



A STUDY ON CUSTOMERS'S PREFERENCE FOR ONLINE CAB SERVICES IN CHENNAI CITY

Mr. Sathish Kumar J AND MRS.TR. Kalai Lakshmi

¹Student, School of Business Administration

²Assistant professor, school of Business Administration

Sathyabama Institute of science and Technology. Chennai 600119, Tamil Nadu, India

ABSTRACT

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 at Chennai. In Chennai 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 140 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.

INTRODUCTION

Concept of organized rental cab was introduced to Indian consumer in 2004 when Meru cab service was launched in major metro cities of India and then almost after six years App based rental cab service was introduced in Indian market. Among various transportation mode cab service gained popularity because of its advantage of door-to-door service and now because of technological advancement customers were able to book cabs at competitive price in just one click using their smart phones. These App based cab services were having tremendous potential for growth in densely populated countries like India where parking is major problem because of space crunch as well as public transports are over covered during peak hours. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2013.

OBJECTIVE OF STUDY

Considering the growing number of online cab users in Chennai. this research is designed to understand the difference cab user prefer the best one. Research is specifically focused on working professionals. The sub objectives of this study are:

PRIMARY OBJECTIVE:

To analyze the various cab services at Chennai.

SECONDARY OBJECTIVE:

- To compare the various cab services & their comfortability to customers.
- To analyse the issues faced by the customers towards booking process.
- To analyse customer needs and comforts.
- To analyse the best and cheap cab services in Chennai city.

REVIEW OF LITERTURE

Geeta Kesavaraj (2013), A study on customer relationship management of call **taxi will be allow the cab are important to everyone there as to being lot of social science** which are to people choice. It will research show the important of cab services.

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 relationship between dependent and independent variables are empirically verified through statistical methods. 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

J. Senthil Velmurugan, R. Shruthi, S. V. Raj Kamal 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 analyse the customers perception and upcoming improvements about Ola services.

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Dr. Rupali Rajesh (2012) This study is focused on identify the difference between Ola and Uber customers and for this data has been collected with the help of structured questionnaire. Data was collected from Mumbai and specifically from working professionals. After data collection, statistical analysis showed that female prefer Uber service over Ola but while it comes to safety consumer feel safer with Ola than Uber. Result of this study may help the taxi service industry to design their future marketing strategies.

RESEARCH METHODOLOGY

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of Descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study. The Convenience sampling method is followed in-order to collect the data through the structured questionnaire from the respondents. The sample size so arrived at is **140 respondents** forming part of customers of call taxi service in Chennai.

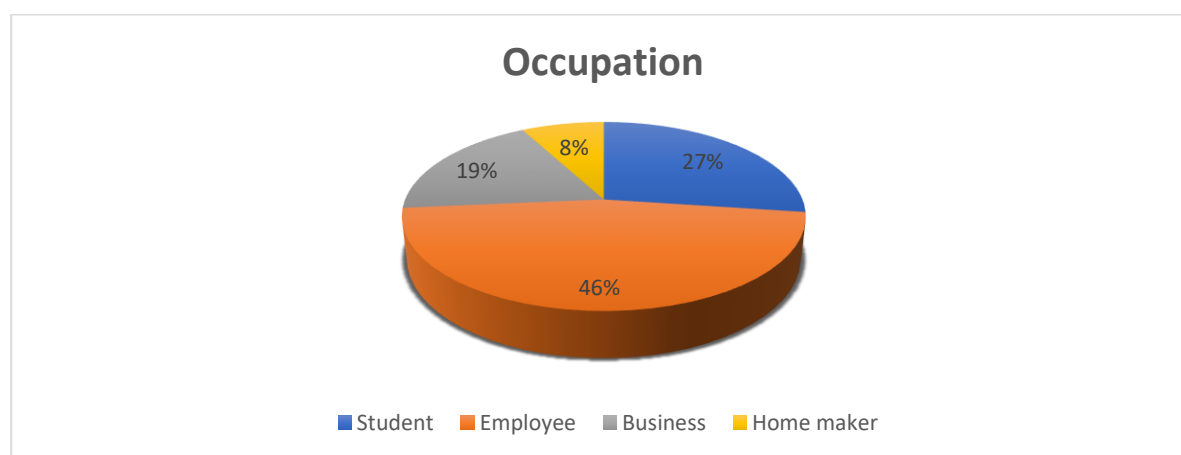
This research is focused on cab services at Chennai area and specifically targeted to working professionals. After literature review gaps have been identified and questionnaire has been designed to collect the data. Primary data for the study was collected through online survey method, using a structured questionnaire which was designed based on literature review. All the responded were from Chennai and data was collected from January 2021 – March 2021. To full fill the Objectives and based on literature review following hypothesis and sub hypothesis have been designed.

ANALYICAL TOOLS

The present study uses the following statistical tools for analyzing the collected data, Percentage, Anova, Chi-square analysis are used for this research.

PERCENTAGE ANALYSIS**SHOWING THE OCCUPATION GROUP OF RESPONDENTS**

Occupation	No of respondents	Percentage
Student	38	27.1%
Employee	65	46.4%
Business	26	18.5%
Home maker	11	7.1%
Total	140	100%

**SHOWING THE OCCUPATION OF RESPONDENTS****INTERPRETATION**

When respondents were asked about their occupation is observed from the following the student 27.1%, employee 46.4%, business 18.6%, home maker 7.1%, other 0.7%.

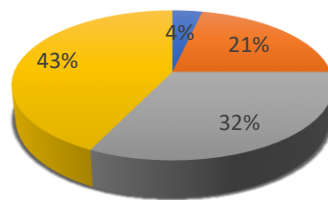
INFERENCE

Majority employee of the respondents of 65(46.4%)

SHOWING THE USAGE CAB SERVICES GROUP OF RESPONDENTS

usage cab services	No of respondents	Percentage
Daily	5	3.6%
At least once in the week	30	21.7%
At least once in the month	45	32.4%
Occasionally	60	43.5%
Total	140	100%

Usage of cab services



■ Daily ■ At least once in the week ■ At least once in the month ■ Occasionally

SHOWING THE USAGE CAB SERVICES OF RESPONDENTS

INTERPRETATION

Above the table respondent's usage cab services Daily 3.6%, At least once in the week 21.7%, at least once in the month 32.4%, Occasionally 43.5%.

INFERENCE

Majority of the respondents most of them choose Occasionally 60 of respondents (43.5%).

CHI SQUARE TEST

TABLE SHOWING THE SIGNIFICANT DIFFERENCE BETWEEN OCCUPATION OF RESPONDENTS AND THEIR FREQUENCY OF USAGE OF CAB SERVICES

Null Hypothesis (H_0) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Null Hypothesis (H_1) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Case processing summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How Often Would You Use Cab Services? * Occupation	140	100%	0	0.0%	200	100%

table showing: The association between Occupation and Usage Cab.

Chi Square Test				
	value	df	Asymptotic	significance
			(2-sided)	
Pearson Chi-Square	21.56	15	0.005	
Likelihood Ratio	28.68	15	0.002	
N of Valid Cases	140			

INTERPRETAION:

Since p value is (0.005) lesser than 0.05, we accept Alternate Hypothesis and Reject Null Hypothesis. Therefore, there is association between Occupation and How Often Would You Use Cab Services.

ANOVA

Table showing association between age of respondents and their preferred mode of payment for the online cab services in Chennai.

Null Hypothesis (H_0): there is no association between age of respondents and their preferred mode of payment for the online cab services in Chennai

Alternate Hypothesis (H_1): there is association between age of respondents and their preferred mode of payment for the online cab services in Chennai.

ANOVA					
Risky					
	Sum of squares	df	Mean square	F	Sig.
Between groups	28.132	5	5.625	6.408	<.001
Within groups	117.661	134	.878		
Total	145.793	139			

Table showing: Association between age of respondents and their preferred mode of payment for the online cab services in Chennai

INTERPRETATION:

Since p value (0.001) is lesser than 0.05, we accept alternate hypothesis and reject null hypothesis. Therefore, there is association between age of respondents and their preferred mode of payment for the online cab services in Chennai

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)

CONCLUSION:

The study reveals the customer satisfaction about the call 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 **ola cab services**. As the employee are to mostly preferred on the **ola cab services for their Fare management system**. 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 call taxi in the Chennai market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, its 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.

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