A Study On Customer Perception Of Red Taxi's Online Cab Service In Tirupur City

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ABSTRACT

The rapid growth of the online cab service market in India has led to increased competition among players. Red Taxi, a prominent online cab service provider, operates in Tirupur city, a major textile hub in Tamil Nadu. This study explores consumer perception of Red Taxi's online cab service in Tirupur City, focusing on key factors such as service quality, pricing, reliability, ease of booking, and customer satisfaction. A structured survey was conducted among frequent users of Red Taxi, and the data was analyzed to identify trends and challenges in customer experience. The findings reveal consumer preferences, expectations, and areas for improvement, providing valuable insights for enhancing service efficiency and customer loyalty.

KEYWORDS: Consumer perception, Online cab service, Red Taxi, Tirupur, Customer satisfaction.

I.INTRODUCTION

Online taxi services have emerged as a crucial component of urban transportation, offering users a practical, dependable, and effective way to get around. In many Indian cities, app-based taxi services have become increasingly popular as smartphone usage and internet accessibility have increased. The benefit of door-to-door service made taxi services popular among other modes of transportation, and thanks to technological advancements, customers can now book taxis at competitive prices with just one click on their smartphones.

Red Taxi's favourable customer perception increases brand loyalty and customer retention, but unfavourable experiences can harm the company's growth and reputation. Red Taxi can improve its market position and guarantee a better commute for the residents of Tirupur by comprehending customer expectations and filling in service gaps. This study aims to investigate consumer perception towards Red Taxi in Tirupur city, exploring the factors that affect their satisfaction, loyalty, and adoption of the service.

II.STATEMENT OF THE PROBLEM

The rapid growth of online cab services has revolutionized the transportation industry in Tirupur city. Red Taxi, a prominent online cab service, operates in this city, catering to the commuting needs of its residents. With the increasing demand for online cab services, it is essential to understand the consumer perception towards Red Taxi's services in Tirupur city. This study aims to investigate the factors influencing consumer perception, assess consumer satisfaction, and determine the areas of dissatisfaction among consumers using Red Taxi's services. Understanding consumer perception is crucial for Red Taxi to improve its services, enhance customer satisfaction, and increase its market share in Tirupur city.

III.OBJECTIVES OF THE STUDY

1.To study customers preference towards online cab services.

2.To identify the factors influencing the customers for choosing the preferred cab service.

3.To find the level of convenience and comfort with Red-taxi services.

4.To measure the level of satisfaction of the customers towards online cab services.

5.To identify the problems faced by users while using cab services.

IV.SCOPE OF THE STUDY

The scope of this study focuses on exploring consumer perception towards online cab service Red Taxi in Tirupur city, Tamil Nadu, India. The study will target consumers who have used Red Taxi services in the past 6-12 months, examining their awareness, satisfaction, loyalty, and factors influencing their perception. Employing a mixed-methods approach, combining survey research and in-depth interviews, this study aims to identify key factors influencing consumer perception, evaluate consumer satisfaction, and develop recommendations for Red Taxi to improve its services and enhance consumer satisfaction in Tirupur city.

V.RESEARCH METHODOLOGY

PRIMARY DATA

The primary data was collected through observation, direct interview with the Officials. Questionnaire with stratified sample of 100 respondents have been taken for carrying out the study.

SECONDARY DATA

The secondary data sources were collected from the official websites, magazines, journals, reports and other documents.

VI.LIMITATIONS OF THE STUDY

- ❖ The sample taken from the study was only 100 respondents, so the result obtained cannot be generalized.
- ❖ The findings are based on sample survey.
- ❖ This study is restricted up to the limit of Tirupur city only.
- ❖ The different views and opinions provided by the respondent were subjected to personal.

VII.TOOLS USED FOR ANALYSIS

- Chi-square Analysis
- Ranking Analysis

VIII.REVIEW OF LITERATURE

Kumar and Lakshmi (2021)[1]

Showed that customer satisfaction with call taxi services and the factors that customers value when selecting a service provider are related. Tariff, convenience, comfort, and quality of service.

Kumar, P. M., & Kumar, A. (2019)[2]

"A Study on Customer Satisfaction with Call Taxi Services in Chennai." This study examines customer satisfaction levels with Chennai's call taxi services, highlighting important variables that affect customer satisfaction and perceptions.

Kavitha, R., & Rajeswari, R. (2017)[3]

"Mobile Wallets: Issues and Difficulties in Taxi Companies." The adoption of mobile wallets in taxi services is examined in this study, along with consumer attitudes and obstacles surrounding digital payment methods in the taxi sector.

Kumar and Kumar (2016)[4]

Has demonstrated that customers were comfortable using mobile apps to redeem coupons while booking taxi services and were interested in doing so when choosing taxi services.

Wenjie, C. (2014)[5]

"Technical Enhancements to the Taxi Dispatching System Based on Mobile Apps." The technical improvements in taxi dispatching systems are covered in this paper, with an emphasis on enhancing the effectiveness and user experience of app-based taxi services.

IX.DATA ANALYSIS AND INTERPRETATION

9.1 CHI - SQUARE ANALYSIS

H1 - There is a relation between gender of the respondents and factor influences the choice of red taxi

S. NO	GENDER	FACTOR INFLUENCES THE CHOICE OF RED TAXI				TOTAL	PERCENTAGE
		Competitive Pricing	Convenient Booking Process	Safety Features	Comfortable Rides		
1	Male	14	14	5	7	40	40%
2	Female	7	15	18	20	60	60%
TOTAL		21	29	23	27	100	100%

CALCULATED CHI SQUARE VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT
12.474	7.815	3	Rejected

INTERPRETATION

The calculated chi square value (12.474) is higher than the table value (7.815), Hence the alternative hypothesis is accepted and null hypothesis is rejected at 5% level significance. It can be concluding that there is a Relationship between Gender of respondents and the factor influences the choice of Red Taxi.

9.2 RANK ANALYSIS

S.NO	FACTORS	1	2	3	4	5	TOTAL	RANK
1	Price	29	34	34	2	1	100	I
		145	136	102	4	1	388	
2	Convenience	18	49	29	2	2	100	II
		90	196	87	4	2	379	
3	Safety and Security	21	35	39	4	1	100	III
		105	140	117	8	1	371	
4	Quality of Service	17	35	34	9	5	100	VII
		85	140	102	18	5	350	
5	Easy to book	22	44	22	5	7	100	IV
		110	176	66	10	7	369	
6	Display location Map	22	36	29	9	4	100	V
		110	144	87	18	4	363	
7	Waiting time and charge	19	31	42	5	3	100	VI
		95	124	126	10	3	358	

INTERPRETATION

The above table shows the rank analysis. It is noted that the Price rank 1st with the score of 388, Convenience rank 2nd with the score of 379, Safety and Security rank 3rd with the score of 371, Quality of Service rank 4th with the score of 369, Easy to book rank 5th with the score of 363, Display location Map rank 6th with the score of 358, Waiting time and charge rank 7th with the score of 350.

- Price is in the top of the list with the high score of 388.

X.SUGGESTIONS

- Users are expecting many new innovative features in the cab services like Track and Send Notification to Control room to ensure safety.
- Allow customers to request drivers who speak in their prefferred language.
- Offer an advance booking facility and allow customer to schedule their rides upto 30 days in advance through the website or mobile app.

XI.CONCLUSION

The study aimed to investigate consumer perception towards Red Taxi in Tiruppur city, exploring the factors that affect their satisfaction, loyalty, and adoption of the service. The findings of the study indicate that consumers in Tiruppur city have a positive perception towards Red Taxi, with the majority of respondents expressing satisfaction with the service quality, cost, convenience, and safety. The study identified several factors that influence consumer perception towards Red Taxi, including customer service, cost, convenience, security, and customer support.