sampling the survey is done in a way that is convenient for the respondents and the researcher.

1.5.4 Collection of data

1.5.4.1 Primary data

Primary data was collected by preparing a questionnaire for people using Uber cab services. The questionnaires were sent online.

1.5.4.2 Secondary data

Considerable data regarding the study was explained from secondary sources like newspapers, books, social media, published articles, internet, etc.

1.5.5 Period of study

The period of study was from November 2022 to March 2023.

1.5.6 Tools for Analysis

We used averages, percentages, graphs, and pie chat for analysis and interpretation.

1.6 LIMITATIONS OF THE STUDY

- The survey was restricted to a sample of 50 respondents. The sample size could have been increased for more accurate analysis of data.
- The area of study was limited to Ernakulam. Hence findings may not be applicable to other markets as vast differences may exist among the respondents with regard to demographic and psychographic characteristics.
- Since it was a sample study, the results cannot be generalised.

CHAPTER – 2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

1. Hemanth Kumar and K. Sentamilselvan (2018)

They focused on customer satisfaction towards online call taxi service providers in the Chennai area. The study covered consumer's mind set for utilizing the call taxi services like the level of comfort, ease of access, tariff system, safety & convenience, promotion, and

overall satisfaction towards the service quality. Suggestions provided to create the fullest satisfaction rather than delighting the customers and expand the market base.

2. Saha SK, Kalita J, Saha S (2018)

They studied the perceptive of consumer perception on cab services. People consider the cab service was a luxurious necessity and feel justified for the tariff charged by these companies who provides better facilities than auto-rickshaws and public buses. Employment opportunities for drivers will increase with the rise in the number of taxis in the city.

3. Khupse (2017)

Khupse studied the passenger motives for using app-based cab services. Many benefits like Wi-Fi services, comfortable traveling, safety, cash-back services, quick availability, economical, offers and discounts availability motivate the riders to take the benefits of appbased taxi services day by day.

4. Singhania and Pinpale (2017)

This was focused on opportunities and challenges faced by app-based taxi services from driver-based models to business models. A challenge faced by online taxi services was the reduction of incentives due to the increase of app-based taxi and cooperation of drivers for providing good services for customer satisfaction.

5. Hanumandlu (2017)

Hanumandlu studied on urge pricing of Uber and Ola legal in India. They followed the strategy of expanding their operations and building a customer base in cities across India. The motive was to increase market share and economies of scale by providing customer satisfaction. It was suggested that to optimize the cost for all level by Ola and Uber, need to be more customer-centric, target-oriented, innovative, and keep delighting the customers.

6. Shukla et al (2017)

Shukla et al studied the dynamics of India's taxi market with various factors like pricing, market share, revenue models, etc. studied the comparative study of two daily commuters Ola and UBER for uses expansion strategy for their business operations and for building customer base across India. Suggested to operate in a competitive environment to optimize

their costs at all levels, they need to be highly innovative and more customer-centric and target oriented.

7. Hanif and Sagar (2017)

They focused on the cab services which have potential growth in Mumbai. Need for corporate and middle and affluent classes. Apart from facing parking problems in city people preferred to call up a taxi service for visiting a shopping mall, going out on a special occasion, and to attend a late-night party. The study showed the customer satisfaction level is very high, which is a positive point for growth and expansion of a business.

8. Pandya et al (2017)

Pandya et al studied the impact of the private taxi companies on the public taxi market and carried out research with specific variables like technology trends, comfort, safety, price, ease of availability and the payment options are indeed affecting the public taxi market.

9. Balchandran and Hamzah (2017)

Studied the factors affecting service quality of customer satisfaction on ride-sharing services in which tangibility, reliability, price, promotion, coupon redemption, and comfort to travel these factors have been studied and has positively influences the customer satisfaction of ride-sharing services. The study also recommended that ride-sharing providers should focus on price, promotion, and redemption of coupons because of less impact on customer satisfaction.

10. Sharma & Das (2017)

Sharma and Das studied the customers of various radio cabs in India. The research addressed the practical aspects by understanding various variables on customer satisfaction. The objective was to identify the dimensions of service quality that influence customer satisfaction.

11. Mareike Gloss, Moira Mc Gregor and Barry Brown, (2016)

Mareike Gloss, Moira Mc Gregor and Barry Brown in their study 'Uber and the On-Demand Mobile Workforce' outlined some new opportunities for design and research in understanding the intersection between technology, labour, and design. Yet this also generates new responsibilities: Recognising our potential role in designing on-demand labour markets and working with the ecology surrounding these new markets. This requires

taking and working with the ecology surrounding these new markets. This requires taking the benefits and dangers that systems like Uber bring seriously for those who rely on them for their livelihood. Our goal has been to outline not only how technology is changing labour but also to understand the complex relationships between markets, technology and those who labour. It is here we see an interesting potential for future research.

12. Kumar & Kumar (2016)

They studied the factors which are influencing the consumers while selecting cab services. Analyse 'coupon redemption behaviour' and 'innovativeness and price consciousness's'. This study showed that consumers were interested to redeem coupons while selecting cab services also revealed that they were comfortable to redeem coupons through mobile apps while booking cab services. The brand image played a role in customer retention.

13. Matthew Feeney in his article 'Is Ridesharing safe?' (2015)

Matthew Feeney concluded that the rapid growth of ride sharing provided by Uber and other companies demonstrates that customers are fully satisfied with them. The heavily regulated taxi industry, frequently subject to onerous restrictions and simultaneously shielded from competition, all too often provides shoddy and unreliable service at inflated prices. If ride share companies continue to grow, there is a risk that they will start flexing their new political muscle to protect their own market position and block rival newcomers. As far as the future of ride sharing is concerned the biggest risks to customer welfare come not from safety issues but from politics.

14. Rauch and Daniel. E in their study 'The future of Sharing Economy' (2015)

Rauch and Daniel. E in their study pointed out that today's sharing economy is marked by fierce conflicts between transportation network companies and traditional modes of transport. Tomorrow's sharing economy, however, is likely to see a markedly different relationship between such firms and the governments that regulate them. With this knowledge in mind, both cities and sharing firms are going to need to rethink their approach to local regulation. City governments approaching sharing regulation should consider what they really want from these firms. On the firm's side, investors have showered sharing firms with huge amounts of capital. Finally, citizens and analysts alike need to think hard about

the normative implications that these new structures could have both for cities and for sharing firms themselves.

15. Justin Jenk, 2015

Justin Jenk in his Article, 'Theory' meets practice in the Taxi Industry' (2015) found out that the on-going activities and evolution of mobile app taxi companies are forcing a complete change and transformation of the taxi markets of the world. The regulated taxi markets are being forced to change because of reduced transaction costs and improved social utility as availability in increased and travel time reduced with myriad direct and indirect benefits. Successful entrants have completely redesigned the whole business system from a user's perspective to improved cost-quality-time aspects by using technology and digital practices to challenge entrenched and regulated behaviours.

16. Horsu and Yeboah (2015)

Horsu and Yeboah examined the factors influence of service quality on customer satisfaction in minicab taxi services by applying the RESCA model of service quality. The study introduced the variable of driver's behaviour along with other variables like reliability, continuous service, safety, comfort, and affordability has been studied. In this most influencing aspect were comfort, service reliability, and affordability while safety influences positively less on customer satisfaction. The driver's behaviour negatively influence customer satisfaction.

17. Geeta Kesavaraj (2013)

Geeta Kesavaraj reveals that —As global competition grows, communication and technology channels open new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers.

It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process.

18. Kotler and Keller (2006)

Kotler and Keller defined customer satisfaction as "a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations".

19. Keith Chen and Michael Sheldon, (2015)

Keith Chen and Michael Sheldon in their article 'Dynamic pricing in a labour Market: surge pricing and flexible work on the Uber platform' revealed that dynamic pricing significantly increases the efficiency of on-demand service markets. On the Uber platform surge pricing appears to increase the supply of rides by incentivising driver partners to provide more rides. Dynamic pricing could significantly increase the efficiency of many emerging markets where jobs are widely distributed across workers and in which prevailing market conditions can fluctuate across both times and location.

CHAPTER – 3

THEORETICAL FRAMEWORK

3.1 THEORETICAL FRAMEWORK

3.1.1 Overview of Uber

Uber was launched in 2010 as Uber Cab, but it primarily only facilitated on-demand access to private black cars driven by professionally licensed drivers (Wortham 2011). According to McCarthy (2011) at the time of its New York City launch in 2011, CNET described it as "a limousine-booking start-up." At this stage, Malik & Graham (2011) confirmed that an Uber was not directly competing with existing private car services so much as involving existing black car and limo drivers with passengers during off-peak hours. Uber is beneficial for the hospitality and tourism industry as it takes tourists to their desired destinations in case, they prefer a better choice from other public transports (e.g., taxi or bus). Choosing Uber requires travellers to pay up to 50% less than the cost of a taxicab, plus most of the time the Uber driver is a local born and familiar with the area. On top of that, Uber is also an excellent alternative for tourists with a small budget as they can get around places cheaper and save more money.

Uber have grown tremendously over a period with an objective of solving the inter-city and intra-city commuting problems of customers. Th company is spending huge funds in marketing, competitive price and recruitments of new drivers which leading to expansions of new markets (Sharma and Das, 2017). Sometimes these strategies resulted in very less priced services, even less than the fares charges by 3- wheeler auto rickshaws (Mumbai Grahak Panchayat, 2017).

Ever changing technology is fuelling the gro   wth of organized car rental industry, convenience of booking cab service sitting at your place is one of the most important features of this app -based taxi service. Currently Uber is a major player in organized cab service sector in India.

Launch	2013
Valuation	$60 billion
Funds raised	$ 1 billion
Key investors	Google Ventures, Baidu
Tech platform	App
No. of cities covered	26
No. of vehicles on platform	2,50,000
Market share	50%
No. of employees	300
source: Industry: companies	

Figure 1: Uber data

While in 2017 a report by RegaliX Research 4 suggested that Uber is Young India's most preferred app-based taxis service with 55% usage. Report also concluded that Uber is no.1 cab service with high custom er satisfaction, economy, safety& recommend to friend & family across India.

One more survey by Hyderabad Graham Panchayat5, 2017 concluded that 80% of respondents feel that Uber are offering better option of travel than traditional taxis services in Mumbai. And almost 67% of respondents are satisfied with behaviour of Uber drivers while 14% found it as average followed by 19 % found it as bad.

3.1.2 <u>Customer preferences</u>

Customer preference is *what type of product an individual customer likes and dislikes*. Customer preferences are expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions. They complement customer needs in explaining customer behaviour. For example, a customer needs car and they'd prefer a particular style, brand and colour. Appealing to the preferences of customers is a basic marketing technique that is useful for branding, product development, distribution and customer experience. The following are common types of customer preference-

- Convenience-

Preferring things that are easy, such as a settling for a nearby restaurant. Convenience is considered a strong type of customer motivation.

- Effort-

The satisfaction that results from effort. For example, a customer who gains a sense of accomplishment from a do-it-yourself project.

- User Interfaces-

Some customers will prefer the simplest user interface possible. Others will prefer lots of buttons to play with. This can be as much about preference as need.

- Communication & Information-

Preferences related to communication style and information density. For example, some customers want to read detailed specifications and others want to hear a story

- Stability vs Variety-

Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

- Risk-

The risk tolerance of the customer. Applies to seemingly innocuous things such as purchasing a new brand for the first time.

- Values-

Preferences related to values such as customers who purchase environmentally friendly products.

- Sensory-

Preferences related to colour, look, taste, smell, touch and sound.

- Time-

Time preferences such as a customer who prefers an attentive waiter who drops buy every 5 minutes versus a customer who doesn't want to feel rushed.

- Customer Service-

It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance. For example, a hotel porter who engages in friendly conversation versus dry information about the room and hotel.

- Customer Experience-

Preferences related to the end-to-end customer experience. For example, the interior design, lighting, art, music and social atmosphere at a cafe.

Understanding customer preferences is very important whether you are selling a product or offering a service. This is because customers are the determiners of how successful a company becomes. After all, where will profits come your customers. Customer care is all about sticking to the promises you make to customers. However, you can only satisfy your customer's needs if you get to understand them to an extent that you can anticipate their needs and deliver beyond their expectations. Customer preference is what type of product an individual customer likes and dislikes. The sweetener blend added to the company's most famous brand is formulated for each country based on customer preference.

3.1.3 <u>How uber works</u>

Uber's core service is developing technology that connects drivers and riders on demand. Here's how the app works, step by step:
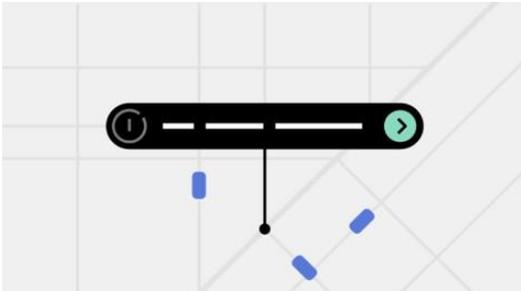
Step 1

A rider opens the app

The rider enters their destination into the "Where to?" box; reviews each ride option for vehicle size, price, and estimated drop-off time; chooses the desired option; then confirms the pickup.
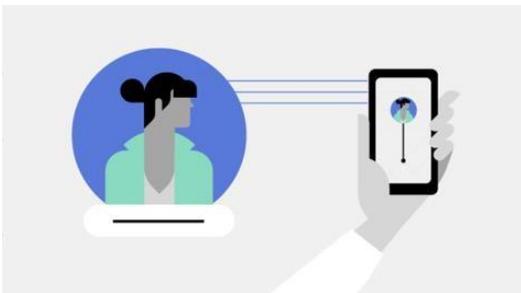
Step 2

The rider is matched with a driver

A nearby driver sees and chooses to accept the rider's ride request. The rider is automatically notified when the driver's vehicle is about a minute away.
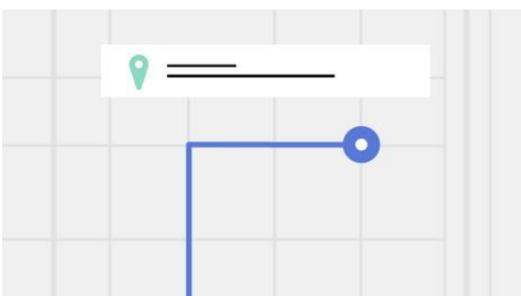
The driver and rider leave ratings and reviews

Step 3

The driver picks up the rider

The driver and the rider verify each other's names and the destination. Then the driver starts the ride.

Step 4

The driver takes the rider to the destination

The app gives the driver the option to access turn-by-turn directions.
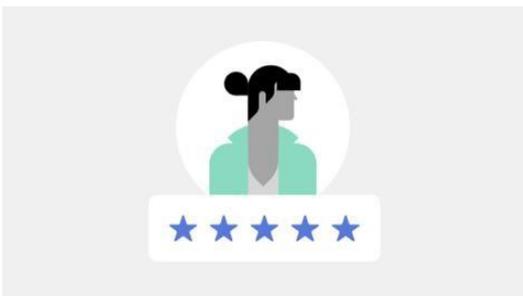
Step 5

At the end of each trip, drivers and riders can rate each other from 1 to 5 stars. Riders also have the option to give the driver compliments and a tip directly in the app.

3.1.4 <u>Operations</u>

The Uber app software requires the drivers to have a smartphone, and users must have access to either smartphone or mobile websites to hail rides.

3.1.5 <u>Pricing and payment</u>

In most cities, Uber offers "upfront pricing"; the rider is quoted the estimated fare that they will pay before requesting the ride. In some cities, Uber does not offer upfront pricing and instead calculates the price of a ride like a taximeter; the rider is charged based on the time and distance of the ride. Uber also offers promotional rates on rides to/from certain areas at certain times. At end of the ride, payment is made based on the rider's pre-selected preferences, which could be a credit on file, cash, or, in certain cities, other methods such as via Google Wallet, Airtel mobile wallet and UOI. After the ride is over, in some cities, the rider is given the option to provide a gratuity to the driver, which is also billed to the rider's payment method.

3.1.6 <u>Dynamic pricing</u>

Uber fares are based on a dynamic pricing model, in which fares are higher during periods of high demand for rides. The same route costs different amounts at different times because of factors such as the supply and demand for Uber drivers at the time the ride is requested. When rides are in high demand in a certain area and there are not enough drivers in such area, Uber fares increase to get more drivers to that area and to reduce demand for rides in that area. The rate quoted to the rider will reflect such dynamic pricing.

3.1.7 Ubers marketing

Uber has applied a series of marketing strategies to enter the target markets and grow market shares. From the word-of-mouth strategy to the partnership strategy, Uber is relying on digital platforms. As Uber has its own digital platforms such as website, apps social media accounts and so on, the company is doing digital marketing.

4Ps and extended 3Ps in Uber's digital marketing

Website, apps, social media, and email are the major platforms for their marketing strategies, and they apply the Digital marketing mix through these online tools and resources. An online version 7P mix is adapted by Uber.

Uber digital 4Ps:

Product

Uber provides various categories of car and service type of users. Riders can choose Uber POOL, Uber X, Uber XL, Uber LUX and other ranges of car and services from the official website and apps.

Price

Transparent and dynamic: Take the car service, for example, the price calculating methods are illustrated in the terms and conditions and the estimated price of each journey can be seen by customers before they call for their cars. As the demand keeps changing, Uber is using a dynamic pricing strategy which is based on real-time time market demand.

Place

As virtual platforms can be linked to promotions and partnership, the concept of place in digital marketing does not have a clear definition. For Uber, the website and apps are places for them to provide various kinds of services to their customers. According to the operations model of Uber, each customer's location is a place to receive Uber's services.

Promotion

Official promotion code: Uber's word of mouth marketing strategy is targeting not only riders but also drivers. For the riders, a chance of getting a discount encourages them to use their personal invitation codes to invite their friends to become new riders. Drivers have limitation codes to invite new drivers, which help both new and existing drivers get extra profits.

Partnership discount: Customers can get promotion codes, gift cards and other discounts from Uber's partners such as Groupon, MailOnline, Voucher codes UK and so on. Partnership differs from one market to another.

Partnership (crossover) marketing: Uber makes crossover marketing with target markets' brands by using the car service function in its app. The partnership between Uber and the brands are aiming to create hot topics and attract more attention to both sides of the cooperation.

Email advertising: Uber sends an email to both potential and existing customers. Customers can find information from emails such as recent special offers and marketing campaigns. For the potential ones, they also receive information like the introduction of Uber services from emails.

Social media: As platforms for Uber to 'tell the stories', interesting short videos, pictures, and words are put on Uber's social media accounts such as Facebook, Twitter, and YouTube.

Uber extended 3Ps:

People

Customer service: There is an in-build 'help' sector in the Uber app, which includes some common question and issues that customers might ask. It also provides contact information for further assists.

Driver service: Uber provides five contact ways for their drivers to get help.

Physical evidence

The Uber app provides good experiences on its layout design, location function, navigation ability, customer service section and the way it communicates with customers.

Process

No-cash payment methods: Customers can choose various kinds of online payment methods that are provided in their countries. By registering the payment methods, customers authorize the app to pay automatically when the trips are finished.

3.1.8 Objectives (Mission and Vision)

1)Sustainability

Uber is committing to becoming a fully electric, zero-emission platform by 2040, with 100% of rides taking place in zero-emission vehicles, on public transit, or with micro-mobility.

2)Rides and Beyond

In addition to helping riders find a way to go from point A to point B, they are helping people order food quickly and affordably, removing barriers to healthcare, creating new freight-booking solutions, and helping companies provide a seamless employee travel experience. And always helping drivers and couriers earn.

3)Safety

They partner with safety advocates and develop new technologies and systems to help improve safety and help make it easier for everyone to get around.

3.1.9 Purpose

They are a tech company that connects the physical and digital worlds to help make movement happen at the tap of a button. Because they believe in a world where movement should be accessible.

From takeout meals to daily essentials to prescription drugs to just about anything people need at any time will be delivered to them. From drivers with background checks to realtime verification, safety is a top priority every single day. At Uber, the pursuit of reimagination is never finished, never stops, and is always just beginning.

3.1.10 Financing

- The first seed investment into Uber came on Aug 2009 and was from its 2 founders Garrett Camp and Travis Kalanick. An amount totalling $200k.

- In 2010, a group of entrepreneurs and venture capitalists invested about $1.6 million in an unknown start up called Uber Cab, which aimed to let people hail a luxury black car through a smartphone app.

- The company received its first major funding, a $1.25 million round led by First Round Capital. 2011 was a crucial year for Uber's growth. Early in the year, the company raised an $11 million Series A funding round led by Benchmark, and it went on to expand to New York, Seattle, Boston, Chicago, and Washington D.C., as well as abroad in Paris.

- In December at the 2011 LeWeb conference, Kalanick announced that Uber raised $37 million in Series B funding from Menlo Ventures, Jeff Bezos, and Goldman Sachs. In 2012, the company broadened its offering by launching UberX, which provided a less expensive hybrid car as an alternative to black car service.

- In 2013, Google Ventures invested $258 million in the company based on a $3.4 billion pre-money valuation. In December 2014, Chinese search engine Baidu made an investment in Uber of an undisclosed amount. The deal also involved connecting Uber with Baidu's mapping apps. In January 2015, Uber raised $1.6 billion in convertible debt. In May 2015, Uber revealed plans to raise between $.15 billion and $2 billion in new funding, raising the value of the company to $50 billion or higher. In September 2015, Uber raised another $1.2 billion, led by another investment by Baidu.

- January 2016, Uber raised up an additional $2 billion in private equity to carry on funding its global development plans.

- February 2016, Uber received a $200 million investment from Russian billionaire Mikhail Fridman.

- June 2016, Uber raised up another $3.5 billion from the Saudi Arabia Public Investment Fund, Uber's major investment from a lone investor. Yasir Al Rumayyan, managing director of the Public Investment Fund joined Uber's board.

- July 2016, The Company got $1.15 billion cash infusion, this time in the form of a leveraged loan.

- December 2017, Uber raised another $7.7 billion at a valuation of $40.3 Billion led by SoftBank.

- May 2018, Uber raises $600 million at a valuation of $56 Billion.

- The current annualized run rate gross booking is $116 billion approximately with 124 million monthly active platform consumers and over $185 billion paid to drivers and delivery people.

3.1.11 <u>Levels of Services</u>

Even though Uber offers verity of service levels and types, these are not available in every region.

Ride service levels include:

● Uber BLACK offers a black luxury vehicle

This service lets people select premium drivers based on their high average rating. These drivers pilot higher-end luxury cars with features like leather interiors.

● Uber KIDS provides a car with a child safety seat

● Uber PETS include pet transport

● Uber POOL

This service is available up to two people per party, is the lowest cost of service, in which the customer may share a ride with other passengers going in the same general direction.

● Uber POP offers a compact or subcompact car

● Uber SELECT provides a car with a leather interior

● Uber SUV offers an SUV

● Uber X provides a private ride in a standard car up to 4 passengers.

● Uber XL provides a larger car that can seat up to passengers

● Uber WAV offers wheelchair accessible vehicle

In Ernakulam, Uber Pool, Uber Go, and Uber Hire are available. Uber Eats is also functioning in Ernakulam

3.1.12 <u>Competitors of Uber</u>

Uber Technologies, the massive, omnipresent ride-sharing company, has dominated the industry since its inception in 2009.

The following companies are the biggest competitors uber faces –

1) Ola -

Started as an online cab aggregator in Mumbai back in 2010, Ola is an app-based transportation company and is one of the fastest growing businesses in India. It has raised $1.67 billion in equity funding through 10 rounds from 23 investors.

Ola currently has over 40,000 cars in its network across 22 cities.

Reserved through its mobile app, the company provides different types of cab services ranging from economic to luxury travel. Ola supports both cash and digital payment options with Ola money. It also recently rolled out two news services: outstation and rental. Outstation allows customers to book a cab two hours in advance for intercity travel, while rental lets customers rent a car on an hourly basis.

2) Lyft-

Lyft creates, promotes, and manages a mobile app that allows users to hire vehicles, motorized scooters, bicycles, rent cars, and order meals. Lyft does not own any vehicles; instead, each booking earns it a commission. Fares are stated in advance to the consumer, but they change depending on the local supply and demand at the time of the booking.

3) Didi-

The company offers app-based transportation services such as taxis, private cars, social ridesharing, and bike sharing, as well as on-demand delivery and automobile services such as sales, renting, financing, maintenance, fleet operation, electric vehicle charging, and vehicle co-development with manufacturers.

4) Curb-

Curb is a ride-sharing service that operates in the same market as Uber. Despite being a respectively unknown name, the platform has grabbed the attention of many customers. It initially started as Taxi Magic in 2007. Touted as the service that introduced ride-hailing before Uber, it hasn't grown its stature over the years.

5) Grab-

Grab is a ride-hailing, food, grocery and package delivery, and digital payments platform. The company originates from Southeast Asia and is currently headquartered in Singapore and Indonesia. It primarily operates in these markets with Malaysia, Cambodia, Myanmar, the Philippines, Thailand, and Vietnam. It is the largest technology startup in the Southeast Asia Region.

6) Bolt-

Bolt is a well-known name in the car-sharing, food delivery, vehicle for hire, and micromobility industry in Europe. The company operates from Tallinn and currently serves in over 300 cities in 45 countries. It provides its platform in Europe, Africa, Western Asia, and Latin American. The company reported over 1.5 million drivers and 75 million customers globally.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION <u>DATA ANALYSIS AND INTERPRETATION</u>

The Customer preference towards Uber Cab Service was the area of concentration of the study. The study was conducted among the users of Uber Cab Service in Kochi. The data for the study was collected from the respondents through questionnaire. This chapter deals with the analysis and interpretation of data collected for the study.

<u>SAMPLE PROFILE</u>

Table 4.1

Following table categories respondents according to their gender.

GENDER WISE CLASSIFICATION

Gender	Number	Percentage
Male	6	12
Female	44	88
Others	-	-
Total	**50**	**100**

(Source: Primary data)

Figure 4.1

GENDER WISE CLASSIFICATION
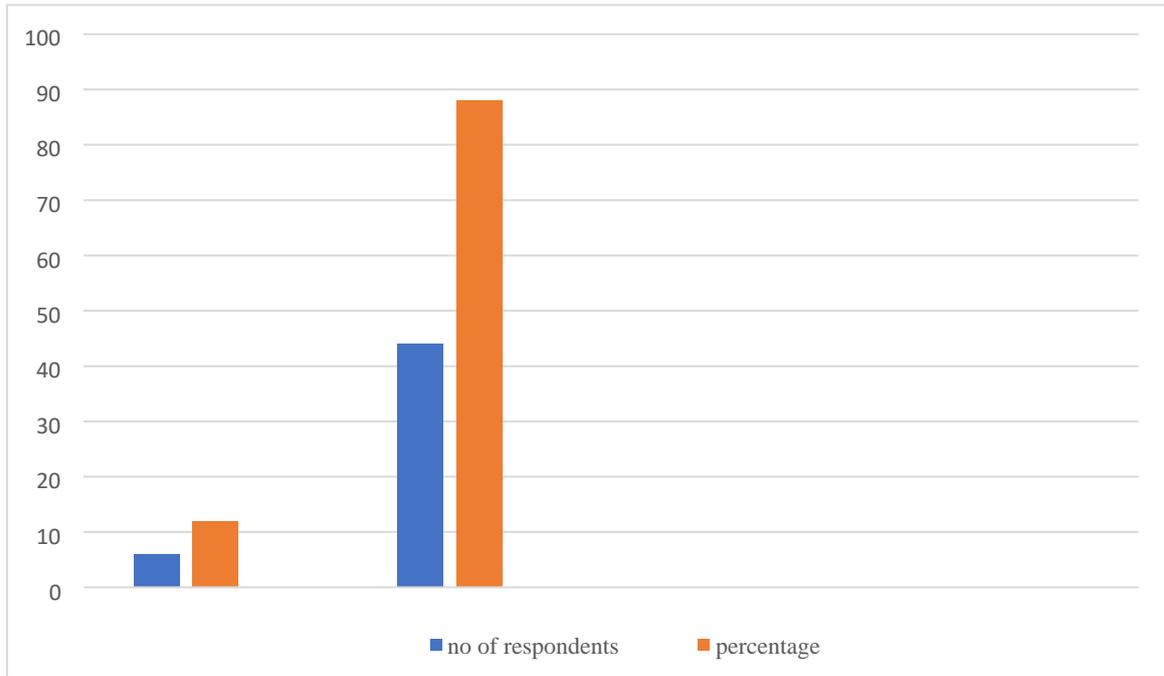
Interpretation:

Table 4.1 shows that majority of the respondents are Females

Table 4.2

This table classifies respondents on the basis of different age groups.

AGE WISE CLASSIFICATION

Age	Number	Percentage
15-25	27	54
25-35	4	8
35-45	12	24
45 and above	7	14
Total	**50**	**100**

(Source: Primary data)

Figure 4.2

AGE WISE CLASSIFICATION
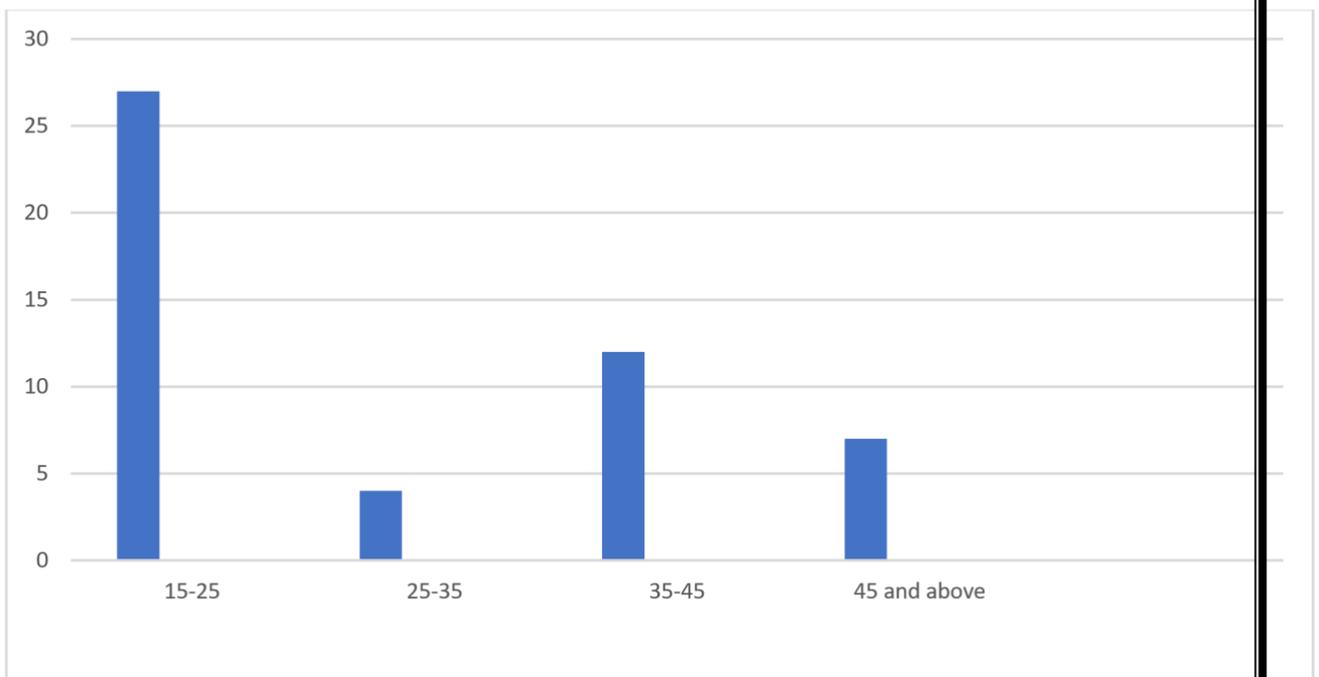
Interpretation:

From this table, we can infer that out of 50 respondents, 54% of them are of the age group between 15-25 and 8% of the age group are between the age of 25-35.

Table 4.3

Given below is the classification of respondents based on their Employment status.

EMPLOYMENT STATUS WISE CLASSIFICATION

Employment status	Number	Percentage
Student	27	54
Employed	7	14
Unemployed	13	26
Retired	1	2
Business	1	2
Housewife	1	2
Total	**50**	**100**

(Source: Primary data)

Figure 4.3

EMPLOYEMENT WISE CLASSIFICATION
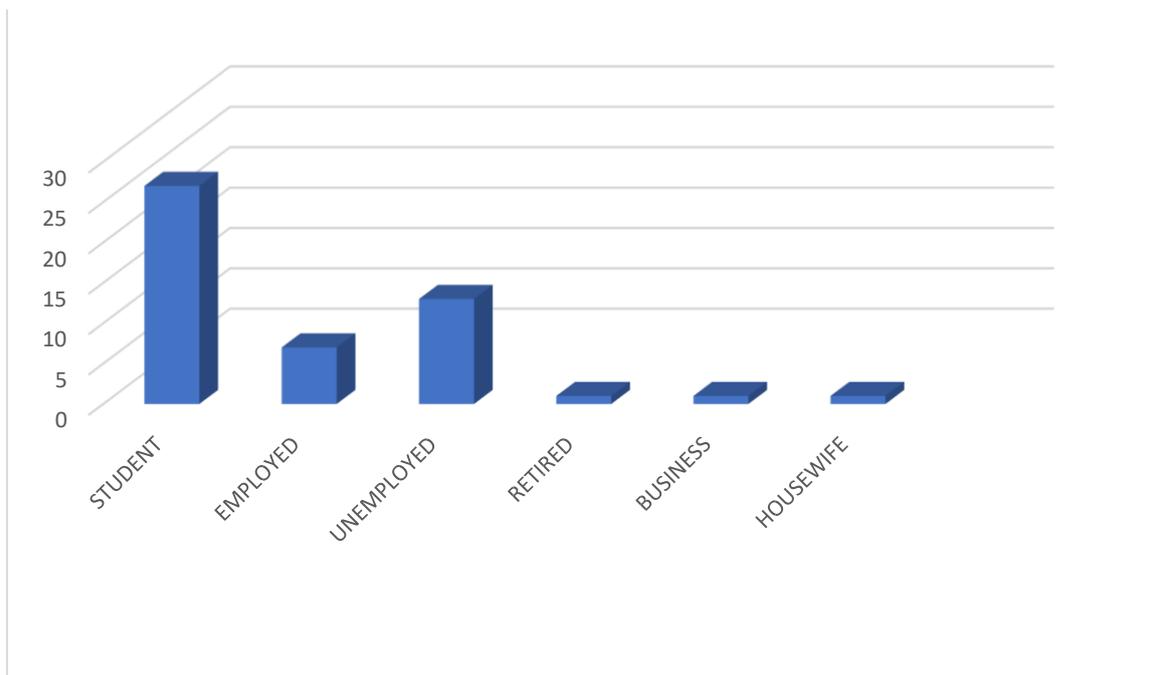
Interpretation:

From the above table it is inferred that majority of respondents constituted students followed by unemployed.

Table 4.4

This table shows the preference of mode of transport among the respondents.

PREFERRED MODE OF TRANSPORT

Mode of transport	Number	Percentage
App based cab service	23	46
Auto	4	8
BUS	7	14
Local taxi	-	-
Own vehicle	16	32
Total	**50**	**100**

(Source: Primary data)

Figure 4.4

MODE OF TRANSPORTATION PREFERRED
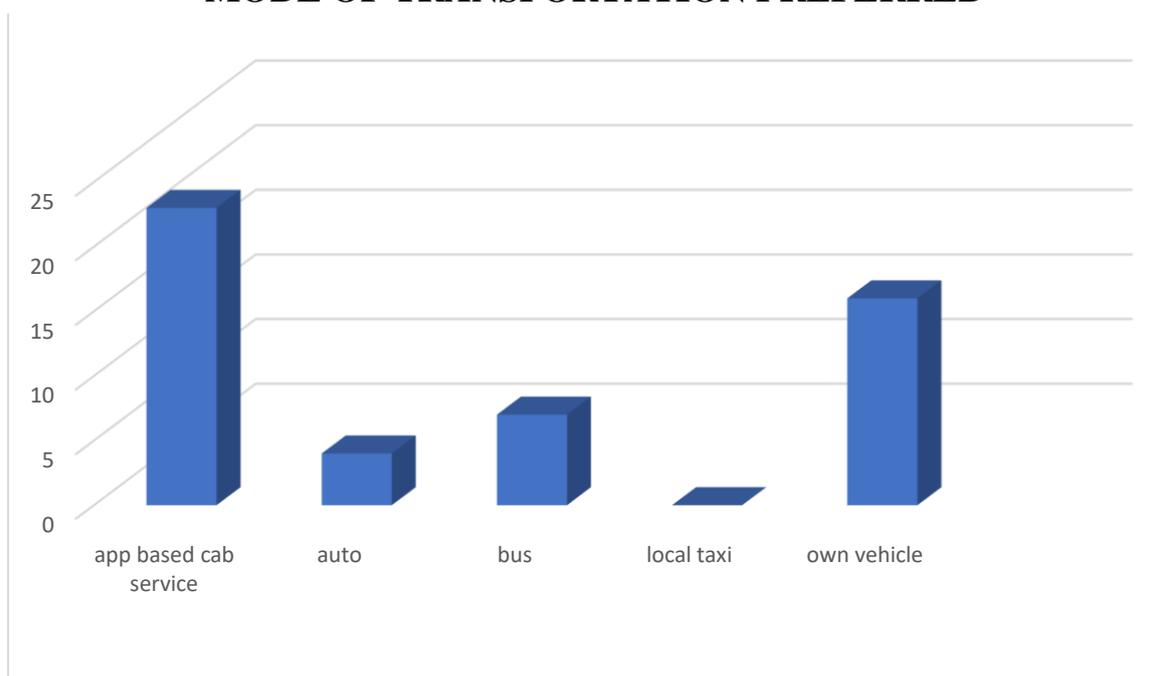
Interpretation:

From the above data, we can conclude that majority of the respondents prefer to use app based cab service (46%) which is followed by those who use own vehicle (32%)

Table 4.5

Following table shows the preferred app based cab service among the respondents.

PREFERRED APP BASED SERVICES

App based cab service	Number	Percentage

Uber cab service	48	96
Ola cab	1	2
Meru cab	-	-
She cab	-	-
Ordinary cab	1	2
Total	**50**	**100**

(Source: Primary data)

Figure 4.5

PREFERRED CAB BASED SERVICE
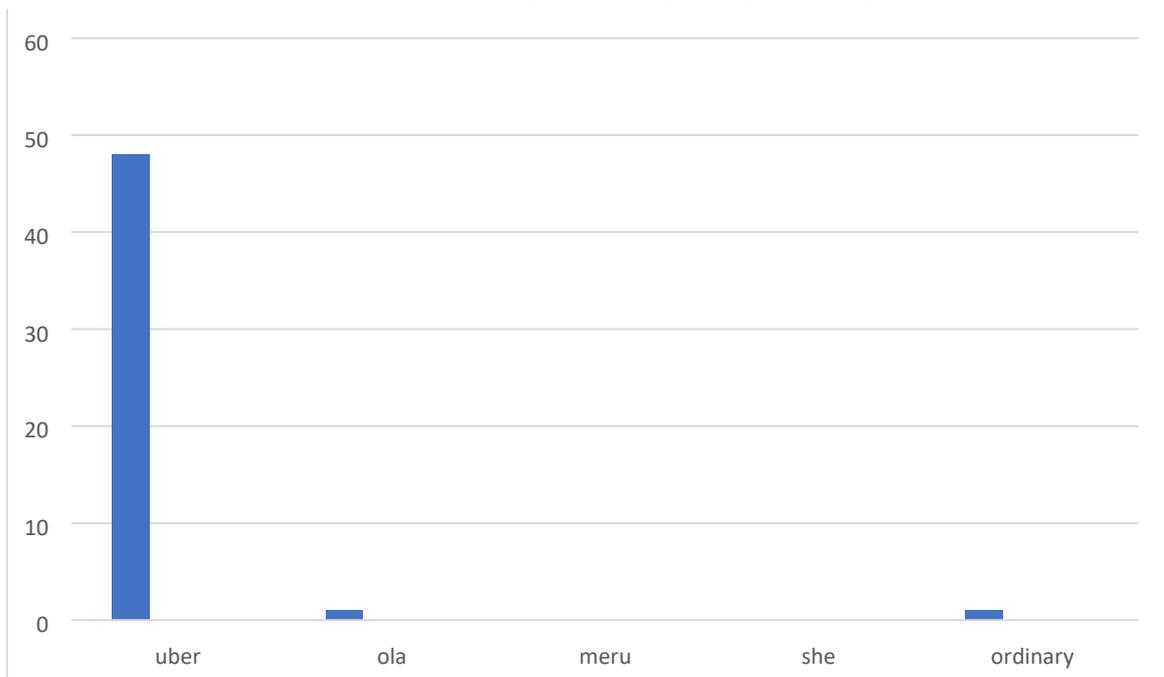
Interpretation:

In Table 4.5 it is clearly shown that the preferred app-based cab service of the respondents is Uber cab services at 96% followed by Ola cab service and ordinary cab service at 2%.

Table 4.6

The following table shows source of information about uber.

SOURCE OF INFORMATION

Source of information	Number	Percentage
Advertisement	11	22

Recommendation by others	29	58
Social media	10	20
Total	**50**	**100**

(Source: Primary data)

Figure : 4.6

SOURCE OF INFORMATION
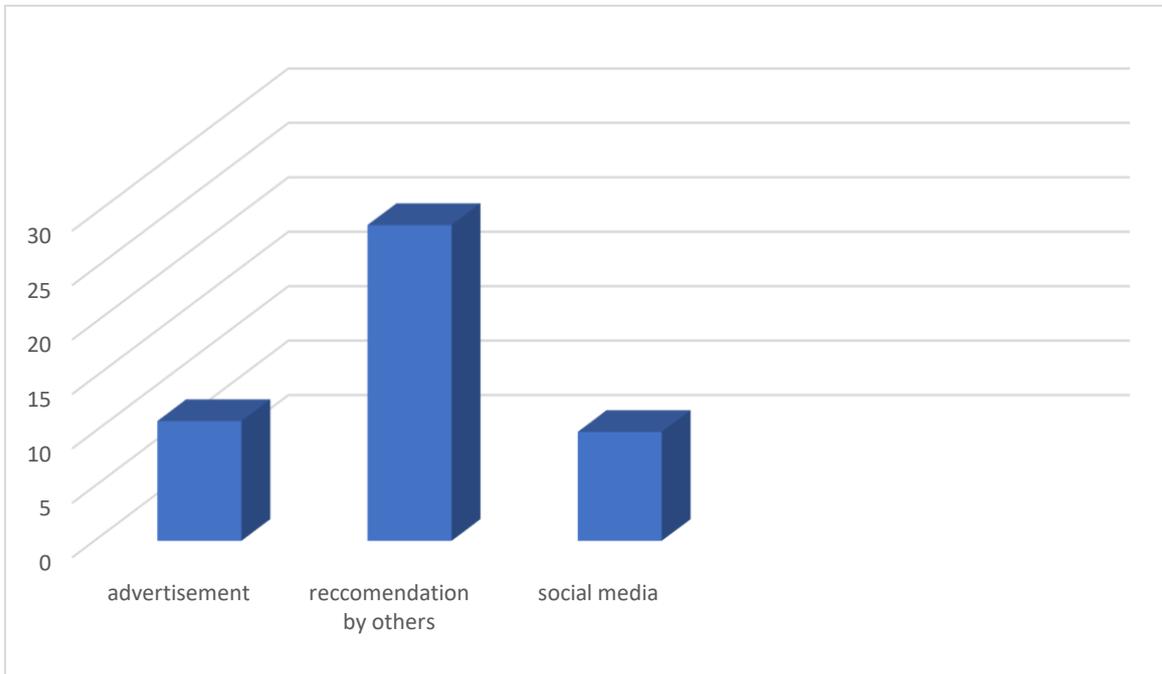
Interpretation:

From the above data, it can be concluded that the majority of the respondents came to know Uber from the Recommendation of the others.

Table 4.7

The following table presents frequency of using Uber. That is, how often do they use Uber cab services on the basis of gender.

GENDER AND FREQUENCY OF USE

Frequency of use	Gender				Total Number
	Male		Female		
	Number	%	Number	%	
Daily	-	-	5	11	5
Weekly	1	17	6	14	7
Monthly	1	17	11	25	12
Rare occasion	4	66	22	50	26
Total	**6**	**100**	**44**	**100**	**50**

(Source: Primary data)

Figure 4.7

GENDER AND FREQUENCY OF USE
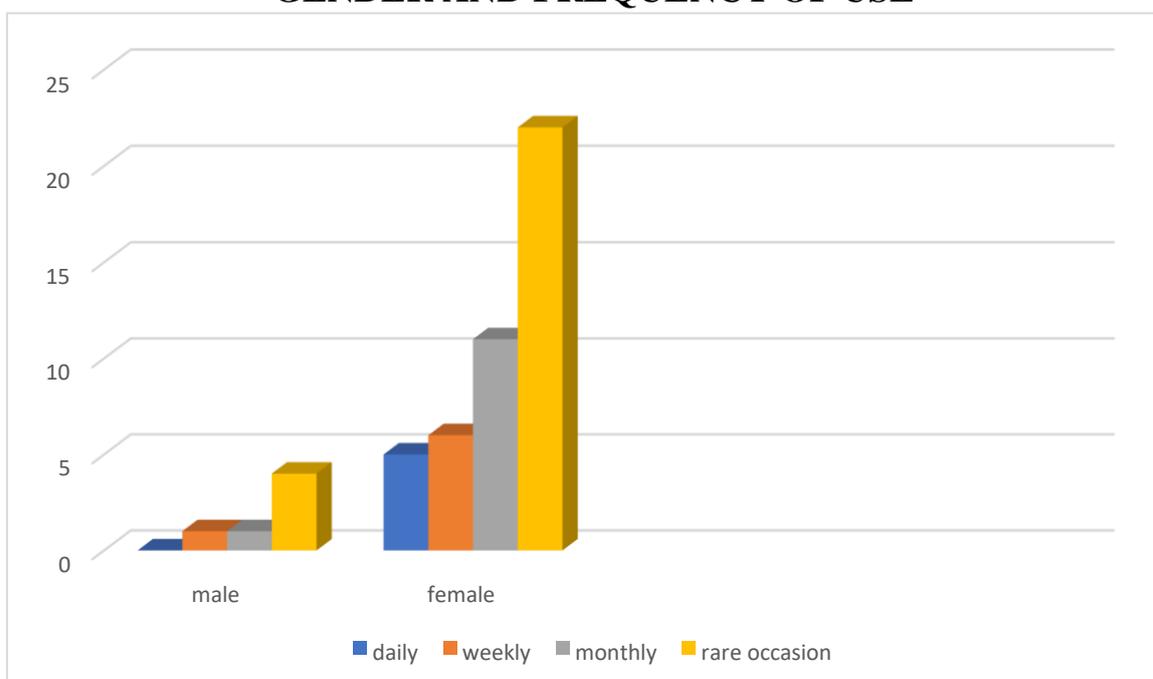
Interpretation:

By analysing the table, we can infer that 66% of male and 50% female users use Uber in Rare occasions.

Table 4.8

The table shows the frequency of use of Uber on the basis of age wise classification.

AGE AND FREQUENCY OF USE

Frequency	15-25	25-35	35-45	45 and above	Total

	No.	%	No.	%	No.	%	No.	%	
Daily	5	18	-	0	-	-	-	-	5
Weekly	1	4	2	50	3	25	1	14	7
Monthly	7	26	2	50	2	17	1	14	12
Rarely	14	52	-	0	7	58	5	72	26
Total	**27**	**100**	**4**	**100**	**12**	**100**	**7**	**100**	**50**

(Source: Primary data)

Figure 4.8

AGE AND FREQUENCY OF USE
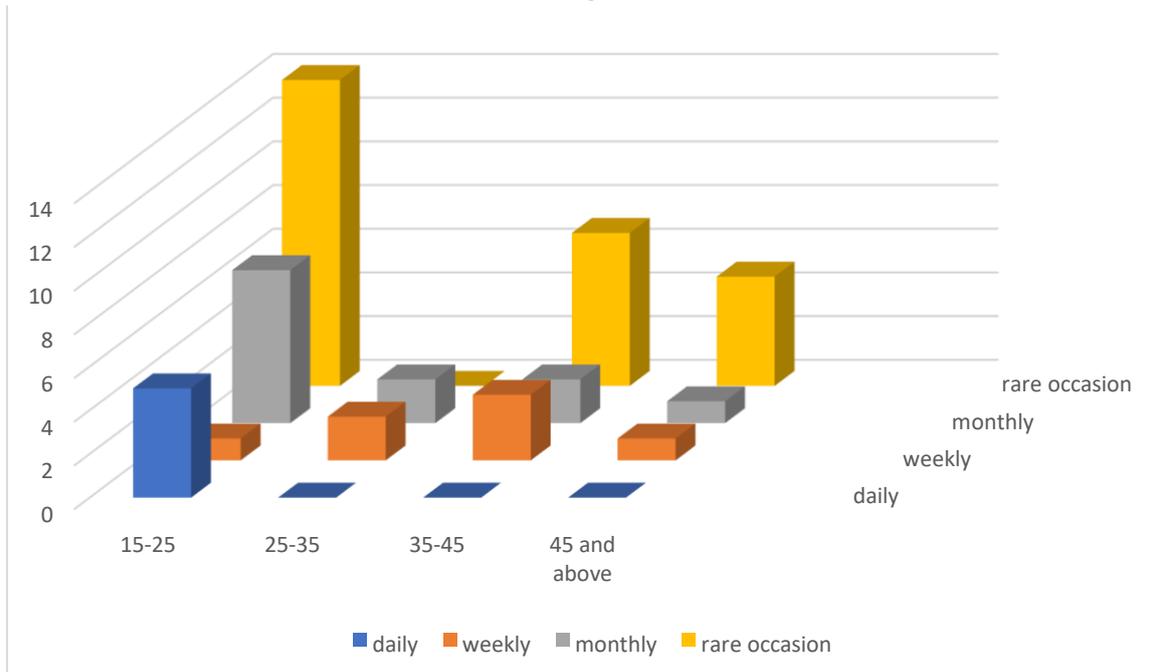
Interpretation:

From the above graph, it can be understood that the highest frequency lies in the age group of 15-25.

Table 4.9

The following table presents frequency of using Uber based on Employment status.

EMPLOYMENT STATUS AND FREQUENCY OF USE

Frequency Of use	Employment Status					
	Student	**Employed**	**Unemployed**	**Retired**	**Housewife**	**Business**

	No	%	No	%	No	%	No	%	No	%	No	%
Daily	5	17.89	-	-	-	-	-	-	-	-	-	-
Weekly	1	3.57	1	14.3	4	33.3	-	-	-	-	1	100
Monthly	7	25	2	28.6	3	25	-	-	-	-	-	-
Rare Occasion	15	53.57	4	57.5	5	41.7	1	100	1	100	-	-
Total	**28**	**100**	**7**	**100**	**12**	**100**	**1**	**100**	**1**	**100**	**1**	**100**

Total
5
7
12
26
50

(Source : Primary data

)

Figure 4.9

EMPLOYMENT STATUS AND FREQUENCY OF USE
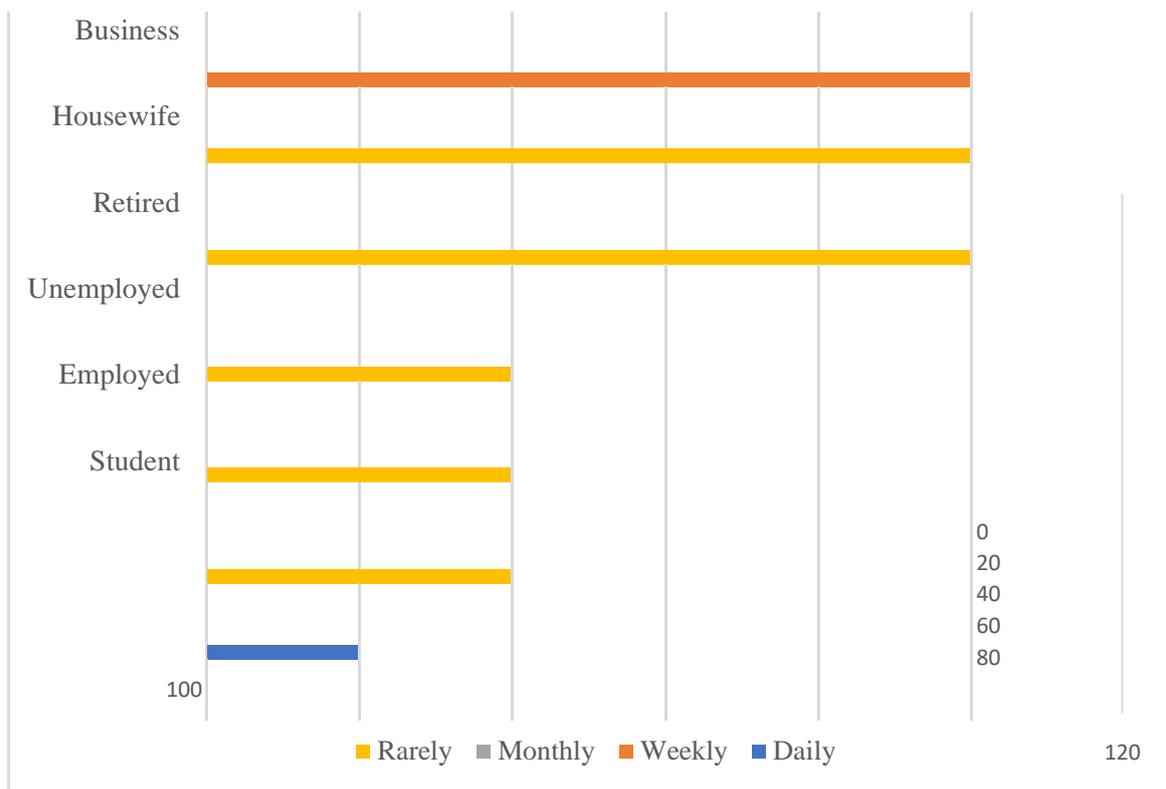
Interpretation:

From the above graph and chart, it is clear that student use Uber cab services higher in a month. The least frequency is scored by the retired, housewives and business people.

Table 4.10

This table shows gender wise classification regarding purpose of visit.

GENDER AND PURPOSE OF USE

Purpose	Gender				Total
	Male		Female		
	No.	%	No.	%	
Business use	1	6	2	2	3
Go to work and return	2	12	11	13	13
Visit if friends/relatives	2	12	24	27	26
Social/recreation	4	23	6	7	10
General holiday	1	6	6	7	7
Shopping	2	12	19	22	21
Medical	4	23	11	13	15
Others	1	6	8	9	9
Total	**17**	**100**	**88**	**100**	**104**

(Source: Primary data)

Figure 4.10

GENDER AND PURPOSE ONLY

49
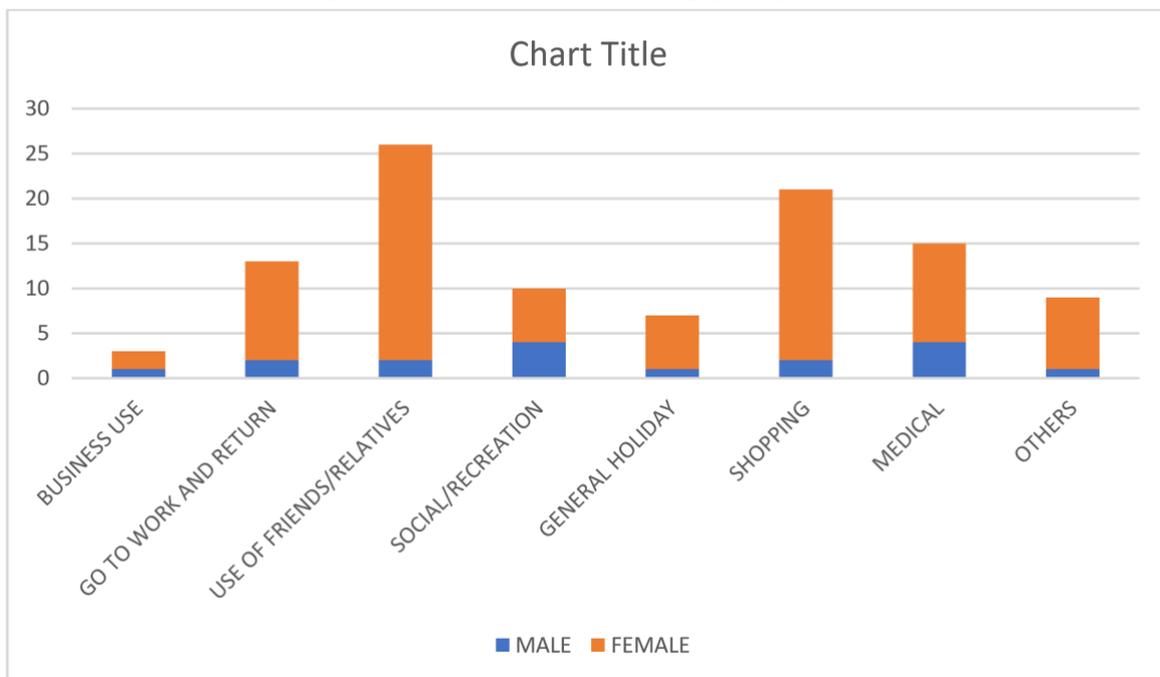
Interpretation:

It is clear that only 6% of the men use Uber for business use and that 2% of women use Uber for the same business use.

Table 4.11

The table deals with purpose of use of respondents on the basis of age.

AGE AND PURPOSE OF USE

Purpose	Age								Total
	15-25		25-35		35-45		45 and above		
	No.	%	No.	%	No.	%	No.	%	
Business use	2	3	1	16.67	-	-	-	-	3
Go to work and return home	10	14.5	2	33.33	1	4.76	-	-	13
Visit friends/relatives	19	27	-	-	6	28.57	1	14.28	26
Social/recreation	7	10	2	33.33	-	-	1	14.28	10
General holiday	5	7	-	-	1	4.76	1	14.28	7
Shopping	13	18.5	-	-	7	33.33	1	14.28	21
Medical	7	10	1	16.67	5	23.8	2	28.6	15
Others	7	10	-	-	1	4.76	1	14.28	9
Total	**70**	**100**	**6**	**100**	**21**	**100**	**7**	**100**	**104**

(Source: Primary data)

Figure 4.11

AGE AND PURPOSE OF USE ONLY
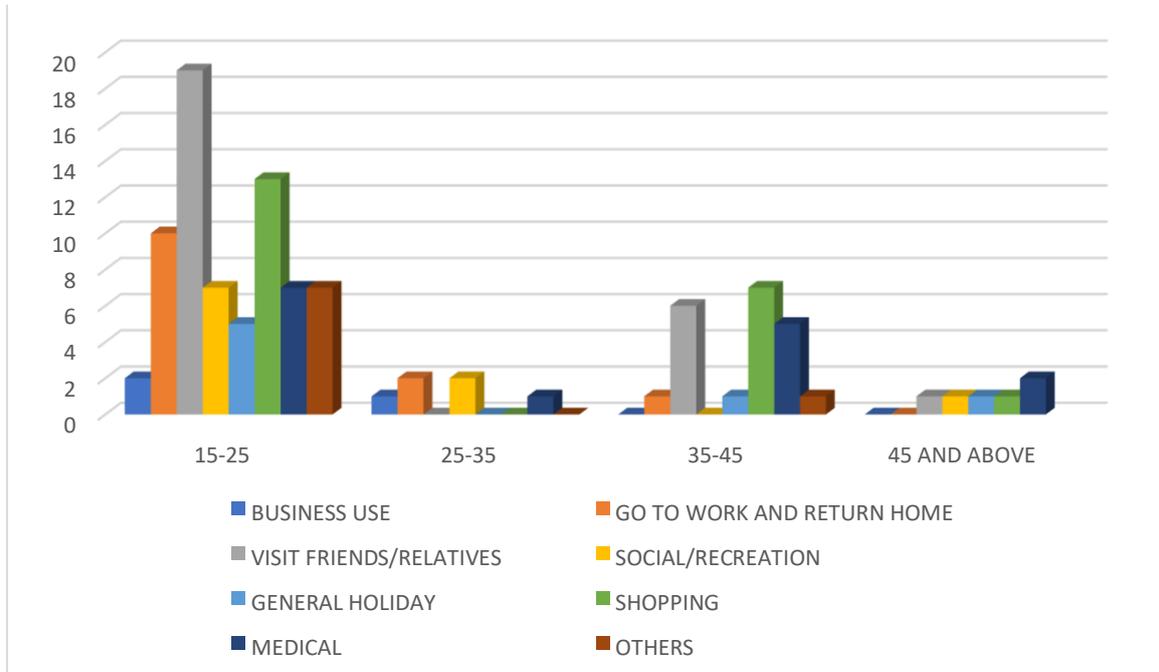
Interpretation:

It is clear from the graph that the age group of 15-25 use Uber cab service more, for visiting friends and relatives. The age group of 25-35 use less Uber cab service.

Table 4.12

The below table shows purpose of use of on the basis of employment status.

EMPLOYMENT STATUS AND PURPOSE OF USE

Purpose of use	Employment status							
	Student		Employed		Unemployed		Retired	
	No.	%	No.	%	No.	%	No.	%
Business use	3	4.1	0	0	0	0		
Go to work and return home	10	13.7	3	42.8	0	0	0	0
Visit friends/relatives	20	23.4	1	14.3	5	23.8	1	100

Social/recreation	7	9.6	1	14.3	1	4.8	0	0
General holiday	4	5.6	0	0	3	14.3	0	0
Shopping	14	19.1	0	0	7	33.33	0	0
Medical	8	10.95	1	14.5	5	23.8	0	0
Others	7	9.6	1	14.5	0	0	0	0
Total	**73**	**100**	**7**	**100**	**21**	**100**	**1**	**100**

Purpose of use	**Employment status**				**Total**
	Housewife		**Business**		
	No.	**%**	**No.**	**%**	
Business use	0	0	1	100	3
Go to work and return home	0	0	0	0	13
Visit friends/relatives	0		0	0	26
Social/recreation	0	0	0	0	10
General holiday	0	0	0	0	7
Shopping	0	0	0	0	21
Medical	0	0	0	0	15
Others	1	100	0	0	9
Total	**1**	**100**	**1**	**100**	**104**

(Source: Primary data)

Figure 4.12

EMPLOYMENT STATUS AND PURPOSE OF USE
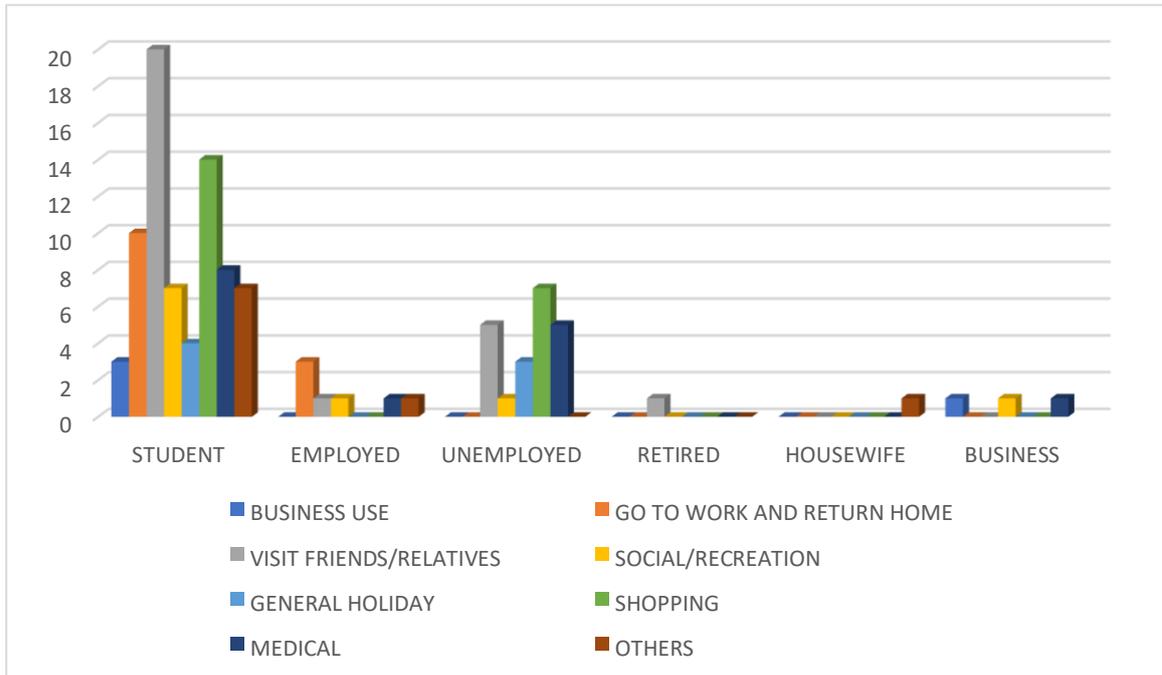
Interpretation:

From the above chart, we can infer that the majority of students use Uber cab services for the visiting friends. While the 1005 of retired people also use for the same purpose.

Table 4.13

The following table shows whether respondents use Uber cab services as primary mode of transport or as a secondary mode of transport.

PRIMARY MODE OR SECONARY MODE OF TRANSPORT

Mode of transport	Number	Percentage
Primary	10	20
Secondary	40	80
Total	**50**	**100**

(Source : Primary data)

Figure 4.13

PRIMARY MODE OR SECONDARY MODE OF TRANSPORT

■ PRIMARY MODE ■ SECONDARY MODE
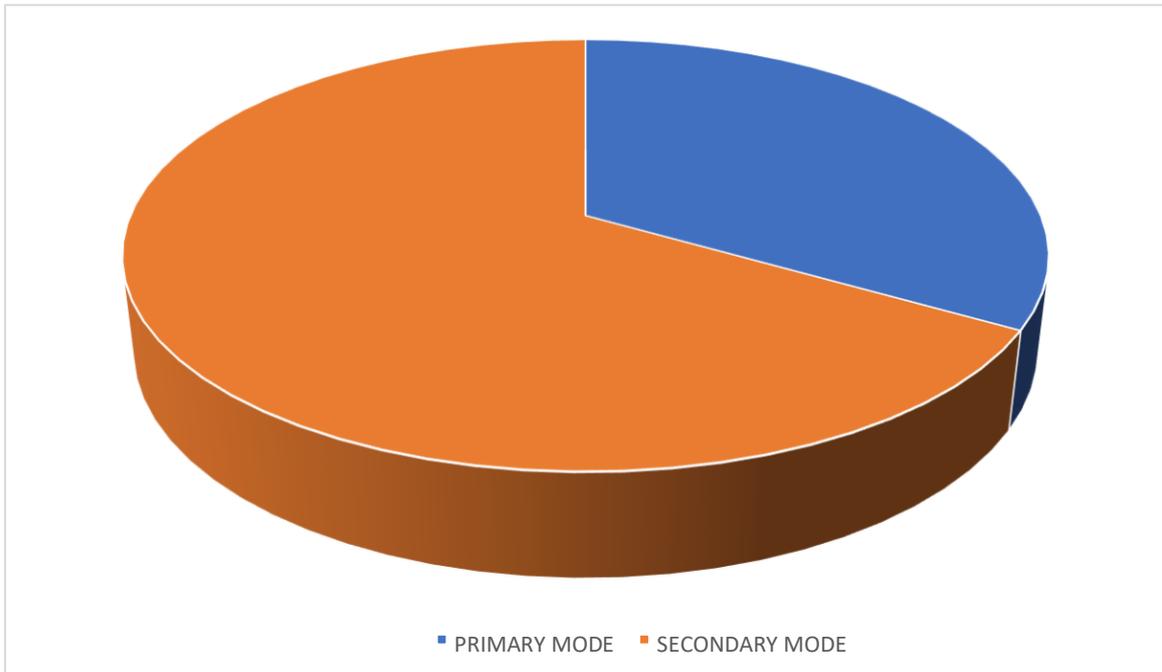
Interpretation:

Out of 50 respondents, 10 of them use as a primary mode of transport and 40 of them use as a secondary mode of transport.

Table 4.14

The following table shows number and percentage pf respondents regarding their choice to use Uber as Individual or pool.

INDIVIDUAL/POOL

Particulars	Number	Percentage
Individual	36	72
Pool	14	28
Total	**50**	**100**

(Source : Primary data)

Figure 4.14

INDIVIDUAL/POOL
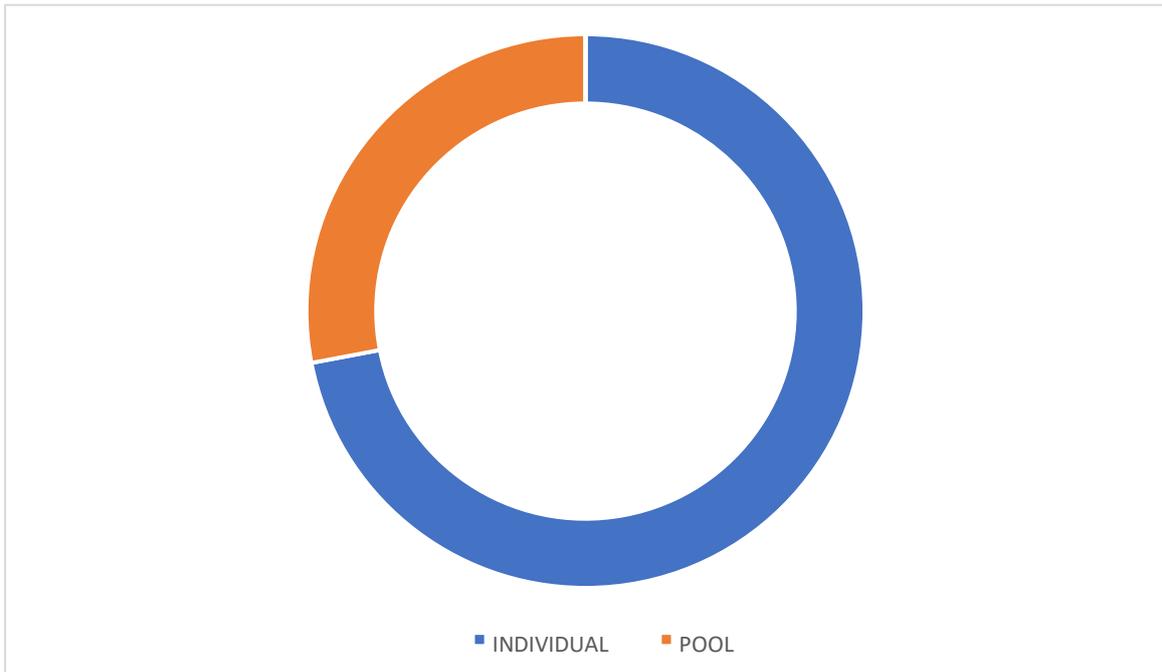
■ INDIVIDUAL   ■ POOL

Interpretation:

From the above chart, we can interpret majority of the people use Uber Individual rather than Uber Pool.

Table 4.15

The given below table shows advantage of Uber based on gender wise classification.

GENDER WISE CLASSIFICATION

Advantage of Uber	Gender			
	Male		Female	
	No.	%	No.	%
Door to Door access	0	0	11	25
Convenience	2	33.33	14	32
Avoiding parking problems	2	33.33	7	16
Do not have cars	1	16.7	2	4.5
Faster	0	0	2	4.5
Cost effectiveness	1	16.7	4	9
Safer method of transport	0	0	4	9

Total	6	100	44	100

(Source: Primary data)

Figure 4.15

GENDER AND ADVANTAGE OF UBER
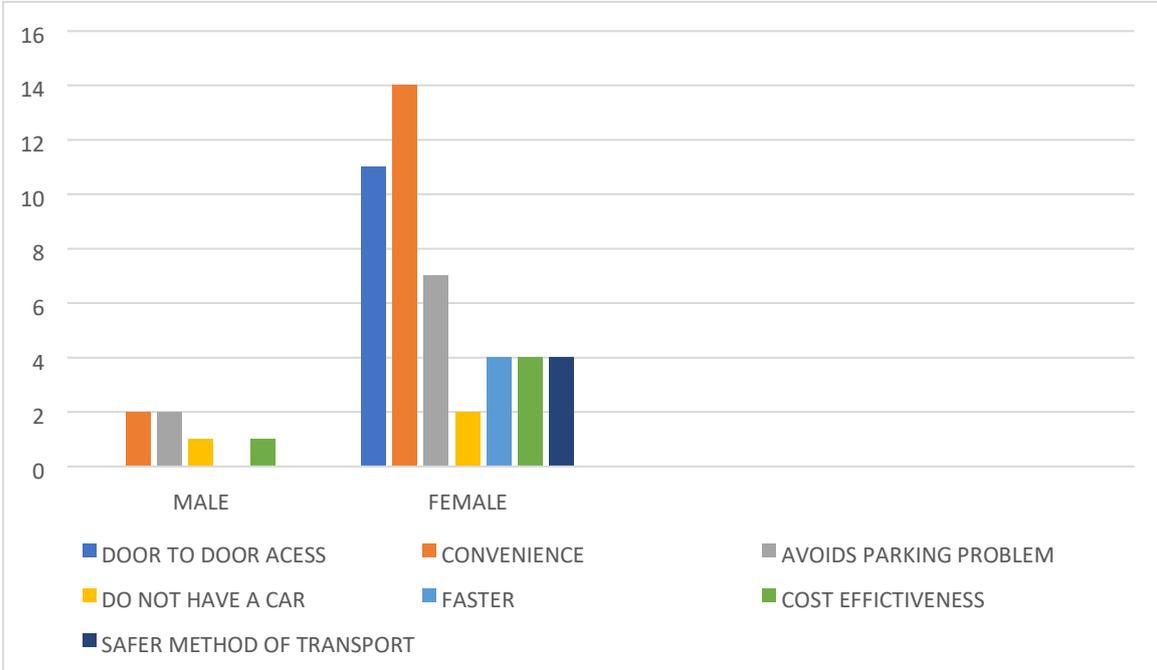
Interpretation:

From the chart it is interpreted that the advantage for Male is convenience and avoiding parking problems. For the Female, the advantage given by Uber service is also Convenience.

Table 4.16

This table shows advantage of Uber on the basis of age.

AGE AND ADVANTAGE OF UBER

ADVANTAGE OF UBER	Age							
	15-25		25-35		35-45		45 AND ABOVE	
	No.	%	No.	%	No.	%	No.	%
Door to door access	7	26	1	25	1	8.3	2	28.6
Convenience	8	29.6	1	25	6	50	1	14.3

56

Avoiding parking problems	6	22.2	2	50	1	8.3	-	-
Do not have cars	2	7.4	-	-	1	8.3	-	-
Faster	2	7.4	-	-	-	-	-	-
Cost effectiveness	1	3.7	-	-	1	8.3	3	42.8
Safer method of transport	1	3.7	-	-	2	16.8	1	14.3
Total	**27**	**100**	**4**	**100**	**12**	**100**	**7**	**100**

(Source : Primary data)

Figure 4.16

AGE AND ADVANTAGE OF UBER
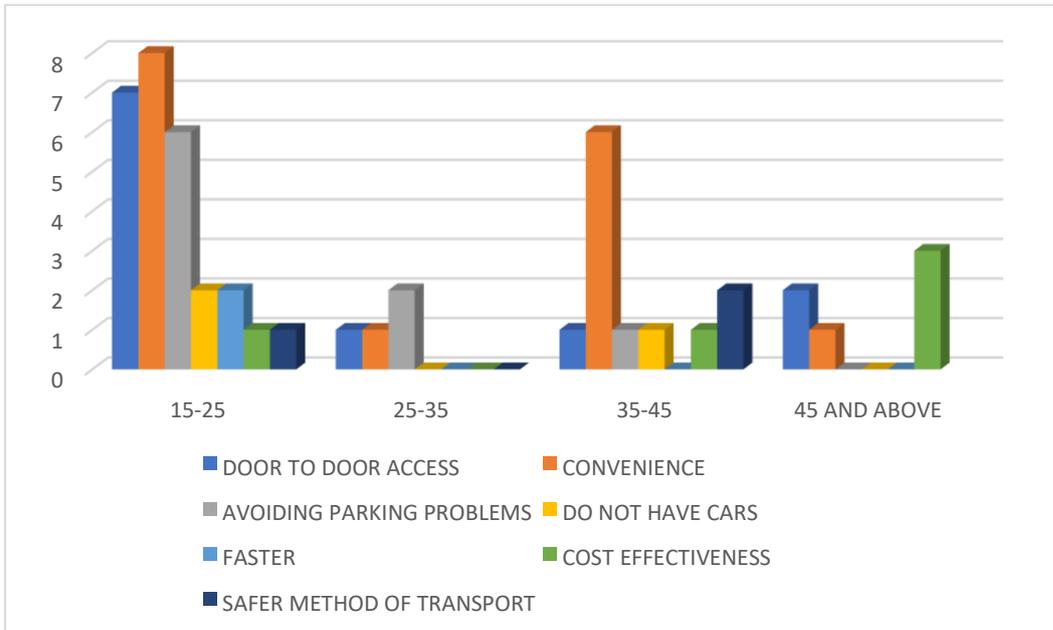
Interpretation:

From the above chart, it is inferred that the highest advantage for the age group 15-25 is the convenience. For the age group of 45 and above, the highest advantage is its cost effectiveness.

Table 4.17

The table shows advantage of Uber on the basis of employment status.

EMPLOYMENT SATUS AND ADVANTAGE OF UBER

Advantage	Employment status											
	Student		Employed		Unemployed		Retired		Housewife		Business	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Door to door access	9	30	1	14.3	2	16.7	1	100	0	0	0	0
Convenience	9	30	2	23.6	5	41.7	0	0	0	0	0	0
Avoiding parking problems	6	20	1	14.3	1	8.3	0	0	0	0	1	100
Do not have cars	2	6.7	0	0	0	0	0	0	1	100	0	0
Faster	2	6.7	0	0	0	0	0	0	0	0	0	0
Cost effectiveness	1	3.3	3	42.8	1	8.3	0	0	0	0	0	0
Safer	1	3.3	0	0	13	25	0	0	0	0	0	0
Total	**30**	**100**	**7**	**100**	**12**	**100**	**1**	**100**	**1**	**100**	**1**	**100**

(Source : Primary data)

Figure 4.17

EMPLOYMENT STATUS AND ADVANTAGE OF UBER
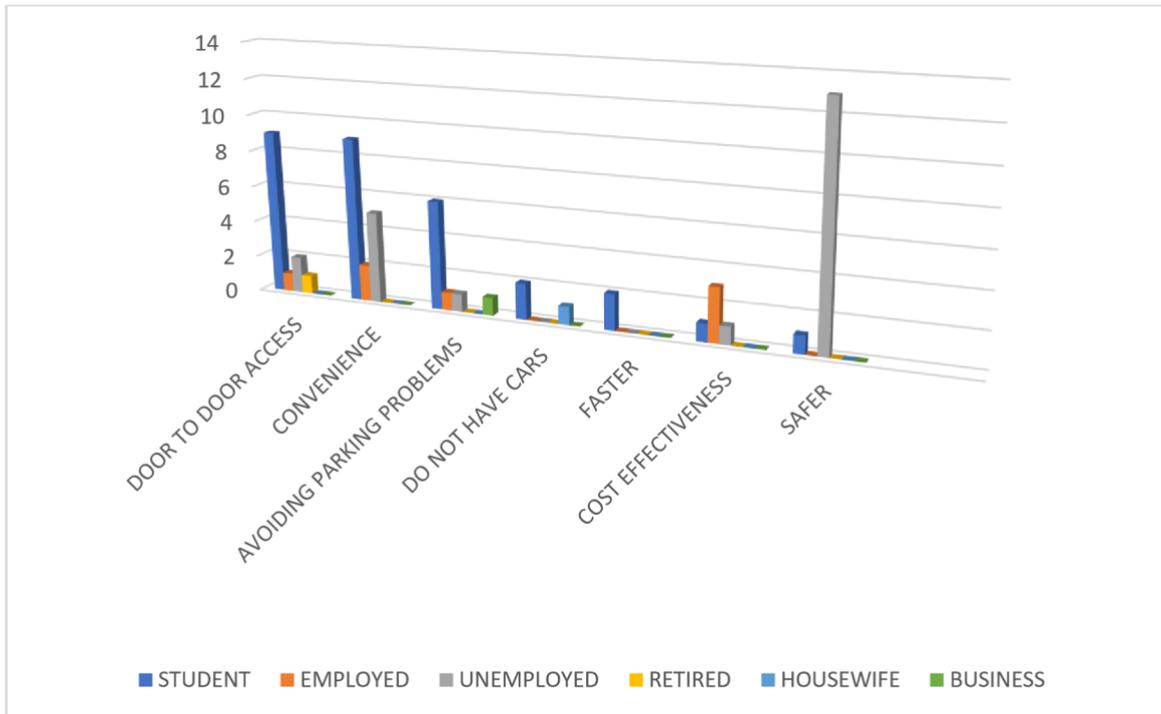
Interpretation:

From the analysis of the above table it can be concluded that the students say Uber provides Door to door access and convenience, Employed say it's cost effective and unemployed say it is safer while Retired people, housewives, business people are of the opinion that it is door to door access , do not have car, avoid parking problem respectively.

Table 4.18

The given below table shows the gender wise opinion on disadvantage of Uber.

GENDER AND DISADVANTAGE OF UBER

Disadvantage of Uber	Gender			
	Male		Female	
	No.	%	No.	%
Less safety	0	0	3	7
More expensive	1	16.7	10	23
Long waiting time	2	33.33	16	36
Difficult to use	0	0	1	2
Have car	1	16.7	3	7
Others	2	33.33	11	25
Total	**6**	**100**	**44**	**100**

(Source : Primary data)

60

Figure 4.18

GENDER AND DISADVANTAGE OF UBER
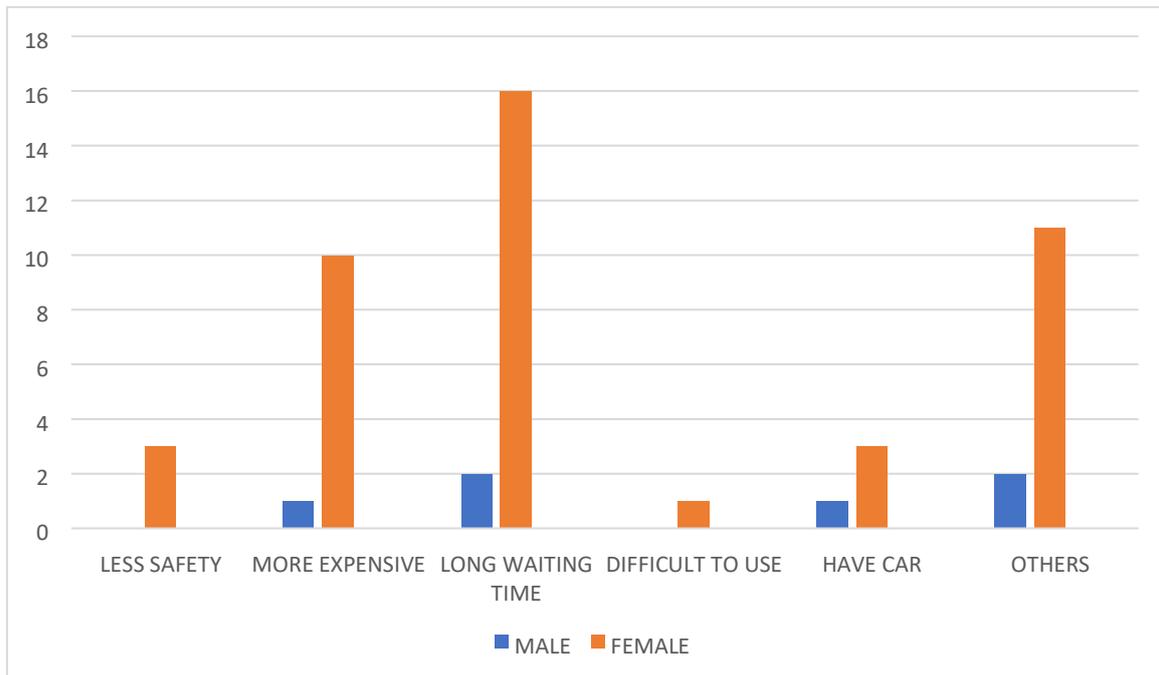
Interpretation:

From the above graph it is clear that most Males are of the view that they Uber has long waiting hours and other problems while Females say that Uber's limitation is long waiting time.

Table 4.19

This table shows disadvantage of Uber on the basis of age.

AGE AND DISADVANTAGE OF UBER

Disadvantage of Uber	Age							
	15-25		25-35		35-45		45 and above	
	No.	%	No.	%	No.	%	No.	%
Less safety	2	7.7	0	0	1	7.7	0	0
More expensive	8	30.8	2	50	2	15.4	0	0
Long waiting time	13	50	1	25	3	23	1	14.3
Difficult to use	0	0	0	0	-	-	0	0
Have car	0	0	0	0	2	15.4	2	28.6
Others	3	4.5	1	25	5	38.4	4	57.1
Total	**26**	**100**	**4**	**100**	**13**	**100**	**7**	**100**

(Source : Primary data)

Figure 4.19

AGE AND DISADVANTAGE OF UBER
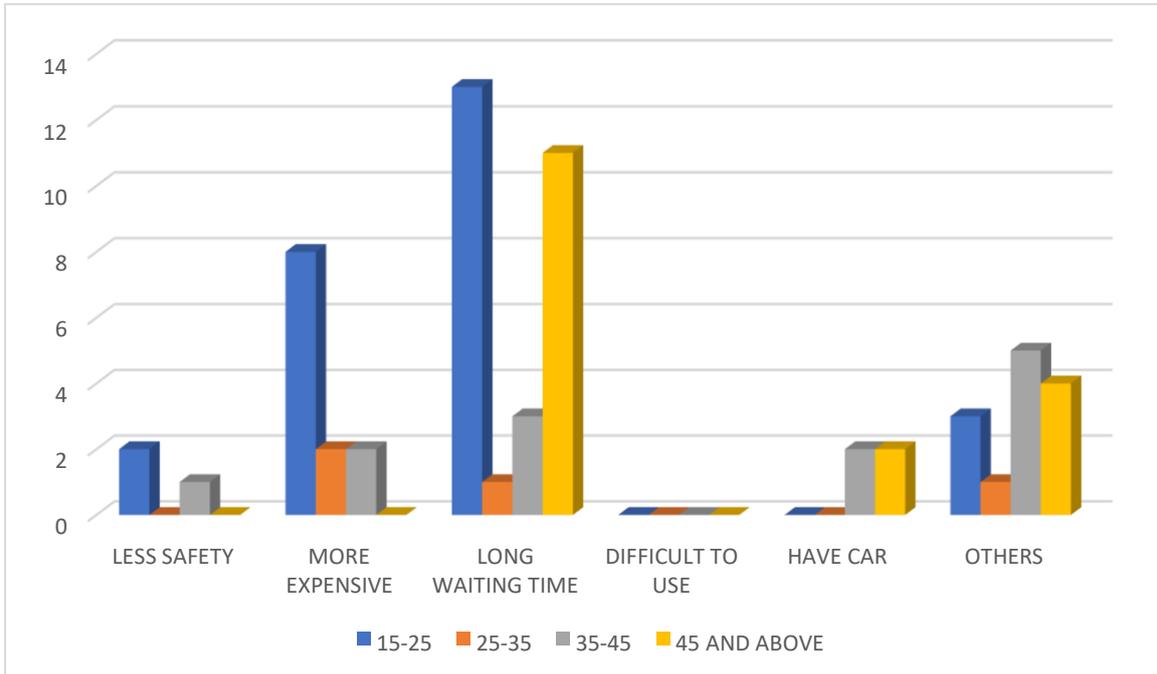
Interpretation:

From the above chart it is clear that long waiting time is the main Disadvantage of Uber felt by most age groups while retired find it expensive to use.

Table 4.20

This given table shows employment status wise classification of disadvantage of Uber.

EMPLOYMENT STATUS AND DISADVANTAGE OF UBER

Disadvantage of Uber	Employment status											
	Student		Employed		Unemployed		Retired		Housewife		Business	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Less safety	2	6.7	0	0	1	8.3	0	0	0	0	0	0
More expensive	7	23.3	0	0	2	16.7	0	0	1	100	1	100
Long waiting time	13	43.3	1	20	3	25	1	100	0	0	0	0
Difficult to use	1	3.3	0	0	0	0	0	0	0	0	0	00
Have car	3	10	0	0	1	8.3	0	0	0	0	0	0
Others	4	13.3	4	80	5	41.7	0	0	0	0	0	
Total	**30**	**100**	**5**	**100**	**12**	**100**	**1**	**100**	**1**	**100**	**1**	**100**

(Source: Primary data)

Figure 4.20

EMPLOYMENT STATUS AND DISADVANTAGE OF UBER
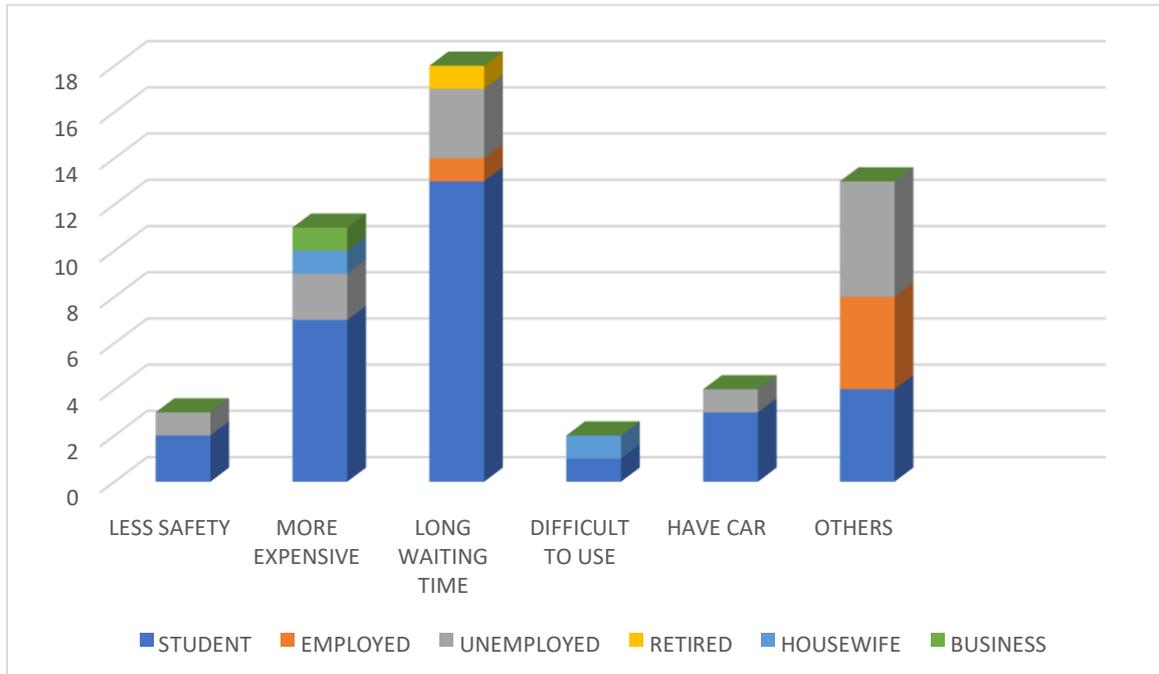
Interpretation:

From the above data it is understood that long waiting time is seen as an obstacle to use Uber among students, and retired. Housewives find it more expensive. While employed and unemployed have other challenges.

Table 4.21

The following table shows number and percentage of respondents regarding their preferred mode of payment.

PREFERRED MODE OF PAYMENT

Mode of payment	Number	Percentage
Cash	24	48
Debit/Credit card	5	10
Paytm	16	32
Others	5	10
Total	**50**	**100**

(Source: Primary data)

Figure 4.21

PREFERRED MODE OF PAYMENT
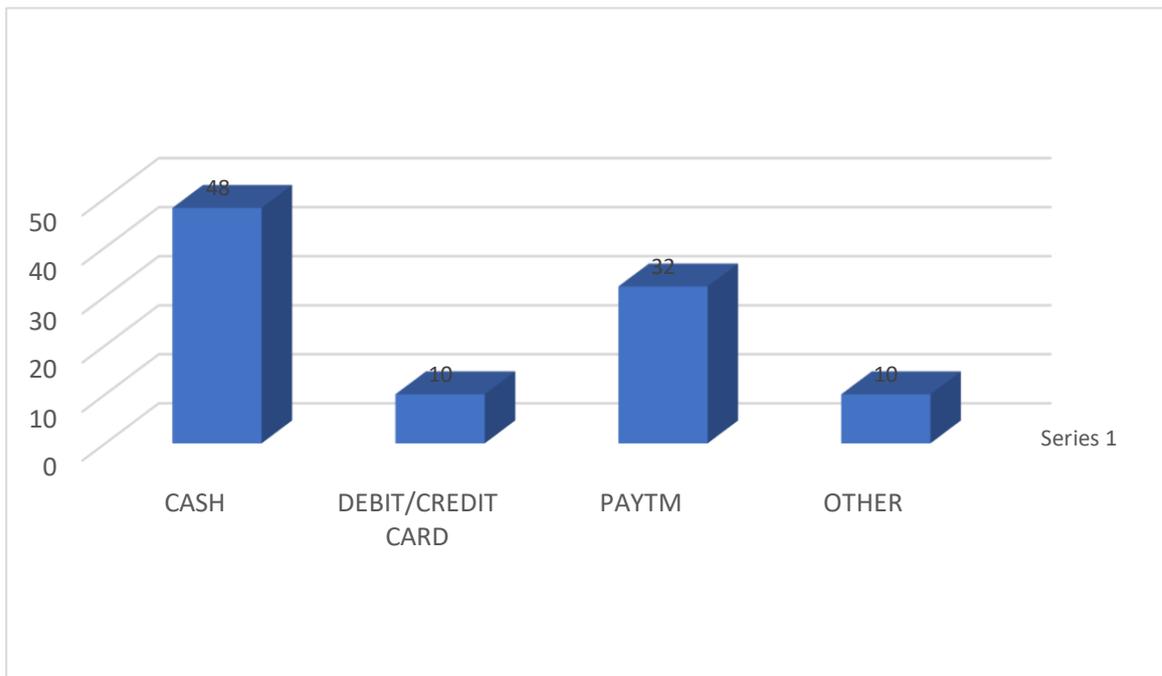
Interpretation:

From this we can understand that majority of the respondents prefer Cash as the mode of payment followed by Paytm.

TABLE 4.22

Given below is the information about the opinion of respondents regarding influence of advertisement on the.

INFLUENCE OF ADVERTISEMENT

Influence	Number	Percentage
To a great extent	4	8
Somewhat	9	18
Neutral	21	42
Very little	4	8
Not at all	12	24
Total	**50**	**100**

(Source: Primary data)

Figure 4.22

INFLUENCE OF ADVERTISEMENT

Legend: To a great extent, Somewhat, Neutral, Very little, Not at all

Values: 8, 18, 42, 8, 24
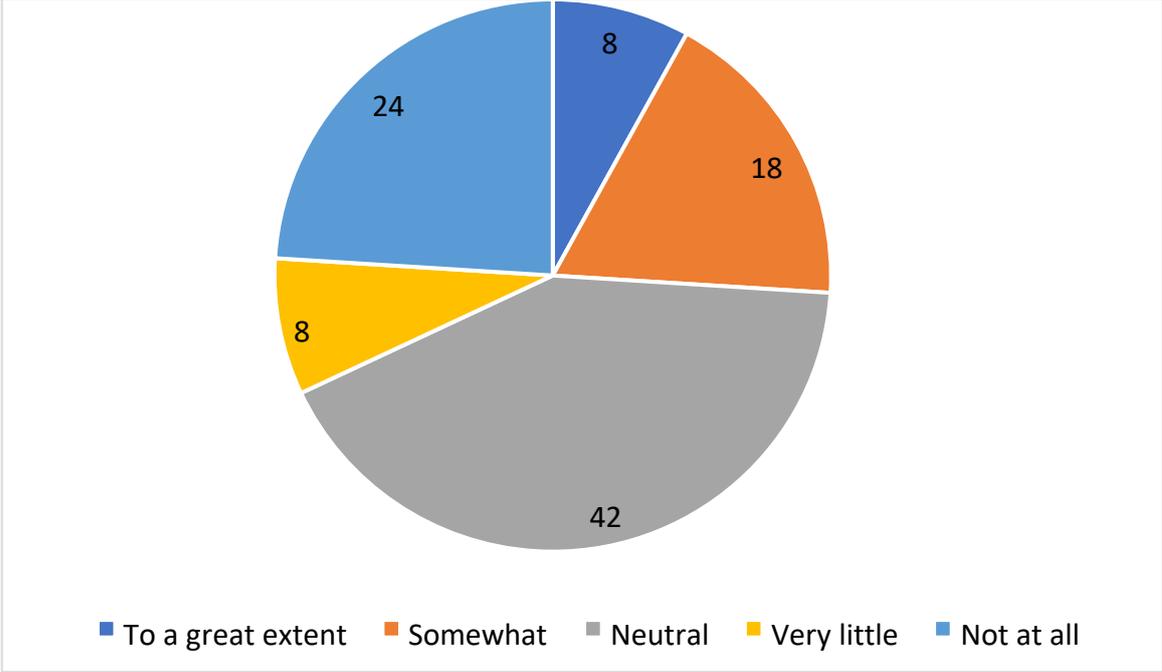
Interpretation:

From the above chart it can be concluded that people are of neutral opinion regarding influence of advertisement in their usage of Uber.

TABLE 4.23

The following table shows the opinion of respondents regarding whether they are informed about the new launches, offers and discounts.

INFORMED ABOUT DISCOUNTS

Particulars	Number	Percentage
To a great extent	7	14
Somewhat	11	22
Neutral	15	30
Very little	9	18
Not at all	8	16
Total	**50**	**100**

(Source: Primary data)

Figure 4.23

INFORMED ABOUT DISCOUNT
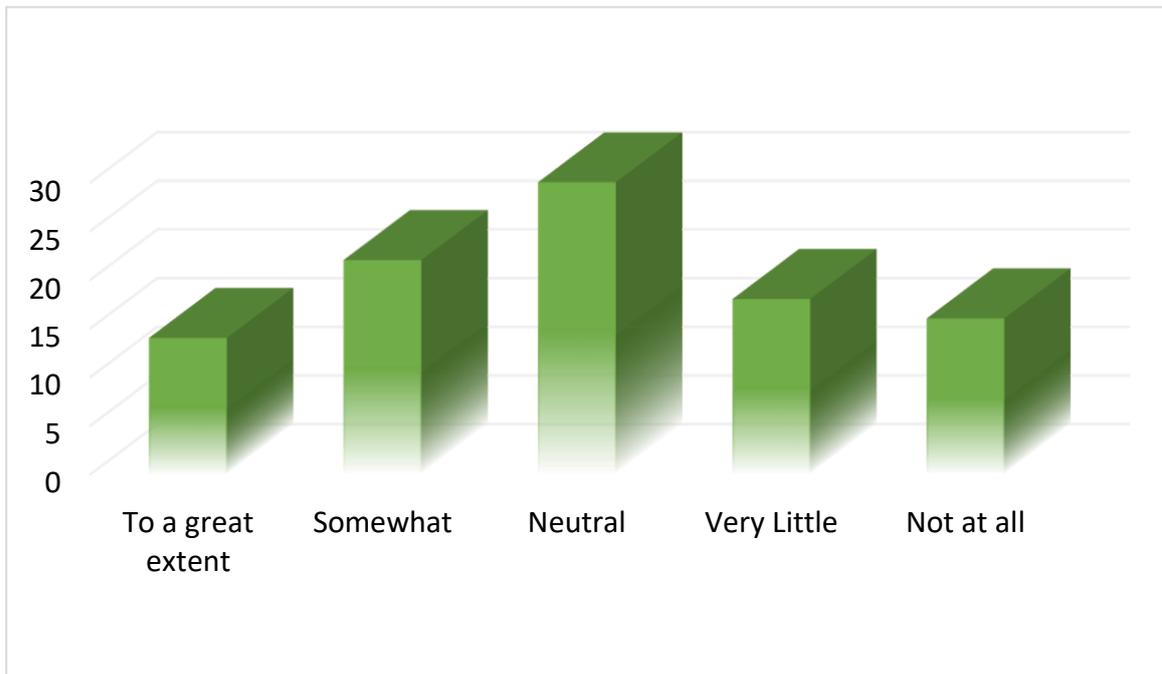
Interpretation:

From the above table it shows respondents are neutral informed about the new launches, offers and discounts.

TABLE 4.24

The given table shows the opinion of respondents regarding use of Uber only at the time of offers and discounts.

USE OF UBER ONLY AT THE TIME OF DISCOUNTS

Particulars	Number	Percentage
To a great extent	2	4
Somewhat	6	12
Neutral	21	42
Very little	10	20
Not at all	11	22
Total	**50**	**100**

(Source: primary data)

Figure 4.24

USE OF UBER ONLY AT THE TIME DISCOUNTS
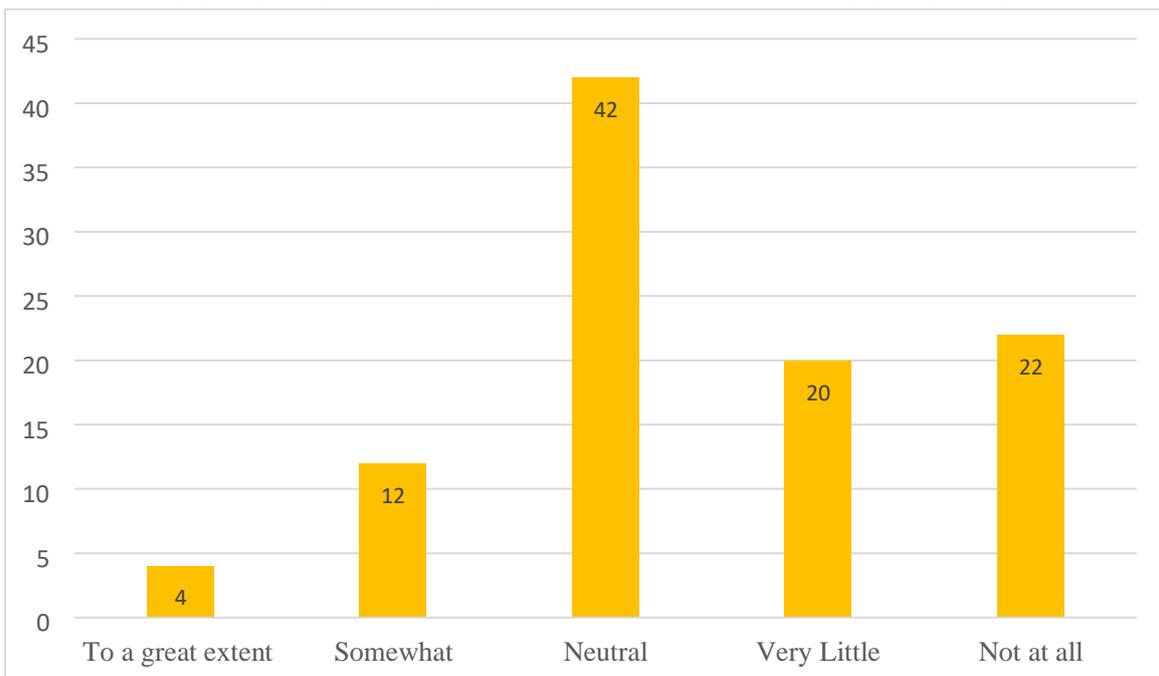
Interpretation:

It can be concluded from the above chart that respondents claim that they are of neutral opinion that they use Uber only at the time of discounts.

TABLE 4.25

The given below table shows the opinion of respondents on whether they have addressed any issues with Uber cab services.

70

ADRESSED ANY ISSUES WITH UBER

Particulars	Number	Percentage
Yes	8	16
No	42	84
Total	**50**	**100**

(Source: Primary data)

Figure 4.25

ADDRESSED ANY ISSUES WITH UBER

Sales

YES NO
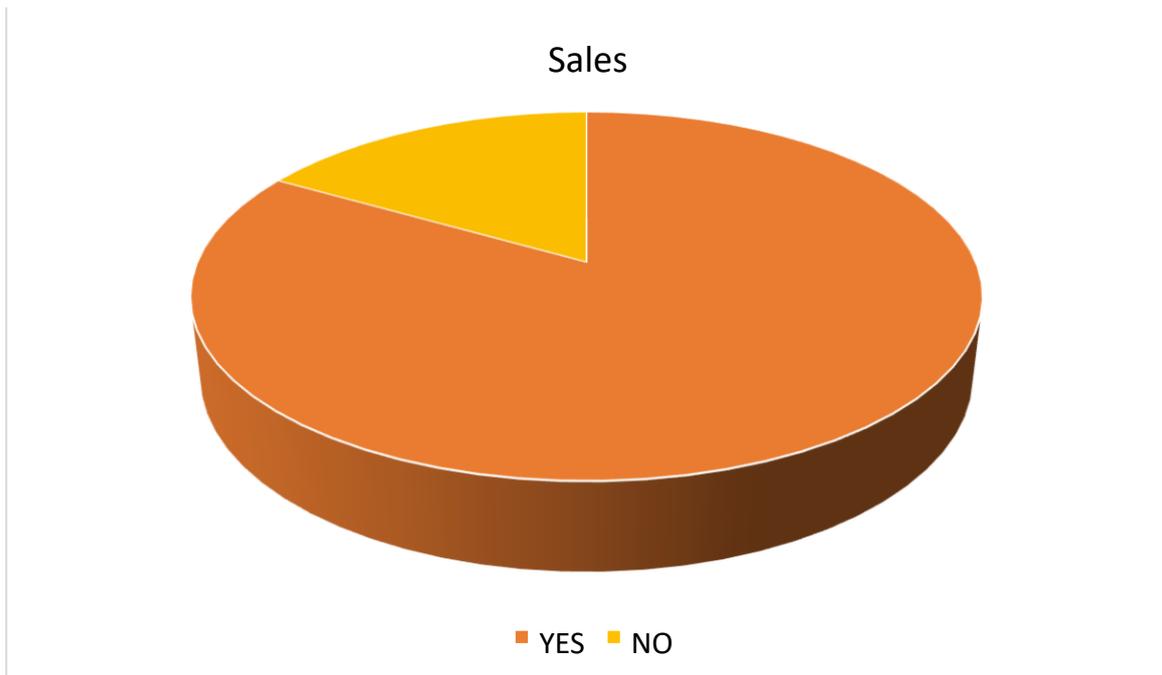
Interpretation:

From the above information it can be concluded that 84 % of the respondents have not addressed any issues with Uber cab services.

TABLE 4.26

The table shows the rating of Uber by the respondents.

RATING OF UBER

Rating	Number	Percentage
Extremely poor	0	0
Below average	10	2
Average	16	32
Above average	24	48
Excellent	9	18
Total	**50**	**100**

Figure 4.26

RATING OF UBER
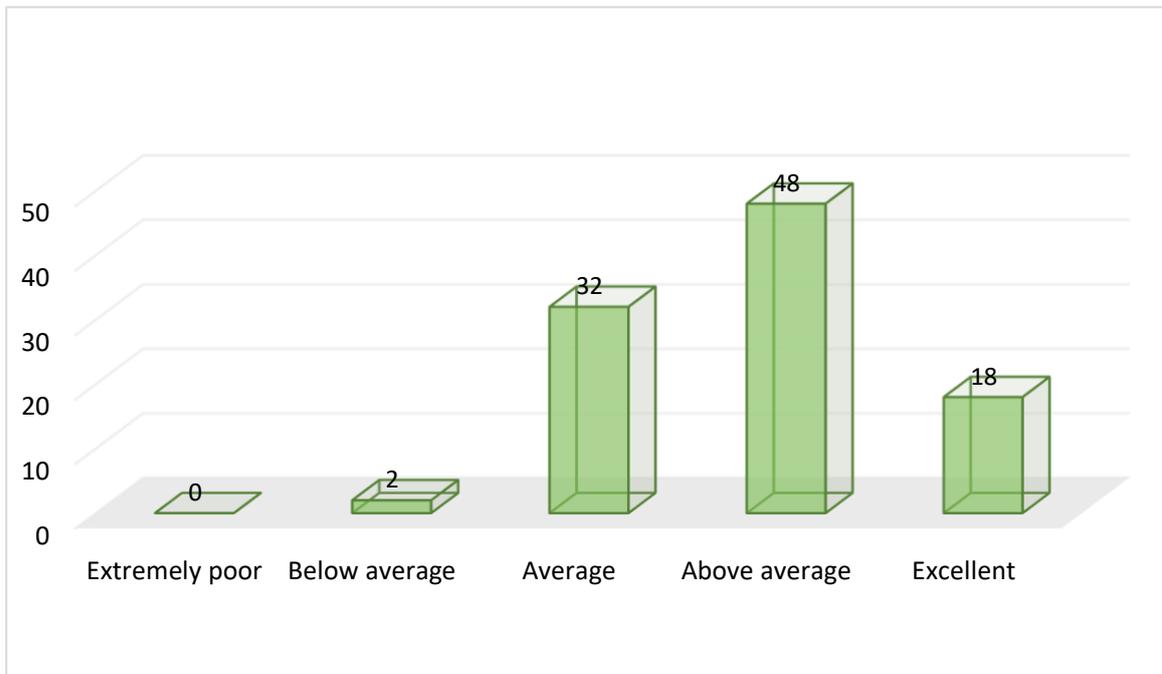
Interpretation:

From this we can derive that 48% of the respondents rate Uber as above average and 32% rate Uber as average.

Table 4.27

The following table shows the respondents number and percentage of recommending Uber cab services to a friend.

RECOMMENDATION TO OTHERS

Recommendation	Number	Percentage
Yes	48	96
No	2	4
Total	**50**	**100**

(Source: Primary data)

Figure 4.27

RECOMMENDATION TO OTHERS

YES ■ NO
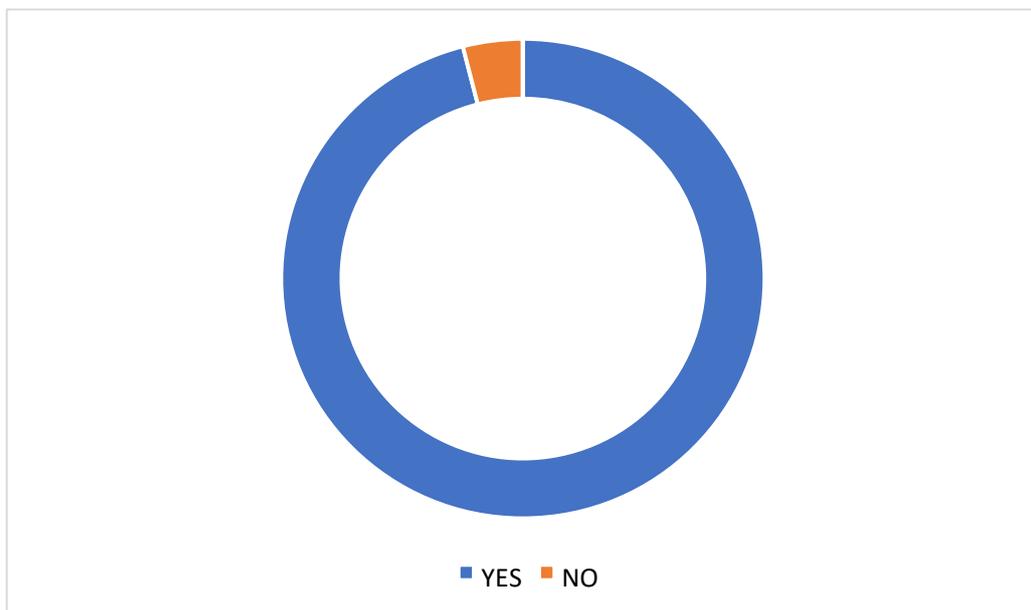
Interpretation:

From the above data it is clear that 96%, that is all the respondents recommend the use of Uber to a friend.

Table 4.28

The given below tables show the rating of respondents in scale 1-5 on the following concerned with Uber.

(1-Excellent, 2-Good, 3-Adequate,4-Poor, 5-Unacceptable)

RATING OF VARIOUS FEATURES

| Rating	Booking Service		Driver's Service		Customer Service		Price		Safety	
	No	%	No.	%	No.	%	No.	%	No.	%
Excellent	8	16	10	20	6	12	5	10	11	22
Good	32	14	25	50	28	56	28	56	26	52
Adequate	10	20	8	16	10	20	17	34	8	16
Poor	-	-	7	14	6	12	-	-	5	10
Unacceptable	-	-	-	-	-	-	-	-	-	-
Total	**50**	**100**	**50**	**100**	**50**	**100**	**50**	**100**	**50**	**100**

Rating	Convenience		Availability of cabs		Driver's route knowledge		Taxi cleanliness	
	No.	%	No.	%	No.	%	No.	%
Excellent	15	30	5	10	10	20	12	24
Good	25	50	25	50	28	56	22	44
Adequate	10	20	15	30	12	28	14	28
Poor	-	-	3	6	-	-	2	4
Unacceptable	-	-	2	4	-	-	-	-
Total	**50**	**100**	**50**	**100**	**50**	**100**	**50**	**100**

(Source: Primary data)

Figure 4.28

74

RATING OF VARIOUS FEATURES
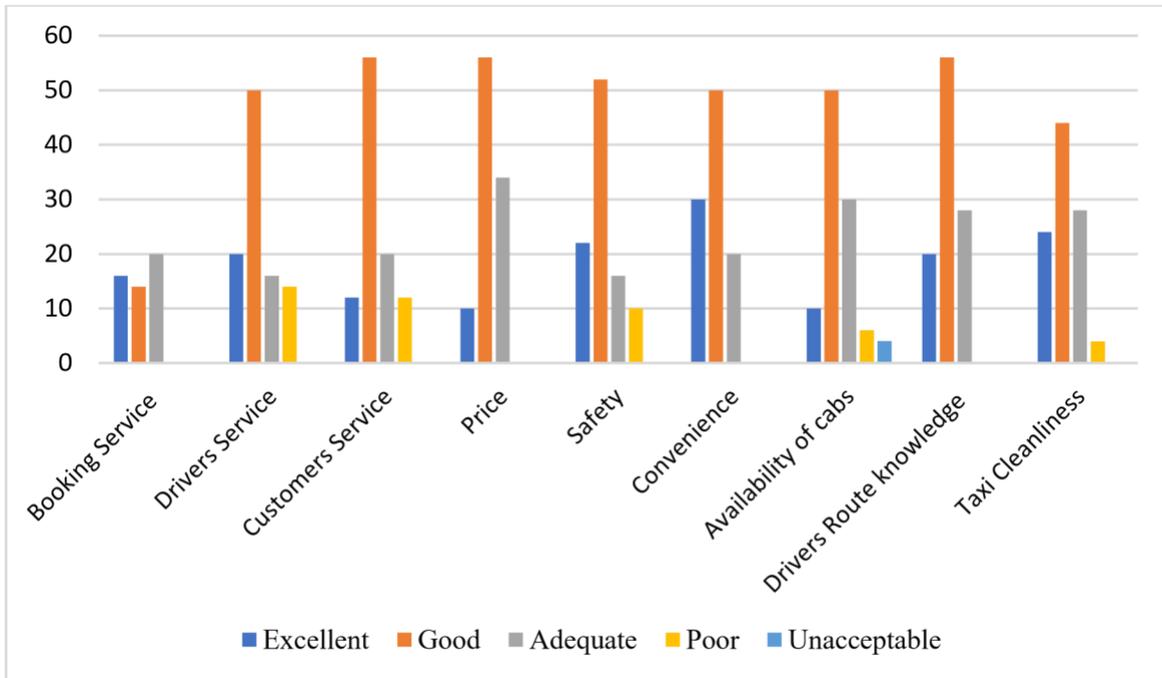
Interpretation:

From the above table it can be inferred that the features Customer services, driver's services, prices, safety, convenience, availability of cabs, taxi cleanliness and driver's route knowledge are rated as good by majority of customers.

CHAPTER – 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 <u>FINDINGS, SUGGESTIONS & CONCLUSION</u>

This chapter deals with summary of findings, suggestions and conclusions of the research topic "A Study on Customer Preference towards Uber Cabriolet services in Ernakulam City". The study has made an attempt to find out why customers prefer Uber cab services , what factors influence them to use it, why do they prefer Uber cab services over other modes of transport. The data collection has been made from 50 respondents through questionnaire.

5.1.1<u>FINDINGS</u>

● Female population prefer to Uber cab services than their Male counterparts.

● Most users of Uber cab services are people of the age group 15-25 and people of the age group 35-45

● Majority of the respondents prefer to use Uber cab services as their Mode of transport.

● Most of the respondents came to know about Uber cab services from recommendation by others.

● The frequency of use of Uber is high among females when compared to male population.

● Uber is being used on a rarely by the age group 15-25.

● Student population tend to use Uber cab services rarely.

● Males use Uber for medical and recreational purposes while females use Uber for the purpose of visiting friends/relatives.

● Respondents of the age group 15-25 use Uber , for going to visit friends or relatives.

● Students use Uber cab services for the purposes of visiting friends and relatives.

● Majority of the respondents use Uber as a secondary mode of transport.

● Most of the passengers prefer to ride as individual passengers.

● Convenience is the main factor that influences female respondents to use Uber while convenience and avoiding parking problems are the factors that influence male respondents.

● Respondents of the age group 15-25 and 35-45 say that Uber is convenient for them.

● Long waiting time is a factor that people face as an obstacle towards using Uber .

● Cash is the most preferred mode of payment by most of the respondents.

● Majority of respondents are of neutral opinion on influence of advertisement on usage of Uber.

● Most of the respondents have neutral opinion on being informed about the discounts and offers related to Uber.

● Majority of the respondents have not addressed any issues with Uber cab services.

● Uber is generally rated as above average by the sample respondents.

● All the respondents claim that they will recommend Uber cab services to their friends, relatives etc.

5.1.2 <u>SUGGESTIONS</u>

The following were the suggestions found from the study:

●The long waiting time of the cabs should be properly dealt with.

●Cancellation time after you have been matched with a driver shall be increased to 10 minutes in case of delay.

●Rural areas should also be considered and services should be extended therewith.

●The offer and discount should be informed to all customers equally.

●The high fare during peak hours must be reduced to some extent so that Uber drivers get more trips.

5.1.3 <u>CONCLUSION</u>

Society has changed dramatically in the years since the taxi industry was the first regulated. Innovations and technology in fields virtually unknown or unrealized 50 years ago have shaped consumer culture today, and most consumers rely on the ease and accessibility of their smartphones to get what they need and even to go where they need to go. Uber, a ridesharing experience that allows users to request a car through a smartphone app, was developed in the midst of this new customer culture. Unsurprisingly, Uber's unforeseen growth across the country has created new competition in a taxi industry that has been

largely undisrupted since it began in the early 20th century. On the basis of findings of the study conclusions drawn are that the customers are attracted and prefer Uber cab services because of its door to door access, flexible, convenient and cost effective mobility.

The only major disadvantage of Uber is identified as its long waiting time. People use Uber cab services to go to visit friends and relatives, for work, for shopping, for social / recreation etc. The increasing use of Uber cab services can be seen as clear indicator that the demand potential for Uber will be rising on the coming years.

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ANNEXURE

QUESTIONNAIRE

1. Name of the Respondents-_____

2. Age:

  o   15-25 o 25-

  35 o 35-45 o 45

  and above

3. Gender:

  o   Male o

  Female o Other

4. Employment Status:

  o   Student o

  Employed o

  Unemployed o

  Retired o

  Others, specify

  ___

5. From the following which one do you prefer?

  o   App based

  cab service (eg

  uber) o Auto o

  Bus

  o   Local taxi o

  Own vehicle

6.From the following which one do you prefer?

  o   Uber cab o

  Ola cab o Meru

  cab o She taxi

  o Ordinary taxi

7.   Do you know about Uber cab services?

  o   Yes o No

8. From where did you come to know about Uber cab services?

   o   Advertisement o
   Recommendation by
   others o Social
   media o Others

9. How often do you use Uber?

   o   Daily o Weekly
   o Monthly o Rare
   occasions

10. What is the purpose of use of Uber?

   o   Business use o
   Go to work and
   back home o Visit
   friends/relatives o
   Social/recreation o
   General holiday
   travel o Shopping
   o Medical
   o   Don't recall o
   Others

11. Do you use Uber as a primary mode or secondary mode of transport

   o   Primary o
   Secondary

12. Do you take it individually or as a pool?

   o   Individual o
   Pool

13. What are the advantages of Uber?

o Door to door
access o
Convenience o
Avoids parking
problems o Do not
have a car o Faster
o Cost effectiveness
o Safer mode of
transport

14. Do you find any difficulty with Uber?

o Less safety o
More expensive o
Long waiting time o
Difficult to use o
Have a car o
Others

15. Which mode of payment do you use?

o Cash o
Debit/Credit Card o
Paytm o Others

16. Do the advertisement of the company have strong influence on you?

o To a great extent
o Somewhat o
Neutral o Very little
o Not at all

17. Are you informed about the new launches , offers and discounts?

o To a great extent
o Somewhat o
Neutral

o Very little o Not at

all

18. Do you prefer to use Uber only at the time of offers and discounts?

o   To a

great extent o

Somewhat o

Neutral o Very

little o Not at

all

19. Have you addressed any issues with Uber cab services?

o   Yes o

No

20. How do you rate Uber? o Extremely Poor o Below average o Average o

Above average o Excellent

21. Would you recommend Uber to a friend?

o   Yes o

No

22. Rate the following in1-5 scale

1. Excellent 2.Good 3.Adequate 4.Poor 5.Unacceptable

BOOKING	1	2	3	4	5
SERVICE					

DRIVER'S SERVICE					
CUSTOMER'S SERVICE					
PRICES					
SAFETY					
CONVENIENCE					
AVAILABILITY OF CABS					
DRIVERS ROUTE KNOWLEDGE					
TAXI CLEANLINESS					