

A STUDY ON THE CONSUMER PREFERENCE ON ONLINE CAB BOOKING SYSTEM
PROJECT REPORT

Submitted by:

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In partial fulfilment of the requirements for award of the degree of
BACHELOR OF MANAGEMENT STUDIES (INTERNATIONAL BUSINESS)



**ST TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM COLLEGE WITH
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CERTIFICATE

This is to certify that the project entitled "consumer preference toward online cab booking", has been successfully completed by Ms KV SHOBINI, Reg. No.SB20BMS014, in partial fulfilment of the requirements for the award of degree of Bachelor of Management Studies in International Business, under my guidance during the academic years 2020-2023.

DATE : 19-4-23

MEGHA MARYMICHAEL

INTERNAL FACULTY GUIDE

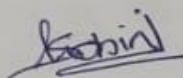
Value of
19/04/23

DECLARATION

I, KV SHOBINI do hereby declare that this report is bonafied record of the independent research study done by me during the academic year 2020-23, in partial fulfilment of the requirement for the award of the degree of bachelor of management studies in international business of ST Teresa's College, Cochin

This work has not been under taken or submitted elsewhere in connection with any other academic course

Date: 19.4.23


KVSHOBINI

Reg. no. SB20BMS014

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First of all I thank Almighty God for his mercy and love which kept me in good health and sound mind and helped me to complete the independent research study successfully.

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KV SHOBINI

EXECUTIVE SUMMARY

India is a developing country with more than 1.38 billion people. Majority on them are working and belong to middle class or upper middle class. It is also well-known fact that majority of the Indian women living in cities are working and contribute to the GDP of the country. The working women mostly depend on the public services finding it to be the safest and the cheapest mode of transportation to their work places. The introduction of online cab services has replaced the usage of public transportation because of ease of booking, cheaper fares and safe mode of transport. Online taxi booking not only helps you with best prices but also helps you with the convenience of paying through multiple payment options (like Debit Card, Credit Card, E-Wallets etc.). You can easily compare prices and choose various categories of cabs like Hatchback cars, Sedan and SUV.

This study is focused to identify the preference of customers towards the various cab services In India. In India city the lot of employee are work for different districts, State, country so the no possible to being with there own vehicle. So there cheap & best option will the cab services. For the purpose of study data has been collected from 104 respondents and the demographical profile of respondents has been studies considering their age category, occupation, gender tec., the objective of the study is understanding the preference of customers towards the various facilities of cab services and their preference for various brands of online cabs. The finding of the study could be useful to the cab service providers to give a better service in future

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CHAPTER ONE

INTRODUCTION

1 INTRODUCTION

In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transportation the cabs have become important mode of transportation metropolitan cities and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at any time and from one place in urban areas, the pricing strategy of cab operators had been positively influencing customers book a cab instead of traditional mode of transportation like autos and local buses etc., like most of the industries the car rental industries had underwent lot of transformation with internet technology. The customers are able to access book cabs at competitive prices because of tough competition among the original cab operators.

Call taxis are the services in India in several cities in India. In some cities, they operate under a regular taxi permit, while in some cities; they are treated as tourist vehicle for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the water vehicles act. They are proffered as they are considered as safer as, more convenient than ordinary taxis or auto rickshaws and reliable.

A call taxi is a type of vehicle for hire with a driver, used by a single passenger or small group of passenger for a non-shared ride. A call taxi conveys passenger's location by the services provider, not by the passenger, although demand and share taxis provide a hybrid taxi mode.

Ola in particular, has been grown explosively over the past years. Aimed at solving the intra city commuting problems of, customers, these radio cab services have perfectly capitalize on the growing engagement with the smart phones and the need for convent to commute to different destinations at different times of the day, by offering car rides at prices lower than the fairer charges charged by auto rickshaws. Earlier cabs were mostly used for airports rides that as changes now because of the unrivalled ease of access offered by mobile apps.

All the large companies including Ola and Uber get a majority of their business form mobile based apps.

1.2 STATEMENT OF THE PROBLEM

Recent years have seen an increase in the number of organised taxi service companies. Ola, Radio Cabs, Yellow Cabs, Meru, and Uber are just a few of the many operators that are in fierce competition with one another. In this regard, it's crucial to comprehend consumer behaviour when developing corporate strategy. This study provides academics with knowledge on how consumers behave toward cab services and aids marketing managers in the car services business.

1.3 LITRATURE REVIEW

DISCOUNT COUPON

Dr.P. Kishore Kumar Dr. N. Ramesh Kumar the purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behavior' and independent variables are innovativeness and price consciousness. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services

CUSTOMERS PERCEPTION AND UPCOMING IMPROVEMENTS ABOUT OLA SERVICES.

Kumar, Kishore & Namavaram, Ramesh. (2016). This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyses the customers perception and upcoming improvements about Ola services.

PRIVACY

Cristobal et al. (2007) reported that privacy is a key construct of service quality scale that affects the image of the service provider. Privacy is the aspect associated with authentication and confidentiality (Cristobal et al., 2007). Further researchers (Blut, 2016; Einasto, 2014; Kurt & Atrek, 2012; Lee & Lin, 2005; Santos, 2003) opined that privacy is a concern related to risk of fraud (Barrutia & Gilsanz, 2009). Rolland and Freeman (2010) mentioned that even though the “security/privacy” constructs are used interchangeably, there is a subtle difference. According to Rolland and Freeman (2010), the security deals with “clear information on security” and “adequacy of security features” and privacy deals with “appropriate use of personal information”. Bhattacharya et al. (2012) opined that security dimensions are concerns related with hacking, phishing, and spamming, whereas privacy dimensions are concerns related with identity theft.

Privacy was also found as a factor affecting perceived value (Heim & Field, 2007). Herington and Weaven (2009) and Jayawardhena (2004) reported that in the context of services (like banks), security and privacy are very important factors associated with trust (Kundu & Datta, 2015). As an extension to the aforementioned outcome, Sabiote et al. (2012) underlined that in case of cultures that avoid high uncertainty, privacy is one of the important aspects related to consumption of services. India also follows the high uncertainty avoidance culture. Therefore, considering privacy has become essential in case of studies conducted in India. According to Bhattacharya et al. (2012), privacy influences the attitudinal aspect related to e-service quality and perceived risks. Kundu and Datta (2015) reported that security is an important aspect for developing trust among customers consuming Internet retail services. Atinuke et al. (2016) mentioned that security influences acceptance and satisfaction.

1.4 SIGNIFICANCE OF STUDY

The benefits of the study -

- i. This will help the brand get a bird’s eye view on factors that would influence purchase intention of customers and will throw light on areas where they can improve to attain higher levels of customer.
- ii. It will help get a better idea about the customer preference and choices they look in a cab. It will also help the company know with what is the customers need and wants

1.5 OBJECTIVE OF THE STUDY

Main objective of the study

- To know the factors influence the customer to prefer e-booking cab system.
- To analyse the issues faced by customers towards booking process
- To analyse best cheap cab services in Cochin.

1.6 SCOPE OF STUDY

The present study tries to cover consumer's preference on luxuriousness, carpooling, price factor among the online cab services. It also covers the areas of consumer's awareness on the environmental issues covered by carpooling apps as they try to remove the traffic congestion from the road in peak time. Whether they prefer online carpooling apps more than public transport, or whether they prefer private cabs for privacy while travelling is quite a thing to know. This study would be basically helpful for the marketing team of any online cab services to understand consumer preferences. In today's world many corporates are also linked with carpooling apps for their employees to travel and run their businesses at a fast pace. This study also covers consumer preferences on various online cab services available in Kochi, Kerala, India and also covers consumer's demographic status.

1.7 RESEARCH HYPOTHESIS

H (1): there is a relationship between the using of cab consumer satisfaction

H (2): there is positive relationship between drivers cancelling the ride and consumer satisfaction

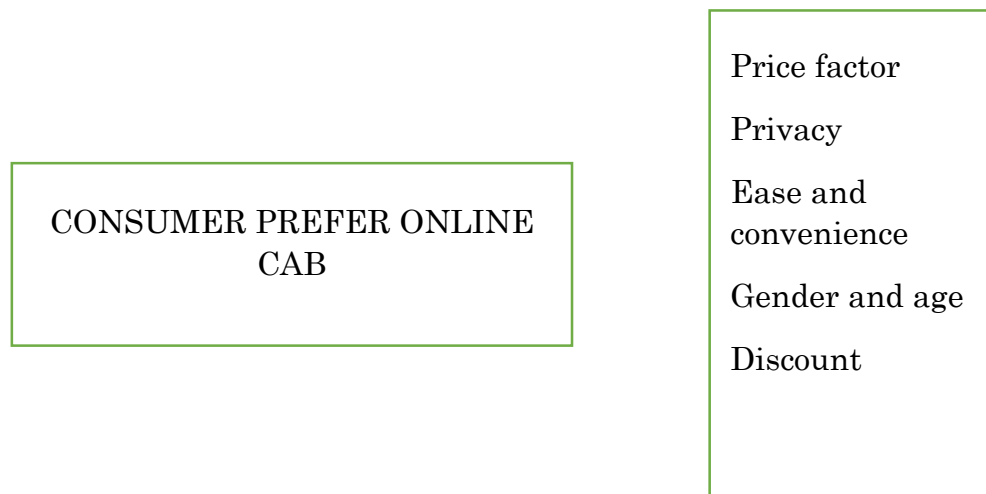
H (3) there is a relationship between surging price and consumer satisfaction

H (4) there is a relationship between long waiting time and consumer satisfaction

H (5) there is a relationship between cancelation charge and consumer satisfaction

H (6) there is a relationship between consumer satisfaction and recommendation

1.8 DEVELOPMENT OF CONCEPTUAL MODEL



1.9 RESEARCH METHODOLOGY

1.9.1 RESEARCH METHOD

Our research regarding Consumer preference towards online cab is a descriptive research since just a picture of our topic as what are the factors that influence consumers to prefer towards a cab booking is studied. In this chapter we will present how we will conduct research in order to collect primary data and reach the objectives of the research. We will also be discussing which different types of methodologies that were used.

1.9.2 DATA COLLECTION

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If we talk about primary data it includes observation method, Interview/ questionnaire method, case study method, projective techniques and sociometry. Whereas, secondary data is one which is already collected by some other researcher not for the reason for particular study or research.

The primary data was collected by questionnaire method to identify the factors that influence consumers to prefer online cab booking. As our study covers cab users it was easy to distribute the questionnaire and then analyze the situation. There is no need of secondary data in this study, so only primary data is used

1.9.3 SAMPLING

In general there are two types of sampling techniques probability sampling and non-probability sampling. In Probability sample there is a nonzero equal chance for each population element to be selected. There are four types of probability sampling as stated by Bryman and Bell (2007) simple random sample, systematic sample, stratified random sampling and multi stage cluster sampling. Whereas in non-probability sampling, there is no random sampling. As stated by Bryman and Bell (2007) there are three types of non-probability sampling i.e. Convenience Sampling, snowball sampling and quota sampling.

According to Bryman and Bell (2007) Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility. So convenience sampling is more remarkable role than supposed. As time and resources are one the constraints faced by the researchers convenience sampling is helpful, and it seemed suitable for our research purpose.

Here, convenient sampling is used to collect data on time and also to avoid low response rate, as we are expecting 100% response rate.

1.9.4 SAMPLING SIZE

The sample for the research keeping in view the limitation of time and resources is taken as 100 questionnaires. Questionnaires were distributed through social media platforms like WhatsApp and e-mail to the respondents and enough time was given to the respondents to fill the questionnaire to reduce sampling error.

1.9.5 TOOLS USED FOR DATA COLLECTION

The questionnaire is carefully designed to meet the requirements of the research.. The questionnaire consists of two main parts and first part mainly will cover the demographic aspects of the respondents. And the second part of the questionnaire will covers the factors that influence consumer's preference towards online cab booking.

Part A: Demographics

The second section of questionnaire includes questions pertaining to Gender, Age, Income, Education, etc.

Part B: Factors influencing consumer preference towards online cab

First part of the questionnaire will cover the questions relating to factors influencing brand preference, these factors are price, attributes, appearance and self-concept. Price as one of the factor includes three questions, as mentioned above that questions are selected from previous literature. There are total of 11 questions pertaining to attributes, three questions related to appearance and three questions related to self-concept and image. All questions in this section are constructed with 5 point Likert scale ranging from 1 (strongly disagree), 3 (Uncertain or neutral) to 5 (strongly agree).

1.9.5 DATA ANALYSIS

The entire data has been analysed using SPSS software package. The tools used for analysis in SPSS for this research are as follows:

Chi – square test

1.10 LIMITATION OF STUDY

- i. One of the major limitations was time constraints.
- ii. Cost was another limitation of the study.
- iii. Many respondents, especially men, were reluctant to take the survey.
- iv. One of the major constraint - Findings of the survey are based on the assumptions that the respondent have given correct responses

CHAPTER TWO
INDUSTRY, COMPANY, PRODUCT PROFILE

2 INDUSTRY

2.1.1 Transportation in India

The transportation sector is a category of companies that provide services to move people or goods, as well as transportation infrastructure. Technically, transportation is a sub-group of the industrial sector according to the Global Industry Classification Standard (GICS). The transportation sector consists of several industries including air freight and logistics, airlines, marine, road and rail, and transportation infrastructure. These industries are further broken down into the sub-industries air freight and logistics, airlines, marine, railroads, trucking, airport services, highways and rail tracks, and marine ports and services. The performance of companies in the transportation industry is highly sensitive to fluctuations in company earnings and the price of transportation services. Main factors affecting company earnings include fuel costs, labour costs, demand for services, geopolitical events, and government regulation. Many of these factors are interconnected

2.1.2 Trends in Transportation Industry

- **Health and Safety** The first and most obvious trend being an increased focus on health and safety of passengers and workforce. There needs to be better spatial planning, a revisit of travel relaxations, services and service delivery, and the adoption of automation and other technologies for ensuring a health-oriented transport system.
- **Visibility and Anti-Theft GPS** Today E-Commerce, retail, and logistic companies are getting focused on the increased visibility, thus, tracking technologies adoption and adjustment for increased traceability are among the major driving trends in the transportation industry this year. Anti-Theft GPS, for instance, is a means to receive near real-time locations for entire fleets and separate items in transit. The extra security protocols will also help avoid losses across the board.
- **Self-Driving Truck** The technology for self-driving trucks is still under perfecting and it has to overcome certain obstacles, such as improving driverless software to make it able to efficiently operate on urban roads with heavy traffic. However, it's one of the transportation future trends. In the long-term perspective, transportation businesses should prepare for upcoming technology changes in transportation and start equipping their trucks with self-navigating management systems that can «learn» from real drivers. Due to artificial intelligence (AI) and myriad sensors, an AI-enabled vehicle can correctly evaluate road conditions and learn from how truck drivers behave under

unusual conditions on the road. Through vehicle-to-vehicle (V2V) communication, trucks can share the learned information and make other vehicles smarter. Besides, the 5G technology spreading will catalyze the adoption of self-driving fleets. In the long-term, these vehicles can potentially become better drivers than human operators. In fact, this future is even closer than it can seem. Tesla's electric Semi truck have autopilot features which can greatly facilitate the driving process. Walmart, along with many other corporations, such as Pepsi, Asko, and Loblaw confirmed having ordered Tesla Semi trucks for their commercial needs.

- Regulation Compliance It will be more correct to say that regulatory compliance is a must rather than one of the latest trends in transportation. Commercial and public transport companies should stay up-to-date on recent requirements and regulations adopted, changed, or removed by any local, state, or federal government. Whether they are regulations regarding electronic logbooks, overtime, or safety rules, timely monitoring regulations will always be a trend.

PASSENGER TRANSPORT SYSTEM

2.1.3 Passenger transport in India

As one of the world's largest countries in both landmass and population, India has a diverse passenger transport system throughout the country. Road transport and railway transport are the most prominent modes of travel, and the railway is particularly popular for long distances, with its relative cheap fares and comprehensive network. With rising economic development and household income, air transport has also become increasingly popular among middle class traveller.

2.1.4 Reimagining Public Transport in India

Propelled by several global mega trends, public transport is witnessing transformational changes across the world, and India is no exception. In the past decade, India has witnessed deep penetration of metro rails, highway infrastructure, ride hailing services and many such other innovations that mark a march to modernity. India's airports have turned world class in this decade and competition is vibrant in segments driven by the private sector. Intermodal competition is picking up pace rapidly. Yet deep deficits remain in the provision of public transport services in India. The extensive-but overburdened rail system has raised major operational and safety concerns. Bus transport, mostly dominated by state owned transport corporations fails to match modern global standards. Inter-modal integration is largely non-existent. First mile and last mile connectivity challenges deprive users of a consistent experience. India's public transport needs are likely to grow rapidly as the country urbanises at a fast clip. As per Census 2011 (the population of India is 1.21 billion), India is about 31 per cent urbanised and cities contribute almost 66 per cent to the Gross Domestic Product (GDP) of the country. It is expected that by 2030, 40 per cent of population will call cities home and are also expected to contribute to 75 per cent of the GDP. The Ministry of Housing and Urban Affairs estimates that INR 39,20,000 crore (USD 600 billion) needs to be invested during the period 2011-31 out of which 44 per cent is to be allocated to urban roads and 11.5 per cent to mass transit systems. High levels of investments in roads without commensurate enhancement of quality public transport leads to more personal modes being adopted. This has several negative externalities in the form of fatalities, air pollution, congestion, etc. It is estimated that in India approximately 88 million trips (700 million by buses, approximately 180 million by railways and 0.23 million by air) are made on public transport on a daily basis which translates to 6-9 per cent of total trips being catered to by public transport as against 30-35 per cent in most countries across the world. Clearly there is a need to provide more public transport in India as it has numerous benefits. For sustainable development, a paradigm changes in terms of avoid-shift-improve needs to be adopted in order to transition to public transport. Changing trends in consumer preferences, increasing awareness and sensitivity towards the environment, improvements in technology, thrust towards digital payments, electric vehicles and other renewable sources of energy are expected to usher in newer models and models of transport much earlier than expected which can take public transport to the next level (international standards) in terms of quality, sustainability and

efficiency for the end user. One of the greatest drivers of efficiency is the technology-enabled sharing economy and peer-to-peer networks that can enable real time alignment of demand and supply, thereby eliminating expensive underutilisation of assets and inventory of time.

2.1.5 The Economic Importance of the Transport System in India

In a country like India, which is the size of a continent, the importance of efficient, dependable, affordable, and safe transport facilities is very high. The commercial markets in India and the economic resources are dotted across the length and breadth of the nation. Below are mentioned 16 some of the important roles that the transport system plays in the economic development of India:

- **Moving Inputs and Outputs** The entire production system of India depends on the seamless movement of inputs like raw materials, machinery, fuels, etc. In a similar manner, the output from various sectors needs the transport system to bring them to the market. Thus, the transport system in India is key in raising the volume of production of different sectors of this country.
- **Mobilizes Labor** Labour can move smoothly between different regions of the country, which helps in the expansion of industries. It also provides jobs to workers and opens up gainful employment opportunities for the unemployed labourers of India.
- **Enhances Specializations** Concerning production, the transport system is clearly promoting geographical specialisation. By developing the market for a variety of products in distant parts of the country, transport increases the extent of the market, thereby facilitating specialisations.
- **Opening Inaccessible Regions** The vast and unexplored resources of our country (forest, mineral, agricultural wealth) lie in many remote regions. Roads and railways are making it possible to venture into these areas and tap into their potential.

2.2 COMPANY PROFILE

The online taxi service offers mobility services to customers via mobile platform connected through the Global Positioning System (GPS) or General Packet Radio Service (GPRS) system. Organized cab services were introduced in the Indian market with the launch of Mega Cabs services in 2000, and the market evolved from the car-ownership concept to the alternative of ride-sharing. Online taxi or radio taxi service providers in India operate either as aggregators or as radio cabs, based on their tracking feasibility.

With the transition from the radio signals-based conventional tracking system to the GPS or GPRS-enabled system, the organized taxi market in India witnessed a momentous growth. In FY 2019, the organized taxi market held a share of ~11.5% of the total revenue generated by the overall taxi market in India. The online taxi services market in India was valued at INR 29.75 Bn in FY 2019. The market is anticipated to expand at a compound annual growth rate (CAGR) of ~16.60% to reach a sales value of INR 61.59 Bn by 2024. A rise in smartphone penetration in India, improved availability of high-speed internet connectivity, increasing investments in the online taxi market by the foreign institutional investors (FII) and swelling disposable income are the major factors that are driving the growth of the market.

However, the imposition of goods and services tax (GST), shortage in the supply of online cab services as a consequence of the reduction in drivers' incentives, surge in ride fares and extended wait-time for passengers, and the growing popularity of affordable ride-sharing services like SRide and Quick Ride are some of the factors impeding market growth. With the implementation of the new policy of the Indian government, that does not allow commercialization of ride-sharing services, the growth of the online taxi services market in India is expected to rebound.

The online taxi services market in India is mainly driven by two major players - ANI Technologies Private Limited (Ola Cabs) and Uber India Systems Private Limited (Uber India). In FY 2019, Ola Cabs accounted for almost 72.44% of the total revenue generated by the online taxi services market in India, whereas, Uber India held a share of ~21.01%. Other players in the market include Meru Mobility Tech Private Limited, Mega Cabs Private Limited and Carzonrent (India) Private Limited, and together they held ~6.55% of the overall market in FY 2019. The transition from the radio signal-based tracking system to GPS and GPRS-based

tracking system was introduced by the market leader, ANI Technologies Private Limited. The company's extensive geographical reach within India (152 cities), coupled with its wide range of services available for customers belonging to different income profiles has helped the company to fetch such a high market share. Large scale investments by big private equity firms on major players of the market and introduction of new customer-friendly features in their applications by the companies are anticipated to further accelerate their market growth

2.2.1 TOP ONLINE CAB SERVICE IN INDIA

- Uber

Uber is now available in India as a taxi aggregator from the United States. Because Uber covers a large area of the country, it is considered the best cab service in India.

The company operates taxis in Mumbai, New Delhi, Bangalore, Chennai, Hyderabad, Kolkata, and other major tourist cities in the country in collaboration with the owners of the vehicles.

Uber cabs can be booked online or via a mobile application.

On the website and app, you can choose from various services, including regular taxis, shared taxis, auto-rickshaws, or limousines. Uber is known for its hefty discounts.

In addition, online payments are available via credit cards, debit cards, cash, or net banking. Payments can also be made via the Uber app during the booking process.

- Ola

Founded in 2011 by entrepreneur Bhavish Aggarwal and software engineer Ankit Bhati, Ola is a leading technology company. Among the largest cab companies in the world and India's largest cab service, Ola has nearly one million drivers doubling as cabbies.

The Ola taxi app or online booking can book a cab.

Ola can book a taxi, an auto-rickshaw, or even a motorcycle, depending on the destination.

When booking a cab with this cab company, discounts are also offered. Several payment options are available.

- Savaari

With Savaari, you can access over 98 cities throughout India. It is the ideal taxi service when you want to travel interstate in India or to multiple locations. Single rides are also available on Savaari within the city. A unique feature of Savaari is its service for people who plan on going on holidays: contact Savaari and let them know their travel plans.

A travel kit will be sent from Savaari with information about tourist attractions, restaurants, hotels, and other locations.

Using Savaari, you can plan a trip to any destination of your choice. As well as offering an array of cars, Savaari also offers taxis to suit various needs.

- Meru

Launched in Mumbai with True North, Meru was introduced in 2007. Meru was India's first company to launch a taxi company. Over the last 11 years, millions of customers have used the company. The company is well-known in the cab business. Customers throughout the country are loyal to the company. In the regular, deluxe and luxury categories, Meru's fleet has over 25,000 vehicles. A variety of products are available to suit any need or budget. Meru vehicles are fitted with GPS navigators, speed warnings, and trip tracking devices.

This feature shows the exact distance your taxi covered and the fare. Taxis are available in over 25 cities across India.

- Bharat Taxi

include transparency, different pricing structures and simplified billing systems.

Since the company uses licensed cabbies, it can provide a wide selection of vehicles at different locations to satisfy all customer needs. In India, the company is relatively new.

- My Taxi India

My Taxi India operates in nearly 300 cities in India and has a fleet of approximately 110,000 cars. The taxi company, My Taxi India in India, is ISO 9001:2008 certified.

To ensure the broadest coverage of taxi services, it works with onboard taxi fleet operators across the country. Through My Taxi India's online portal, you can check cab availability as well as estimated times and other details.

Our taxi service offers rides in and out of the city and trips to multiple cities and outstations.

National Association of Software Services Companies (NASSCOM) honoured the company with its Superstar Startup-2015 award. A startup accelerator recently provided funding to the company

2.3 PRODUCT PROFILE

TYPES OF PRIVATE TRANSPORT

- Motorboat
- Electric bicycle
- Electric skateboard
- Hovercraft
- Moped
- Motorcycle
- Motorised wheelchair
- Private aviation
- Cars
- Unicycle
- Private jet

NON MOTORIZED VEHICLE

- Bicycle
- Horse drawn vehicle
- Hot air balloon
- Ice skates
- Inline skates
- Pack animal
- Roller skates
- Scooter
- Skateboard
- Walking
- Wheelchair

TYPES OF PUBLIC TRANSPORT

- buses
- cable cars
- commuter train
- monorail and tramways
- light rail
- subways
- street car and trolley
- taxi
- ferries and water taxis

CHAPTER THREE
DATA ANALYSIS AND INTERPRETATION

3.1 DEMOGRAPHIC DETAILS OF RESPONDENT

Table 3.1 demographic details of respondent

	Demographic characteristic	Number of respondent	percentage
Age	18 to 25	82	7.8%
	26- 45	19	18%
	45 and more	3	2.9%
Gender	Male	40	38.5%
	Female	64	61.5%
Occupation	Student	72	69.2%
	Salaried	25	24%
	Business man	4	3.8%
	House wife	2	1.9%
	Retired	1	1.0

3.2 Test of Association between using online cab and customer satisfaction with online cab

Using online cab and customer satisfaction with online cab. Hence the following hypothesis is proposed.

H1: There is a relationship using online cab and customer satisfaction with online cab Chi-square test is used to verify if an association exist between using online cab and customer satisfaction. Cross tabulation is shown in Table 3.2(a) and the test of association result in Table 3.2(b)

3.2(a) using cab service cab satisfaction Cross tabulation

Count

		cab satisfaction				Total
		Very dissatisfied	\Neutral	Satisfied	very satisfied	
using cab service	Alone	0	11	23	3	37
	Additional person	0	11	14	2	27
	In group	1	12	22	5	40
Total		1	34	59	10	104

3.2(b) Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.220 ^a	6	.781
Likelihood Ratio	3.482	6	.746
Linear-by-Linear Association	.043	1	.835
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.2(b)] revealed that the value of the chi square statistic is 3.220^a. The p-value (.781) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between usage of cab and customer satisfaction

So the H(1) is not accepted

3.3 Test of Association between drivers cancelling the ride and satisfaction

Drivers cancelling the ride and satisfaction are directly proportional. Hence the following hypothesis is proposed.

H2: There is a relationship using drivers cancelling the ride and customer satisfaction with online cab Chi-square test is used to verify if an association exist between drivers cancelling the ride and customer satisfaction. Cross tabulation is shown in Table 3.3(a) and the test of association result in Table 3.3(b)

3.3 (a) Crosstab

Count

		cab satisfaction				Total
		Very dissatisfied	\Neutral	Satisfied	very satisfied	
drivers cancelling the ride	Never	0	2	7	1	10
	Rarely	0	4	12	1	17
	Sometimes	0	9	21	5	35
	Often	1	11	14	2	28
	Always	0	8	5	1	14
Total		1	34	59	10	104

3.3(b) Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.672 ^a	12	.557
Likelihood Ratio	10.330	12	.587
Linear-by-Linear Association	4.204	1	.040
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.2(b)] revealed that the value of the chi square statistic is 10.672^a. The p-value (.557) appears in the same row in the “Asymptotic. Hence the chi square is more than 0. 5 there is no significant relationship between drivers cancelling the ride and customer satisfaction So the H(2) is not accepted

3.4 Test of Association between surge pricing and satisfaction

Surging and satisfaction are directly proportional. Hence the following hypothesis is proposed.

H3: There is a relationship using surge price and customer satisfaction with online cab Chi-square test is used to verify if an association exist between surge pricing and customer 2satisfaction. Cross tabulation is shown in Table 3.4a) and the test of association result in Table 3.4(b)

3.4 (a) Crosstab

Count

		cab satisfaction				Total
		Very dissatisfied	Neutral	Satisfied	very satisfied	
surging price	Never	0	0	3	1	4
	Rarely	0	0	7	1	8
	Sometimes	0	12	27	4	43
	Often	1	20	16	3	40
	Always	0	2	6	1	9
Total		1	34	59	10	104

3.4(b) Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.036 ^a	12	.239
Likelihood Ratio	18.510	12	.101
Linear-by-Linear Association	5.359	1	.021
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.4(b)] revealed that the value of the chi square statistic is 15.036^a. The p-value (.239) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between surge price and customer satisfaction So the H(3) is not accepted

3.5 Test of association between long waiting time and satisfaction

H4: There is a relationship using surge price and customer satisfaction with online cab Chi-square test is used to verify if an association exist between long waiting time and customer satisfaction. Cross tabulation is shown in Table 3.5(a) and the test of association result in Table 3.5(b)

3.5(a) Crosstab

Count

		cab satisfaction				Total
		Very dissatisfied	\Neutral	Satisfied	very satisfied	
long waiting time	Never	0	0	6	1	7
	Rarely	0	0	13	2	15
	Sometimes	1	13	22	3	39
	Often	0	16	15	2	33
	Always	0	5	3	2	10
Total		1	34	59	10	104

3.5(b)Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.783 ^a	12	.071
Likelihood Ratio	26.421	12	.009
Linear-by-Linear Association	6.402	1	.011
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.5(b)] revealed that the value of the chi square statistic is 19.783^a. The p-value(.071) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between long waiting time and customer satisfaction So the H(4) is not accepted

3.6 test of association between cancelation charge and satisfaction

Cancelation charge and satisfaction are directly proportional. Hence the following hypothesis is proposed.

H5: There is a relationship using surge price and customer satisfaction with online cab Chi-square test is used to verify if an association exist between cancelation and customer satisfaction. Cross tabulation is shown in Table 3.6(a) and the test of association result in Table 3.6(b)

3.6(a) Crosstab

Count

		cab satisfication				Total
		Very dissatisfied	\Neutral	Satisfied	very satisfied	
cancelation charge	Never	0	0	12	1	13
	Rarely	0	4	14	2	20
	Sometimes	1	13	19	4	37
	Often	0	11	10	2	23
	Always	0	6	4	1	11
Total		1	34	59	10	104

3.6(b) Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.690 ^a	12	.206
Likelihood Ratio	19.559	12	.076
Linear-by-Linear Association	5.977	1	.014
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.6(b)] revealed that the value of the chi square statistic is 15.690^a. The p-value (.206) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between cancelation charge and customer satisfaction So the H(5) is not accepted

3.7 test of association between satisfaction and recommendation

satisfaction and recommendation are directly proportional. Hence the following hypothesis is proposed.

H5: There is a relationship using satisfaction and recommendation with online cab Chi-square test is used to verify if an association exist between recommendation and customer satisfaction. Cross tabulation is shown in Table 3.7(a) and the test of association result in Table 3.7(b)

3.7 (a) cab satisfaction * recommend cab Crosstabulation

Count

		recommend cab			Total
		Yes	No	Maybe	
cab satisfaction	Very dissatisfied	0	0	1	1
	\Neutral	11	0	23	34
	Satisfied	47	0	12	59
	very satisfied	8	1	1	10
Total		66	1	37	104

3.7(b) Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.775 ^a	6	.000
Likelihood Ratio	30.606	6	.000
Linear-by-Linear Association	20.575	1	.000
N of Valid Cases	104		

Analysis of the data using Chi-square test [Table 3.7(b)] revealed that the value of the chi square statistic is 34.775^a. The p-value (.00) appears in the same row in the “Asymptotic. Hence the chi square is less than 0.05 there is significant relationship between recommendation time and customer satisfaction So the H(6) is accepted

RESULTS OF ANALYSIS

Analysis of the data using Chi-square test [Table 3.2(b)] revealed that the value of the chi square statistic is 3.220^a. The p-value (.781) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between usage of cab and customer satisfaction

So the **H(1) is not accepted**

Analysis of the data using Chi-square test [Table 3.2(b)] revealed that the value of the chi square statistic is 10.672^a. The p-value (.557) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.5 there is no significant relationship between drivers cancelling the ride and customer satisfaction

So the **H(2) is not accepted**

Analysis of the data using Chi-square test [Table 3.4(b)] revealed that the value of the chi square statistic is 15.036^a. The p-value (.239) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between surge price and customer satisfaction So the **H(3) is not accepted**

Analysis of the data using Chi-square test [Table 3.5(b)] revealed that the value of the chi square statistic is 19.783^a. The p-value(.071) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between long waiting time and customer satisfaction So the **H(4) is not accepted**

Analysis of the data using Chi-square test [Table 3.6(b)] revealed that the value of the chi square statistic is 15.690^a. The p-value (.206) appears in the same row in the “Asymptotic. Hence the chi square is more than 0.05 there is no significant relationship between cancellation charge and customer satisfaction So the **H(5) is not accepted**

Analysis of the data using Chi-square test [Table 3.7(b)] revealed that the value of the chi square statistic is 34.775^a. The p-value (.00) appears in the same row in the “Asymptotic. Hence the chi square is less than 0.05 there is significant relationship between recommendation time and customer satisfaction So the **H(6) is accepted**

H (1): there is a relationship between the using of cab consumer satisfaction	NOT ACCEPTED
H (2): there is positive relationship between drivers cancelling the ride and consumer satisfaction	NOT ACCEPTED
H (3) there is a relationship between surging price and consumer satisfaction	NOT ACCEPTED
H (4) there is a relationship between long waiting time and consumer satisfaction	NOT ACCEPTED
H (5) there is a relationship between cancelation charge and consumer satisfaction	NOT ACCEPTED
H (6) there is a relationship between consumer satisfaction and recommendation	ACCEPTED

CHAPTER FOUR

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

4.1 FINDINGS

The findings that have gained in the research are as follows:

- 1) Uber is most preferred cab service among the customer
- 2) Female preferred online more than male
- 3) Considering the age 18 -25 uses the cab mostly due to availability and fare rate
- 4) The prime reason of using a cab service is ease of travel/ comfort
- 5) If cab service is not there then most preferred transport is bus
- 6) The time the customer often require a cab afternoon and night
- 7) Table 3.1 (a) shows the demographic details of the respondents.
- 8) Table 3.2(b) revealed that the p-value is more than the designated alpha level (normally .05), proving that there is no relation between using online cab and customer satisfaction with online cab. H(1) is not accepted
- 9) Table 3.3(b) revealed that the p-value is more than the designated alpha level (normally .05), proving that there is no relation between drivers cancelling the ride and customer satisfaction with online cab. H(2) is not accepted
- 10) Table 3.4(b) revealed that the p-value is more than the designated alpha level (normally .05), proving that there is no relation between surge price and customer satisfaction with online cab. H(3) is not accepted
- 11) Table 3.5(b) revealed that the p-value is more than the designated alpha level (normally .05), proving that there is no relation between long waiting time and customer satisfaction with online cab. H(4) is not accepted
- 12) Table 3.6(b) revealed that the p-value is more than the designated alpha level (normally .05), proving that there is no relation between cancellation charge and customer satisfaction with online cab. H(5) is not accepted
- 13) Table 3.7(b) revealed that the p-value is less than the designated alpha level (normally .05), proving that there is a relation between recommendation and customer satisfaction with online cab. H(6) is accepted

4.2 SUGGESTION

The online cab services as the maturity of the respondents said the cab services are useful to their day-day. Their life but in the fare of cab charge to being higher of day-day so they will manage to employee, students, homemakers. After the corona the cab services are not follow the rules & regulation of the government (Zero contact with driver, Cashless transaction

It is recommend the cab service should concentrate more on comfort and affordable cab and giving exciting offers to attract customers

Cabs should provide better service and try to solve their problem if any

Inconvenience caused due to services provide in cab will lead to less usage of the same

Appoint drivers with local knowledge

Since there is a positive relationship between consumer satisfaction and recommendation try to improve the customer satisfaction through fare rate , availability , comfort will increase the recommendation

Cab companies should recognise the strategic importance of understanding customer overall decision process when they are involved in selecting a cab service

New techniques of promotion is required to create awareness about the offers and discounts to create awareness among customer

4.3 CONCLUSION

The study reveals the customer satisfaction about the online taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care will be most preferred on the uber cab services. As the employee are to mostly preferred on the uber cab services for their availability. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the online taxi in the Indian market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, it's sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image in the market.

4.4 REFERENCE

Dr.P. Kishore Kumar Dr. N. Ramesh Kumar study on discount voucher

Kumar, Kishore & Namavaram, Ramesh. (2016). This study shows the global interference of technology advancement in cab hailing services in smart cities

Cristobal et al. (2007) reported that privacy is a key construct of service quality scale that affects the image of the service provider

ANNEXURE

1) What is your age

18 to 25

26 to 45

46 and more

2) what is your gender

Male

Female

3) What is your occupation?

Student

Salaried

Businessmen

House wife

4) Do you use online cab for your travel?

Yes

No

5) How do you normally book taxi?

Call a taxi

Taxi company website

Taxi app

Flagging down the street

6) which online cab do you use the most frequently

Ola

Uber

Taxi

Other _____

7) why do you prefer the brand of your choice over the other

Price

Availability

Safety

8) how often do you travel in cab

rarely

regularly

9) which of these is your top priority you look in your cab services

Safety

Fare rate

Discount offer

Service

Drivers behaviour

10) At what time of a day do you most often requires a cab?

Morning

Afternoon

Evening

Night

11) what is the typical distance you use the online cab service for?

0-5km

5-10km

20km

12) How would you rate the service of online cab of your choice based on the following criteria

V Good Good Neutral Bad V Bad

Reliability

Comfort

Convenience of booking

Drivers interaction

Safety

13) How do you use these online cab service

Alone

Additional one person

In group

14) For what purpose do you use the online cab service

Daily commute to work

Meeting

Airport and railway station

Personal trips

15) how often you faced the below issue

Always Often sometime rarely never

Drivers cancelling the ride

Surge pricing

Long waiting time

Cancelation charge

16) what is your prime reason for using online cab service

Non availability of parking

Ease of travel/ comfort

Lack of public transport

Reasonable fare

Avoid hassles like waiting , negotiating fare etc.

Other _____

17) If you had not used the online cab service how would you have travelled

Train/bus

Auto rickshaw

Personal vehicle

18) would you be interested in a similar app based online cab service for busses

Yes

No

19) How satisfied are you with your choice of online cab

Very satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

20) would you recommend the online cab service to your friends and relatives

Yes

No

Maybe