A STUDY ON CUSTOMER SATISFACTION ON USAGE OF PRIVATE TAXIS WITH REFERENCE TO COIMBATORE TOWN.

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ABSTRACT:

The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the various brands of call taxi service providers in the Coimbatore town. The study deals with the consumers mindset towards in utilizing the call taxi services, the level of comfort, ease of access, tariff system, promotion, safety and convenience, and overall satisfaction towards the service quality of the service providers.

Keywords: Call Taxi, Customer Satisfaction, Service quality.

INTRODUCTION:

The consumer market is filled with opportunities and possibilities to develop. Every market place has a pivot point. The passenger vehicle segment is one of the most sought after and fast growing market in India. The customers are seeking the comfort, pride, and prompt services with safety. The increasing population and limited infrastructure adds to the opportunity to grow, especially attracting the foreign investors and the son of soil to invest in the competitive manner, which in turn leads to more attractive services at affordable rates to the customers. In the case of on demand taxi aggregators such as uber, Ola cabs and mere cabs, it is the drivers. Taxi aggregators typically don't own any cabs or employee drivers, they connect customers with drivers through a tech platform, and the front end for the customer bring an app. According to the press release, nearly 1.6 million vehicles in India are licensed to run as cabs but there are not as many quality drivers. Securing the supply side has a become a slug fest among indias top three on-demand taxi companies – ANI technologies which runs OLA, UBER, MERU – as they pour money to capture the markets. OLA and UBER, particularly backed by global venture capitalists, are threatening to make every other taxi company in India irrelevant. Meanwhile, big money is making this battle worth fighting for, according to the association of radio taxi India the taxi business in the country is growing at 20 to 25 percent a year. The organized taxi sector accounts for just four to five percent of the industry and tables $800 million. It is expected to grow to $7 billion by 2020.

OLA had a head start in the aggregation market, and it is active in 110 cities in India.
Taxi for sure was founded in June 2011.UBER founded in sanfransisco, during June 2009, and entered India only in
October 2013, active in 29 cities in India. Meru started much before in Mumbai during 2007 and it is active in 23 cities in India. It began a shift to the aggregation model in 2011. OLA managed to raise money faster, its services, there is tremendous increase in the usage of call taxi services in all cities especially in metros.

STATEMENT OF THE PROBLEM:

This research paper focuses on the customer satisfaction towards the various brands of call taxi service providers in the Coimbatore town. The study deals with the consumers mind set towards in the utilizing the call taxi services, the level of comforts, ease of access, safety and convenience and overall satisfaction towards the service quality of the service providers. Driver's share often depends on the number of rides completed rather than the total revenue generated. This encourages drivers to undertake shorter trips but leads to a downfall in customer's satisfaction level. When feedback is given against driver proper action need to be taken. They should provide riders with a feature to connect with drivers for free especially at night demand extra cash apart from the fare. The reasons that support and influence their choice, ascertain their views in enhancement of reasons and reason behind their dissatisfaction are analyzed by conducting the descriptive research, using convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize good growth in the future.

OBJECTIVES

- ❖ To find out the customer satisfaction towards the call taxi services.
- ❖ To understand the usage of private taxi in Coimbatore town.
- ❖ To know the social economic factors.
- ❖ To study the importance of taxi services.
- ❖ To know the difficulties and problems faced by the customers.

LIMITATIONS:

- ❖ Number of respondents is limited to 155 in this study.
- ❖ The study has been done in the Coimbatore town.
- ❖ Study has been done within a period of 3 months.
- ❖ Sometimes the customers may not be genuine in their answers.

SCOPE OF STUDY

The phenomenal growth of passenger vehicle market is vitally backed by the domestic taxi segment. The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the various brands of call taxi service providers in the under gone paradigm shift along with this. We are also experiencing the negative effects of industrialization in the form of global warming. Under these circumstances there are so many vehicles emitting impure carbon particles and carbon dioxide pollution into the air. With increased number of fossil fuel dependent vehicles, there is a greater level depletion of fuel resource. It is here that automobile company's felt need to innovate motor pad vehicle that will get charged through electricity and will not be Coimbatore town. The study deals with the consumers mind set towards in utilizing the call taxi services, the level of comfort, ease of access, tariff system, promotion, safety and convenience and overall satisfaction towards the service quality of the service providers. The reasons that support and influence their choice, ascertain their views in enhancement of services and reasons behind their dis-satisfaction are analyzed by conducting the descriptive research, using convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize good growth in the future.

REVIEW OF LITERATURE

- **Horsu and Yeboah (2015)** had revealed in their study that driver Behaviour have negative correlation on customer satisfaction in Ghana. Other variables continuous service, Comfort, reliability and affordability have an impact on customer satisfaction with regard to minicab taxi.

- **Paronda et al (2016)** identified the key performance indicators of conventional taxis which includes reliability, travel speed, passenger expenses and quality of service. Study based on surveys for 30 days concluded that Uber and Grab Car offers better quality services than conventional taxis.

- **Hanif and Sagar (2016)** suggested that cab services has a huge potential for growth in Mumbai targeting middle and affluent class. Consumer not only use cab service for commutation but also for visiting a shopping mall, attending late night party or going out on special occasion. Study also showed that customer satisfaction level is very high, showing positive sign for future growth and expansion of business.

- **Shukla et al 2017** on OLA and UBER suggested, to adopt highly innovative and customer-centric strategies to increase market share.

- **Allamdas Rohit H. (2017)** suggested that as Indian consumers and highly price-sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers.

- **Ruchika Malik (2017)** identified that retaining drivers by initiatives like monetary awards of influence customer decision. Ola is using reward systems to motivate their drivers thus motivating them as well as involving them in resolving the customer grievances to build a loyal base of drivers. On other side Uber offers rewards and discounts under their Uber CLUB program. This program is not only design impact drivers but is also designed to help their family by providing them various offers related to automobile insurance, vehicle maintenance, lifestyle, health and wellness to their everyday life. There are three categories Silver, Gold and Diamond, based on the quality and performance of each driver

  Harding, S. E., Badami, M. G., Reynolds, C. C., & Kandlikar, M. (2016) in urban transport system when there is no cars and cabs available, the auto-rickshaws (three wheelers) are more popular to general people. In Ghana, the driver behaviour has strong relationship with customer satisfaction (Horsu and Yeboah 2015).

- **Upadhyaya (2013)** had explained how Meri Cab Company had collected feedback from its customers and enhanced its service quality for sustaining in the business.

FREQUENCY TABLE:
DATA ANALYSIS:

The primary data collected were analysed by using the SPSS computer packages. The statistical tools used for this study are as follows.

- Simple percentage analysis

- Rank analysis

- Weighted average analysis

- Chi-square analysis

WHICH ONLINE TAXI AGGREGATOR DO YOU TYPICALLY USE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
ola	71	45.8%
uber	29	18.7%
Fast track	40	25.8%
Friends track	15	9.7%
TOTAL	**155**	**100**

SOURCE: QUESTIONNAIRE

INTERPRETATION:

The above table shows that 45.8% of respondents use Ola; 18.7% respondents use uber; 25.8% of respondents use fast track; 9.7% of respondents use friends track.

Majority of the respondents are for Ola (45.8%).

WHICH MODE DO YOU PREFER FOR THE PURPOSE OF PAYING OF BILLS?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Cash	76	49%
Paytm	27	17.4%
Google pay	47	30.3%
others	5	3.2%
TOTAL	**155**	**100**

SOURCE: QUESTIONNAIRE

INTERPRETATION:

The above table shows that 49% of respondents use cash; 17.4% respondents use paytm; 30.3% of respondents use Google pay; 3.2% use others.

Majority of the respondents are for cash (49%).

RELATION OF CHOOSING THE TAXI SERVIES

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
convenient	31 155	24 96	41 123	31 62	28 28	155 464	I
faster	19 95	24 96	42 126	45 90	25 25	155 432	III
Cost effectiveness	27 135	27 108	41 123	35 70	25 25	155 461	II
Service quality	17 85	28 112	29 87	55 110	26 26	155 420	IV
safety	30 150	22 88	15 45	46 92	42 42	155 417	V

INTERPRETATION –

The above table shows the relation of choosing the taxi services that are ranked based on the return of the respondents.

Convenient is given as I RANK by the respondents; cost effectiveness is ranked as II; faster is ranked as III; service quality is ranked as IV; safety is ranked as V.

GENDER AND AVERAGE MONTHLY AMOUNT

HYPOTHESIS:

There is no significant relationship between gender and average monthly amount

TABLE 4.4.1

GENDER	WHAT IS THE AVERAGE MONTHLY AMOUNT SPENT ON TAXI?				TOTAL
	Rs. 1000 – Rs. 2000	Rs. 2000 – Rs. 3000	Rs. 3000 – Rs. 4000	Above 4000	
MALE	51	13	6	4	74
FEMALE	45	22	12	2	81
TOTAL	96	35	18	6	155

TABLE 4.4.1

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
GENDER	161.083a	8	15.51	REJECTED

INTERPRETATION –

The calculated value of chi-square is more than the table value. Hence, the hypothesis is rejected stating that there is significant relationship between the gender and the average amount spent on taxi.

FINDINGS –

PERCENTAGE ANALYSIS:

- ❖ Majority 52.3% of the respondents are female.
- ❖ Majority 51% of the respondents are below 20 years.
- ❖ Majority 66.5% of the respondents are UG graduate.
- ❖ Majority 82.6% of the respondents are unmarried.
- ❖ Majority 74.2% of the respondents are students.
- ❖ Majority 39.4% of the respondents are from urban.
- ❖ Majority 63.2% of the respondents are between 4 – 6 members.
- ❖ Majority 45.8% of the respondents chooses OLA.
- ❖ Majority 49% of the respondents chooses cash.
- ❖ Majority 53.5% of the respondents chooses safety and security.
- ❖ Majority 45.2% of the respondents chooses every month.
- ❖ Majority 38.1% of the respondents chooses 30 – 50 minutes.
- ❖ Majority 32.3% of the respondents chooses personal.
- ❖ Majority 63.2% of the respondents are satisfied.
- ❖ Majority 63.2% of the respondents chooses good.
- ❖ Majority 41.3% of the respondents chooses pre book the hire by telephone.
- ❖ Majority 39.4% of the respondents chooses limited time.
- ❖ Majority 61.9% of the respondents chooses Rs 1000 – Rs 2000.
- ❖ Majority 59.4% of the respondents are moderately satisfied.
- ❖ Majority 41.3% of the respondents chooses door to door pickup.
- ❖ Majority 40% of the respondents chooses GPS tracking.

RANK ANALYSIS –

❖ Convenient is given as I RANK by the respondents; cost effectiveness is ranked as II; faster is ranked as III; service quality is ranked as IV; safety is ranked as V.

❖ Comfort of the taxis is ranked I; cleanliness of the taxis are ranked II; punctuality is ranked as III; safety of the passengers is ranked as IV.

WEIGHTED AVERAGE –

❖ The highest mean score or average is 4.470 for the factor of knowledge of taxi drivers towards the customers' questions.

CHI SQUARE TEST –

❖ There is no significant relationship between gender and average monthly amount

❖ There is no significant relationship between respondent's occupational status and average time spent in taxi travelling

❖ There is no significant relationship between respondents' educational qualification and the taxis affordability.

SUGGESTIONS:

❖ The young crowd is the major source of market for the call taxi service provider. They are attracted towards the offers and cash discounts.

❖ The service providers shall provide more facilities and for their privileged customers. They drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in reaching the place and guiding the customers.

❖ The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers.

❖ The customers are also to be educated with advance booking facility and privileges of booking in advance, instead of opting Ride now, as it leads to dis-pleasure at times. The infrastructure facilities are to be increased to give the passengers to pleasant travel.

❖ Some of the common suggestions provided by the customers from the survey are like, to maintain cleanliness of the vehicle, , proper grooming of the drivers, vehicle sticker (Brand), Well versed in route, Card payments, Discounts, etc.

CONCLUSION –

The study reveal 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 rendered. 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 Coimbatore town. 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.

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