

# A Study on Consumer Preference and Satisfication Towards Online Cab Service In Coimbatore City

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## I. INTRODUCTION

India, the seventh largest economy in the world and home to 1.3 Billion people has had a spectacular growth story since independence. One particular sector that has always been in the light of growth is transportation, be it railways, roadways, airways or waterways. This sector employs over 10% of India's population. However, in-spite of constant government efforts, there has been poor public commuting system and the government hasn't been succeeded in providing reliable conveyance. Hence, large parts of population have had to rely on private transport. But not, all segments of the country can afford or prefer to use personal vehicle, which has led to the evolution of the so called "Taxi Market".

However, there was a decline of the sector of traditional taxis. The era of technological development brought the advance in mobile technologies. The creators of applications for smartphone found a non-discovered niche. It is about the platforms of private drivers. The pioneer of this industry was private cab operators. Many more platforms appeared in the market, including probably the most famous players as Ola cab & auto, Uber Cabs and soon.

## STATEMENT OF THE PROBLEM

Large parts of population have had to rely on private transport. But not, all segments of the country can afford or prefer to use personal vehicle, which has led to the evolution of the so called Taxi Market. This study shows, how consumer prefers their taxi services. It determines what type of car, most of the customers prefer. It also states the mode of money transaction that is mostly preferred by the consumers. This study also traces the mode of booking the consumers prefer. It also states how comfortable the customers feels towards their taxi service provider.

## OBJECTIVE OF THE STUDY

- To study consumer preference while booking online cab service
- To know the satisfaction level of consumers.
- To identify the mode of payment preferred by the users.
- To investigate the impact of online taxi customer oriented factor to satisfy towards cab service providers.

## LIMITATIONS OF THE STUDY

- The study is restrained to Coimbatore city only.
- The sample size is limited to 130 respondents.
- The finding of the study is purely based on the accuracy of the respondents

## AREA OF THE STUDY

Area of the study is confined to Coimbatore city, Tamilnadu, India.

## RESEARCH METHODOLOGY

The current study is based on primary data collected from 50 respondents from the different parts of Coimbatore. A well-structured questionnaire was designed to collect the information from the respondents the questionnaire was designed to study perception of user and satisfaction towards online cab services.

## SOURCES OF DATA

Primary data and Secondary data are used for this study.

## COLLECTION OF DATA

### Primary data :

Structured questionnaire was prepared for the purpose of collection of primary data from the respondents. The questionnaire was prepared in simple and understandable

way so as to express their views of opinion in an open, honest and direct manner.

#### Secondary data :

This study consists of vital source of information which is collected through search engines, magazines, journals and other published sources are known as secondary data.

#### SAMPLING

##### Sample Location :

Consumers who have been using the Cabs service in Coimbatore.

##### Sample Technique:

Convenient Random Sampling technique has been adopted for the study.

##### Sample unit:

This call is for defining the target population to be surveyed. In this research the sampling unit was the users who have been using Online Cab services.

#### STATISTICAL TOOLS OF THE STUDY

The following statistical tools were used in the study for the purpose of analysis.

- Simple Percentage Analysis

#### DATA ANALYSIS AND INTREPRETATION

##### 1. SIMPLE PERCENTAGE ANALYSIS :

This method of analysis is calculated using the following formulae, Simple Percentage Analysis =  $\frac{\text{No of Respondents}}{\text{Total Respondents}} \times 100$

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Total Respondents

#### II. REVIEW OF LITERATURE

Mr.SAI ALYAN KUNAR SARVEPALLI, Dr. N.R. MOHAN PRAKASH (2016) states that “Cab aggregation industry in Indian an overview, current scenario, issues and possible for consolidation. They focused on there are usually referred to as taxi aggregates, cab aggregators or car aggregators and management research termininology. The

arrival of Uber and Ola service become very popular in all major cities. The taxi aggregation industry in India how the aggregation innovatively provided the solution innovatively using technology.GeetaKesavaraj (2013),reveals that “As global competition grows, communication and technology channels open up 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”.

Dipesh Bhawnani(2015)focuses on analyzing the cab company’s customer dataset which will help company to analyze its frequent customers: so that the company can understand its customers and can provide different offers to them. Demand of cabs of particular type and at particular location and time, so that the company could make necessary arrangement of particular cab like small cabs, luxury cars, buses etc. We have analyzed the possible cancellations of cab booking by the customer using data obtained from the company. The goal is to reduce the cost incurred by the company as a result of cab cancellations made by the customer.

Ruchi Shukla, Ashish Chandra &Himanshi Jain (2017)states that “Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily-Ola and Uber. Currently, both Ola and Uber cabs are following the strategy of expanding their operations and building customer base in key metropolitan cities across India. The motive is to increase market share and achieve economies of scale and at the same time providing customer satisfaction.

Mr.DIPESH BHAWANANI, DIMPLE BOHRA (2015)entitled in “Big Data Analytics on cab company’s customer dataset using Hive and Tableau”, The company has focused on analysing the dataset of the customer which help in analyse their frequent customers, The company has understand and provided the offers to them and they also analysed travel and package used by the customers. Cab companies will be able to manage its vendors and about Customer cancellations.

Their goal is to reduce their cost. The company could make necessary arrangement of particular cab like small cabs, luxury cabs, buses etc.

REXI A. (2016)states that “Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Coimbatore is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Coimbatore city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. this study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.

TABLE 1

Sno	Variable	Options	Frequency	Percent
1	Age Group	Below 20	05	16
		21-40	20	64
		41-60	06	18
		Above 60	01	2
		Total	30	100
2	Gender	Male	32	64
		Female	18	36
		Total	50	100
3	Qualification	No Formal Education	2	4
		School level	10	20
		Post graduate	13	26
		Under Graduate	23	46
		Diploma	2	4
		Total	50	100
4	Occupation	Agriculture	3	6
		Profession	11	24
		Student	19	44
		Home maker	5	10
		Employee	8	16
		Total	50	100
5	Monthly Income	Below 20000	13	22.2
		20001-40000	11	22.2
		40001-60000	14	28.9
		Above 60001	15	26.7
		Total	50	100
6	Type of Family	Nuclear	31	61.2
		Joint	19	38.8
		Total	50	100

From the above table, it is inferred that

- Majority 64% of the respondents are in the age group of 21-40.
- 61% of the respondents are male.
- 46% of the respondents are Undergraduate.
- 44% of the respondents are Student.
- 28.9% of the respondents having monthly income between 40001-60000.
- 61.2% of the respondents are nuclear type of family

TABLE 2

Sno	Variable	Characteristics	Frequency	Percent
1	Which type of car do you mostly prefer for your journey?	Hatchback	19	38.8
		Sedan	17	34.7
		SUV	10	20.4
		Maxi Taxi	3	6.1
		Total	50	100
2	What is your average journey time in a cab	Less than 15 mins	4	8
		15 to 30 mins	10	20
		30 to 45 mins	22	44
		45 to 60 mins	11	22
		More than 1 hour	3	6
		Total	50	100
3	How do you prefer to book a cab	Tele/ Phone calling	18	36.7
		Cab Application	24	48.9
		Cab service	10	18.4
		Total	50	100
4	Say your way of billing methods	Traditional Meter	12	24.5
		Online Cab App	26	53.1
		Distance & Transit billing	11	22.4
		Total	50	100
5	Prefer your mode of payments for using the cab	Cash payment	18	36.7
		Card payment	8	16.3
		Net Banking (debit/credit)	14	28.6
		Pay Wallet payment (amazon pay, paytm, bhim, so pay)	10	20.4
		Total	50	100
6	Say about driver's behavior	a) Most Friendly	10	20
		b) Comfortable	27	54
		c) Feeling so Stung	9	18
		d) Vary Kinds behaviour	3	6
		Misbehaving	1	1.00
Total	50	100		
7	How knowledgeable of the city were the cab drivers	Very Extremely Knowledgeable	7	14
		b) Extremely Knowledgeable	14	28
		c) Moderately Knowledgeable	20	40

From the above table, it is inferred that

- Majority 38.8% of the respondents are referring hatchback type of car to the journey.
- 44% of the respondents are having average journey to 30 to 45 min.
- 46.9 % of the respondents are prefer to book the cab through Application.
- 53.1% of the respondents are billing through Online cab Application.
- 28.6% of the respondents are paying through Net banking
- 54% of the respondents are Comfortable with driver behaviour.
- 40% of the respondents came to know that city cab drivers were Moderately Knowledgeable

### III. FINDINGS

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### IV. SUGGESTIONS

- Cab services can avoid high prices for short rides and Avoid Peak time over charge.54% of the respondents are Comfortable with driver behaviour.
- 40% of the respondents came to know that city cab drivers were Moderately Knowledgeable , so cab drivers must conduct a proper recruitment process to find well knowledged drivers.
- Cab providers to improve availability of cars in rural areas and improve customer services.
- Need to improve taxi availability at 24/7 duration and transparent fare system when compared to various other providers.

### V. CONCLUSION

We can conclude from the study that online cab has been changed the lifestyle of the people in major ways. By introducing this there has been more demand in online cab application. When there is an increase in the growth of technologies this platform has pave the way into new future with more possibilities and profits. In Coimbatore half of the passengers are ready to access cabs than using public transport mode and they are not considering the cost charged by cab services. Customers are always king in every business. So, cab providers have to run in the race and adopt to offer many innovative facilities for customers to increase revenue for this industry.

### REFERENCES

- [1] Mr.SAI ALYAN KUNAR SARVEPALLI, Dr. N.R. MOHAN PRAKASH (2016) states that “Cab aggregation industry in Indian an overview, current scenario, issues and possible for consolidation.
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- [4] Dipesh Bhawnani(2015)focuses on analyzing the cab company’s customer dataset which will help company to analyze its frequent customers:
- [5] REXI A. (2016)states that “Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport..