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A study of consumer attitude to wards car services in E-commerce era -In Delhi region

Abstract

Since 2011, the service sector has been subject to a paradigm shift referred to as industry 4.0 or the 4th generation industrial revolution (FLYNN,2017). India is keen on the adoption of industry 4.0 and several initiatives have been started in the form of digitalisation to make this transformation possible. Digitalisation is an unavoidable concept in the present world. The present paper is based on the assumption of classical model behaviour. The present paper attempts to analyse the potential impact of the vital component of industry 4.0 in the service sector with special reference to cab service. An attempt is also made to analyse how it will affect the behaviour of the people. Both primary (by conducted the case study on Delhi NCR) and secondary data have been used for analysis.

Keywords: cost structure, Digitalisation, Service sector.

Introduction:

India, the seventh-largest economy in the world and home to 1.3 Billion people have had a spectacular growth story since independence. One particular sector that has always been in the light of the growth in 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 a poor public commuting system and the government hasn't succeeded in providing reliable conveyance. Hence, large parts of the population have had to rely on private transport. But not, all the people of the country can afford to use a personal vehicle, which has led to the evolution of the 'Taxi Market'. In this \$2.264 trillion economy, the taxi market itself sums up to about \$12 Billion in the GDP. Almost all 29 states and 7 union territories in India have a different type of taxi and the laws governing them. But this, intervention by the government is more focused on the unorganised sector than the organised sector. What was once considered as a demeaning segment for carmakers to unbridle their models, is now the best bet for them to grow business. Clearly, this change has been a remarkable story of revolution, which has a lead role in the organised sector.

Until the first decade of the 20th century, Horse wagons were the preferred mode of transport, but due to its inefficiency, they were replaced by Taxi Cabs (commonly known as Taxis) in 1911. Also known as Kaali-Peelis in Mumbai, Delhi and various other cities because of their color, these cabs have been an integral mode of transport in India. In states like Goa, the concept of Motorcycle taxis also prevailed as it was much cheaper but could carry only one passenger and a backpack as luggage. However, taxi cabs, which were owned by individual drivers had a capacity of 4 passengers and could carry 3-4

backpacks. As per the Government of India's regulation, these cabs have a yellow number plate and a fare meter installed to calculate the fare for point-to-point transport.

These cabs work in a traditional way, where a passenger would wait on the streets to stop the cab and let the driver know where he wants to go, or the passenger would go to locations called taxi stands where passengers would wait in a queue and taxis looking for a trip would come. The 20th century also saw the start of other modes of transport like buses, trains, and metros. In many cities, auto-rickshaws started which functioned in the same manner as taxi cabs but could carry only 3 passengers and lesser luggage. Gradually the concept of Shared Taxis emerged which were normal taxis that carry more than one passenger traveling to the same destination or en-route. The passengers would have to wait for a few minutes for the cab to fill. Passengers were charged as per the number of people and distance. This model prevailed in all parts of the country as passengers would now have to pay less for the same trip as they were sharing the cab. On the other hand, drivers would usually get more fare than what they would as per the fare meter. A similar system later started for Auto-rickshaws, which is known as shared autos.

The taxi market, which was largely unorganised had many cons. Keeping this in mind was introduced the concept of Prepaid Taxis, which operated predominantly for transportation from airports to the interiors of city and thus were also referred to as Airport taxis. This type of taxi business was managed by the government where taxi booths were set up outside airports and local taxis would register to get a trip. Passengers arriving at the airport would have to stand in queue and pay in advance the fare for their journey, depending upon the distance. The taxi drivers would get their earnings later or at the same time, depending on the model of that taxi booth. Prepaid taxis did very well in their initial years of establishment. They were more reliable and passengers could avoid the hassles of arguing with drivers for a fare. Also, to some extent, prepaid taxis were organised and safe and driver and cab details were taken before the trip, but this model could not make its way for transportation within the cities as it was not feasible to have taxi booths all around the city. Thus this model is restricted to Airports. For many years, Taxi Cabs and Auto-rickshaws enjoyed the monopoly in road transport and were the only direct competition for each other. They provided cheap and personal transit within the city and were flexible as they picked and dropped passengers at their desired location. According to the Road Transport Yearbook, there are 2.3 million registered taxis plying across different states in India.

In 2000, Mega Cabs came into the playing field. Following which, Easy Cabs and Meru were established in the year 2006 and 2007 respectively. These companies followed the model of Cab Ownership. They owned the complete fleet of cabs (which were normal cars with commercial driving permit), hired drivers as employees for a salary and provided point-to-point transportation within the city. Their model involves customers to book mainly via calls and cash was the dominant mode of payment. The cab would come at the location of pick-up and take the customer to his destination. These companies provided some level of convenience and safety to the users and they also facilitated rapid expansion, but they were characterised by high costs- car loan EMIs, maintenance costs, etc. Also, they were not widely accepted by a large part of the Indian market in their initial years. They faced a lot of issues including unavailability of cabs, the unwillingness of people to switch to such models and strikes by drivers. Later companies like Savaari and Taxi Guide established their business model. They came to know as Taxi Affiliators, which means they were associated with many car rental agencies and thus could provide various offers and deals. Their model initially focused on inter-city transport and thus did not act as a replacement to local Taxicabs and Auto-rickshaws. The situation in India after the first decade of the

21st century was such that transportation was still a significant sector and one with many loopholes. (BHALLA, 2018)

Despite many private players in the organised taxi market people still had to depend on the unorganised segment. Then India saw the birth of one of the largest disruptive business models known as Taxi Aggregators with the launch of Ola in 2010, Taxi For Sure in 2011 and Uber in 2013. Taxi Aggregators are those companies who design, own and manage Web-based software applications, and by means of such application and a communication device, enable a customer in need of a cab to connect with persons providing cab service under the brand name of that aggregator. As of 2017, the Indian taxi market is a \$13 – 15 Billion industry, with \$1.4 billion belonging to the organised taxi market. Understanding the Term Taxi Aggregators and the Players in This Segment The term “Aggregator” is defined as a web site or computer software that aggregates a specific type of information from multiple online sources. Thus, Taxi Aggregators are those companies who design, own and manage Web-based software applications, and by means of such application and a communication device. Taxi Aggregators work as a demand and supply matching mechanism and generate revenue by doing so. This simply means that they connect commuters (demand side), who are in need of cab service at any moment in time, with the cab drivers (supply side) who are willing to provide this service. (Source: Fitbit). The Taxi Aggregator company earns a certain commission in this entire transaction which it gets from the bill amount paid, thus not all that the customer pays goes to the driver, as some percentage of it, usually, 10-20% is charged by a company for being an intermediary and providing the technology and tax is also deducted. This is how these companies are different from unorganised alternatives. India, a country of around 300 million internet users, emerged as the third-largest market for cab aggregators in 2016 after China and North America, spectacular growth in a span of fewer than three years before which it was hardly visible in the world market for cab aggregators. The industry estimates estimate market Ola to have around 65% market share with Uber holding the rest in the taxi aggregation business. This is because Ola entered the market earlier, hence enjoys the first-mover advantage and has achieved better market penetration (present in over 104 cities) as compared to Uber (present only in 29 Indian cities). As per the research was done by KalaGato market share (on the basis of application downloads) of Uber was 50% and Ola stands at 44% during the period January 2017 to June 2017.

Growth of Taxi Aggregators in India The share of Taxi Aggregators in the taxi market has grown phenomenally from 3% in 2013-14 to 9% in 2016 and is expected to reach 15-17% by 2020. Loopholes in other modes of transport, changing the lifestyle of consumers and exponential increase in the per capita income have been some of the causes of this remarkable growth of Taxi Aggregators in India. As per the World Bank estimates, India's Per Capita GDP PPP grew by 51% for the same period. Additionally, the traffic situation in India is just helping the growth of cab aggregators. A report by India Brand Equity Foundation (IBEF) states that Indian roads carry close to 90% of the passenger traffic and 65% of the freight A survey by Mumbai GrahakPanchayat (MGP) shows that a prodigious 94% of commuters feel harassed by the refusal of traditional taxi and auto drivers, while a whopping 80% are of the opinion that app-based taxi aggregators offer better and more convenient options for travel. Given increasing traffic woes, there is a large customer segment that has shifted or will shift towards taxi usage due to the additional comfort of chauffeur driven cars without paying out for driver's salary. Out of the 76,169 commuters who participated in this survey, 47% believe the fares charged by Ola and Uber are cheaper than other modes of transport. This actually holds true given the other leisure benefits that come along with the services of these cab aggregators. A report by Valoriser consultants has identifies certain reasons to understand the growth of taxi aggregators. The report states that low car ownership and the no availability of good cab service are the top two reasons that have facilitated this growth. Most Indians do not own any vehicle or own a two-wheeler. Given the inadequate public transport system, this calls for dependence on taxis for travel requirements like outings, holidays and various special occasions. Taxi aggregators are encashing this opportunity by providing better and prompt services. Successful use of Data Analytics, support from drivers and

diligent use of technology are other factors which have given the Taxi Aggregators in India the much-needed boost.

India is a developing nation and also with on-going development, the standard of living of the middle class has raised leading to an increase in the want and need of this middle class. Not all people from this middle-class background have the ability to buy the personal vehicle for traveling hence they highly depend on public transport services. One of the most important sources of Public Transport services one of the most important sources of public Transport services are Taxi which is used by lakhs of Indian Citizen every day to commute to their workplace, go to shopping with family, go to places for a holiday, go to shopping with their family, go to places for a holiday, go to the airport and the list continues.

Focusing on getting cabs for short distances within a particular city or for going to the airport or from the airport to some particular places it was very inconvenient until a few years ago. However, since the Radio cab has entered the Taxi Market, through the use of technology like the mobile app to book these cabs the situation has totally changed in India. The Radio cab market has grown so enormously that the number of Radio cabs has increased way more than the number of a public taxi on the road till today. But in India it has been observed by the **Society of Indian Automobile Manufacturers (SIAM)**, **domestic vehicle sales** in August declined by 23.55 percent to 18,21,490 units from 23,82,436 units in the same month last year. From April to August, there is a downfall in sales to 97,32,040 units from 1,15,70,401 units in the year-ago period.

Statement of the Problem:

Try to analyse how consumer Buying behaviour changes due to an Up gradation In the Taxi market in the automobile market. And also, to determine consumer satisfaction on the basis, Trends, Safety, comfort, Ease of Availability of transportation for the media of travel and also Explain the authenticity of the statement Given by Finance minister and Shashank Srivastava (Executive Director)

Objective

- Objective 1: To know the Actual Availability of Taxi Trend in Delhi
- Objective 2: To Know the Availability of the Taxi to the Population of Delhi
- Objective 3: To know how Digitalisation /Technology will Affect the Number of Taxi in Delhi.
- Objective 4: To Identify whether this Digitalisation in Cab sector will affect the Purchases of the cars Decision of Delhi People.
- Objective 5: Primary data Collected on Consumer Satisfaction by Considering Various variables like Value of Money, Usage of Cab, Ease of use, no save money, save more at day and less at night.

Literature Review:

- ◎ Rallan Pallavi (2018) “An Empirical Study on Indian Taxi market “The Indian taxi market, which was predominantly dominated by the unorganised sector has sensed its disruption since the introduction of private players in the form of taxi affiliation and more importantly, taxi aggregators. This paper aims to study this phenomenal change and thereby analyse the factors reinforcing the growth of taxi aggregators. This paper has employed extensive research on secondary data to achieve its objectives. This paper concludes with anticipating future trends in this booming sector and the inclination of more entities to join this contest.
- ◎ Karnataka “Changing Paradigms In The Taxi Industry In India” With a focus on the taxicab aggregator model adopted by players like Ola Cabs and Uber operating in India, With the development of the ecosystem of internet penetration and rising mobile users, the taxicab aggregator business has received a robust fillip because in their business model the “firm’s mobile app allows customers with smartphones to submit a trip request which is then routed to their drivers who help complete the trip.” The growth of taxicab/radio-share cab aggregators led the radio-taxi operators like Meru Cabs to embrace a hybrid model.” In the article, “the business model of Ola Cabs and Uber India is explained in detail.”
- ◎ Shuvayan “A Study On Feasibility And Impact Of Radio Taxi And App-Based Vehicle Model In Mumbai & Bangalore Market” The business is booming in a huge way in India with adapting private operators investing huge amount of money in setting up the call centers and incorporating latest technologies in their vehicles. It has proved to be the win-win situation for the government, radio cab companies, chauffeurs and the most important passengers. Change in the people’s mindset has been the greatest factor in the growth of the radio cab market. “There are various aspects which act as barriers in broadening the radio cab market such as high fares, Telecom Regulatory Authority of India (TRAI)” caps on the SMS and the unavailability of the parking area. Radio taxi companies have to strike an equilibrium uniting growth drivers and challenges to move ahead. I would like to study the changing dynamics of the above market in both southern and western India and at the same time to find a perfect balance chord in respect of optimum customer satisfaction and break-even for the above taxi segments”
- ◎ Yamuna Vijayalakshmi et .al “The taxi market has evolved over time and how it has now become an expeditiously growing business in the country. Fundamentally, the growth happened at the cost of radio taxis like Ola cabs, Uber cabs, Meru cabs, etc. The popularity of on-demand taxis grew very rapidly because they were able to plug gaps in the intra-city transportation, something the municipal public transport couldn’t do that. The ease of availing a door-door ride through smartphone at a reasonable cost fueled the on-demand taxi market in India. The cab assemblage call themselves a tech company as they don’t own any of the vehicles. The research paper aims to study how Taxi Aggregators have impacted the society through various methods like offering coupons, quality service, mobile applications, air conditioning, educated and skilled drivers, multiple payment options, 24×7 user support, electronic fare meters, GPS enabled vehicles, etc. and what has resulted in its growth which leads it to be called as a disruptor. (Dr. S. M. Yamuna, 2019)”
- ◎ Rajesh Rupali “A COMPARATIVE STUDY OF OLA AND UBER CUSTOMERS IN MUMBAI” Organised rental cab was introduced in the Indian market in 2004 with Meru cab service and soon became favored among consumers in metro cities but actual change came in 2010 when app-based services started its operation, followed by Uber in 2013. Soon the market became competitive and consumers became more demanding. “Now companies are using many methods to increase customers as well as to retain their old customers. This study is aimed at identifying the difference between Ola and

Uber customers. Statistical examination indicated that females prefer Uber service over Ola but while it comes to safety consumers feel safer with Ola than Uber. The result of this study may help the taxi service industry to design their future marketing strategies.”

- ◎ Mehta “RADIO TAXI INDUSTRY: CURRENT SCENARIO, INDUSTRY FORCES, AND CHALLENGES IN India the radio taxi business have emerged as one of the fastest-growing businesses in the Indian transportation sector and “the way radio taxi business is running today is highly impressive.” (Mehta, 2015) “It is acting as an intermediary between the customer and the taxi drivers, both customers and the drivers pay the company for the services respectively and that is how companies earn their profit.” (Mehta, 2015) “In this article, the researchers have explored the radio taxi industry in India and how it runs through different business models.” (Mehta, 2015) After the study, the researchers found that the industry is at the thriving phase due to the number of aspects like Influx of tourist, deficiency in a public transport facility, swelling demand from the corporate sector etc. Users have also started giving due weightage to comfort rather than budgeted conveyance. Simultaneously, the industry has to won many challenges like security for commuters, manpower dearth and primarily inadequate resources to equal the growing demand. (Mehta, 2015)

Research Methodology

Step 1: The research commenced with an extensive review of existing literature. The secondary study was essential to understand the background of the Taxi Market and the secondary information was sourced from books, journal articles, newspaper articles and websites like IndiaStats, Ministry of Statistics and program implementation

Step 2: Data which is taken are calculated by the normalised method :

$$\text{Normalised Method:} = \frac{X - X(\text{MINIMUM})}{(X\text{MAXIMUM} - X\text{Minimum})}$$

Step 4: Paired t-Test is called by the following formula :

1. Calculate the difference ($d_i = Y_i - x_i$) between the two observations on each pair, making sure you distinguish between positive and negative differences.

2. Calculate the mean difference, \bar{d}

3. Calculate the standard deviation of the differences, sd , and use this to calculate the standard error of the mean difference, $SE(\bar{d}) = \frac{sd}{\sqrt{n}}$

4. Calculate the t-statistic, which is given by $T = \bar{d} / SE(\bar{d})$. Under the null hypothesis, this statistic follows a t-distribution with $n - 1$ degree of freedom.

5. Use tables of the t-distribution to compare your value for T to the $t(n-1)$ distribution. This will give the p-value for the paired t-test.

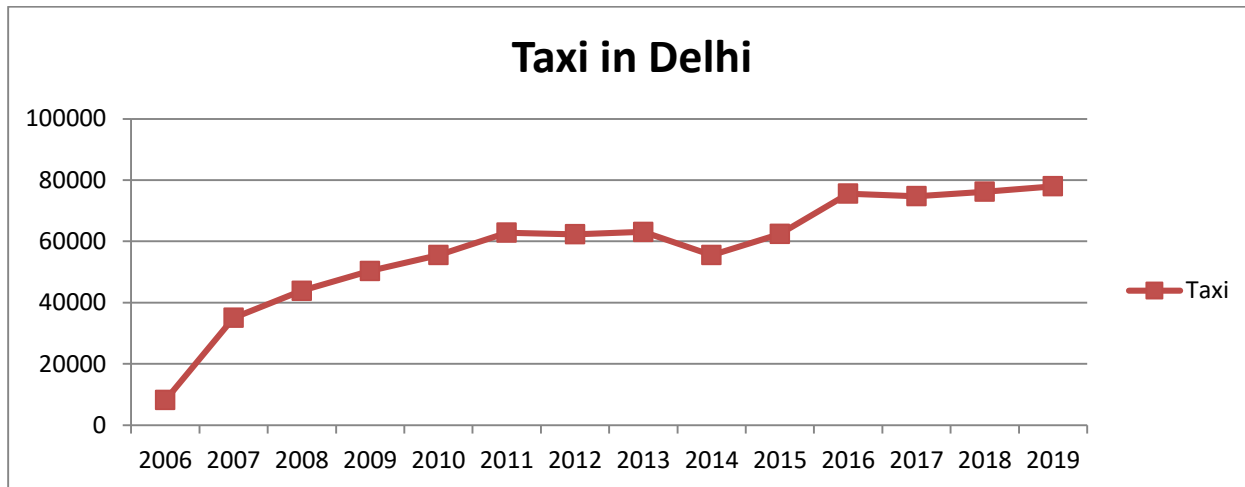
Step 3: While primary data collected through questionnaire method to know the customer satisfaction, buying behaviour and the present condition of the taxi industry and formula of chi-square test has been applying:

$$\chi^2 = \sum \frac{(o-e)^2}{e}$$

Hypothesis: A) Null Hypothesis: $H_0: \partial a = \partial b$: Does not have any impact and Alternative Hypothesis: $H_1: \partial a \neq \partial b$ does have the impact.

b): Primary data collected on consumer satisfaction by considering Various variable like Value of Money, Usage of Cab, Ease of use, No save money, save more at day and less at nightfall Hypothesis: H_0 :: Does not have any impact and Alternative Hypothesis : H_1 :: Do have the impact results & Finding :

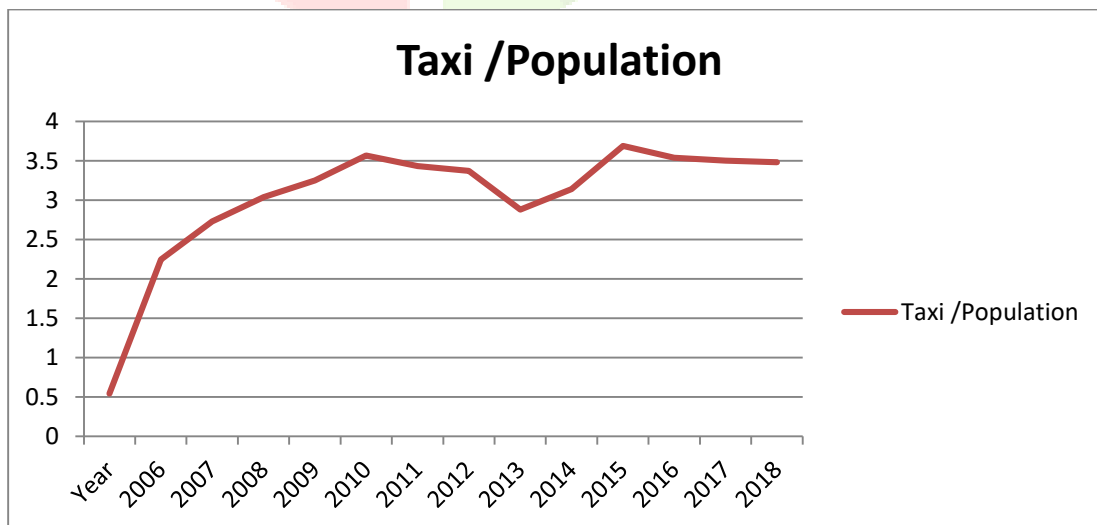
Objective 1: To the Actual Availability of Taxi Trend in Delhi



Sources: Calculated by Researcher

Considering high demand and increasing perforation of such big guns in smaller towns, the Indian taxi market is poised for vigorous double-digit growth over the next 2-3 years. this growth is anticipated to reach 15 per cent-17 percent level by FY2020. It has been concluded from the above graph that the number of taxis in India have been increasing. But there was a dip in 2014 due to the change in company act 2013 after which there was a steep rise in the number of Taxi in India.

Objective 2: To know the Availability of the Taxi to Population Ratio of Delhi



Sources: Calculated By Researcher

It has been observed that the taxi to population ratio has been increasing over the year. But in the year 2014, There was a dip due to the slow down observed in the Indian economy because of massive inflation and rise in prices of the automobile parts as it has been observed by the **Society of Indian Automobile Manufacturers (SIAM), domestic vehicle sales**. It was steadily observed the rise in the Taxi to Population ratio in India.

Objective 3: To know how the digitalisation will affect the Number of Taxi in Delhi.

Null Hypothesis: $H_0: \partial a = \partial b$: Does not have any impact

Alternative Hypothesis: $H_1: \partial a \neq \partial b$ do have the impact

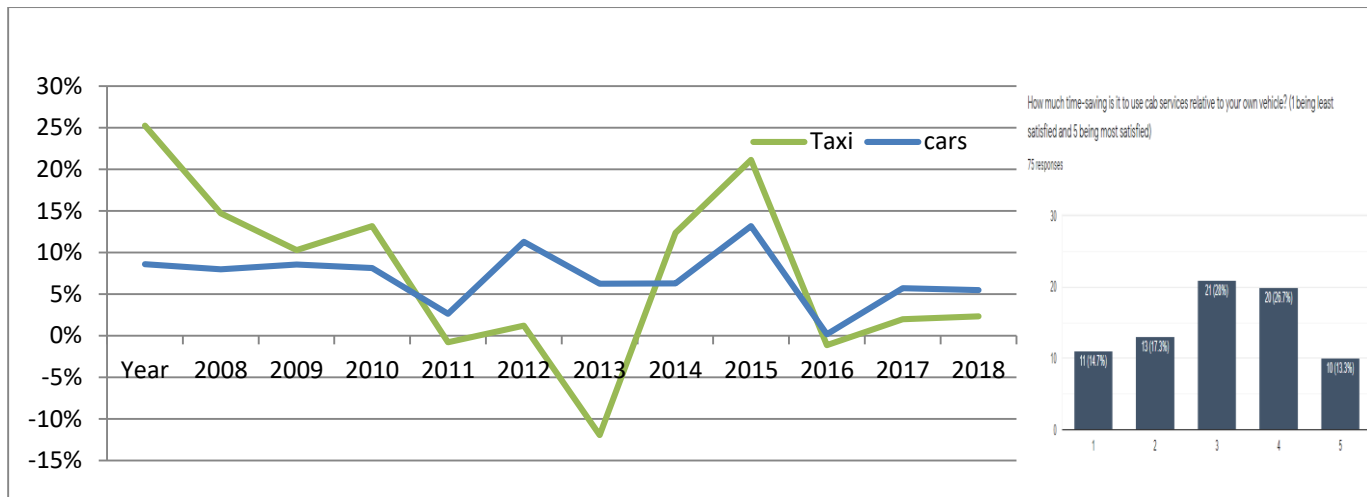
	Variable 1	Variable 2
Mean	59865.8	73397.96277
Variance	15691642.7	39181227.21
Observations	5	5
Pearson Correlation	0.471682783	
Hypothesised Mean Difference	0	
Df	4	
t Stat	-5.392915428	
P(T<=t) one-tail	0.002859569	
t Critical one-tail	2.131846782	
P(T<=t) two-tail	0.005719137	
t Critical two-tail	2.776445105	
P(T<=t) one-tail	0.002859569	
t Critical one-tail	2.131846782	

Sources: Calculated By Researcher

The smartphone penetration was 6% in India in 2013 and, reached 28% by May 2019. In metro cities, the penetration reached 60%-65% by Q1-2015 and that is when and where the revolution of on-demand taxis began in India. And along with this Declining data costs in India have helped many low-income users to come online and mid-income users to stay online for a prolonged duration. This has truly helped the growth of the on-demand taxi market in India. The year 2015 saw money coming in from both Ola and Uber investors for expansion in tier-2/tier-3 cities and getting more drivers on-board. This is also observed by the above analysis that Digitalisation positively affected the Indian Taxi Industry i.e. is P-value 0.002 is significant at a 5 % level of significance. The Indian taxi market size was estimated at 1.9 million taxis estimated to generate ~\$10-\$11

Billion revenue in 2019. The unorganised small fleet operators account for ~91% market share in terms of the registered taxi fleet. The arrival of on-demand taxi players has helped organise this market to a great extent as observed by the **Society of Indian Automobile Manufacturers (SIAM), domestic vehicle sales**

Objective 4: To identify whether this digitalisation in-cab sector will affect the purchases of the cars:



Sources Calculated by Researcher

It has been depicted by the above graph that the Taxi service in India has been increasing steadily along with the demand for cars in India. From the above primary survey we can predict that there is no change in the buying behaviour of the people. They still want to buy their own car as compared to using taxi services in India. This present study verified that the statement said by the finance minister did not hold true.

Objective 5: Primary data collected on consumer satisfaction by considering Various variable like Value of Money, Usage of Cab, Ease of use, no save money, save more at day and less at night

Null Hypothesis: Ho: Does not have any impact

Alternative Hypothesis: H1: Do have the impact

It has been verified by the chi-square test that they affect the usage of the taxi market in India

Result: Chi-square calculated value 13.59: Chi-square Table value 12.59

Chi-Square calculate value > Chi-Square Table value

Reject the Null Hypotheses i.e. These variables have a significant impact on the determination on consumer satisfaction. It signifies that all the variables in the sample collected in the survey does impact all the consumers in some way or the other either positively or negatively.

Conclusion:

The results show that over the years the sale of taxis has increased that is the demand for cab services has shown an increasing trend due to the Digitalisation and Aggregation Model adopted in Taxi. However, the primary survey suggests that the supply of taxis in the Indian market hasn't increased enough to match demands as a result of which taxi prices have been rising too. The car sales have also shown an increasing trend which is due to a very low to no cost difference while traveling through the personal vehicle or cab services. Although it is not incorrect to say that the Taxi market provides a positive impact on consumer satisfaction.

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- ◎ (Maruti says Ola & Uber not a big factor for current slowdown, 2019)

Appendix 1

Sample of Data is Provided on which the secondary Research Has been conducted

Year	Taxi (Numbers)	Cars (Numbers)	Taxi /Population	Popluation
2006	8220	168727	0.543435	15126
2007	35041	1536897	2.246218	15600
2008	43887	1668880	2.729121	16081
2009	50351	1802251	3.037951	16574
2010	55530	1956574	3.25079	17082
2011	62839	2116107	3.568776	17608
2012	62335	2172069	3.434246	18151
2013	63082	2416974	3.372107	18707
2014	55543	2568380	2.880712	19281
2015	62405	2730071	3.139874	19875
2016	75604	3089757	3.68926	20493
2017	74755	3094859	3.540542	21114
2018	76227	3272111	3.504529	21751
2019	77999	3451595	3.481787	22402

Source: Indiatats (<https://www.indiastat.com/>)

Primary Data collected on :

Questionnaires

- 1) Name
- 2) Age
- 3) Gender
- 4) Occupation
- 5) Monthly Income
- 6) Do you use cab Services?
- 7) Which cab provider do you use?
- 8) How frequently do you travel through Cabs?
- 9) At which time of the day do you most often require a taxi?

Morning	Noon	Evening
Night		
- 10) What is the typical distance you use cab services for?
- 11) Ease of use of Cab Services (1 being least satisfied and 5 being most satisfied)
- 12) Does your travel journey represent value for money? (1 being least satisfied and 5 being most satisfied)
- 13) How safe are Cab Services in Day? (1 being least satisfied and 5 being most satisfied)
- 14) How safe are Cab Services at Night? (1 being least satisfied and 5 being most satisfied)
- 15) How much time-saving is it to use cab services relative to your own vehicle? (1 being least satisfied and 5 being most satisfied)
- 16) How likely are you to travel by cab when you own a car? (1 being least satisfied and 5 being most satisfied)
- 17) How likely are you to recommend cab service to a friend, relative or colleague? (1 being least satisfied and 5 being most satisfied)
- 18) The overall rating for cab services? (1 being least satisfied and 5 being most satisfied)
- 19) How likely are you to take a travel ride rather than a personal ride?
- 20) How likely is travel ride help you save money in comparison to a personal ride?
- 21) Do you think traveling by cab saves you money in comparison to traveling on your own cars?
- 22) Has CAb Services impacted your lifestyle?
- 23) According to you what can be improved in the Cab Industry?