

A STUDY ON CONSUMERS' SATISFACTION TOWARDS CALL TAXI SERVICES IN ERODE CITY

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Abstract: Service industry is developing quality of services in accordance with the extremely changing and competitive market environment. It must focus on its clients to meet the needs of customer and make them to be satisfied by the quality of service. Currently, the service has an important role in the economy of the information age. The advanced technology causes new service concepts that consumers can access to communication services, do the inquiry, search the information where they want to buy and sell products over the internet. In the past decade, the transportation services have undergone tremendous changes. Among various modes of transportation, the cabs have become important mode of transportation in metropolitan and urban cities in India. The organized cab service providers have increased in the recent years. There is stringent competition among various operators like Saravana, lemon, Dora, FastTrack and my taxi etc. In this regard, it is necessary to understand the customer satisfaction towards call taxi services is very important to formulate business strategies.

Index Terms: Service industry, Transportation, call taxi

1. INTRODUCTION

Service industry is developing quality of services in accordance with the extremely changing and competitive market environment. Service industry must focus on its clients to meet the needs of customer and make them to be satisfied by the quality of service. Currently, the service has an important role in the economy of the information age. The advanced technology causes new service concepts that consumers can access to communication services, do the inquiry, search the information where they want to buy and sell products over the internet. The services industries are categorized into business services, communication services, construction and related engineering services, distribution services, educational services, environmental services, financial services, health related and social services, tourism and travel related services, recreational services, cultural services and transport services.

In the past decade, the transportation services have undergone tremendous changes. Among various modes of transportation, the cabs have become important mode of transportation in metropolitan and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at anytime and from any place. The pricing strategy of cab operators had been positively influencing customers to book a cab instead of traditional mode of transportation like autos and local buses etc. Like most of the industries, the car rental industry had underwent lot of transformation with internet technology. The customers are able to access cabs at competitive prices because of tough competition among the organized cab operators.

The organized cab service providers have increased in the recent years. There is stringent competition among various operators like Saravana, lemon, Dora, FastTrack and my taxi etc. In this regard, it is necessary to understand the customer satisfaction towards call taxi services is very important to formulate business strategies.

2. STATEMENT OF THE PROBLEM

In an attempt, to satisfy the basic mobility need of the individual, the demand for transport services come into play. In recent years, the taxi industry has undergone major changes. To a large extent, the changes have led to increase competition, particularly between the domestic and foreign company. Moreover, the business of transportation is developed with severe competition, fluctuations, and new challenges. With reference to this, local taxi companies are facing with the new competitors which are Saravana, lemon, Dora and Fast track. Now-a-days, customers become wiser and they require not only high quality but also better and more professional in service. They are used to experience famous brand with good reputation as well as good services. One of the key roles to succeed in taxi industry is customer satisfaction. The company can earn more profit by providing the service according to the needs of their customers.

So as to get a high position in customer's attention, there are several aspects to measure and one of which is customer satisfaction. In order to sustain the growth and market share, companies need to understand how to satisfy their customers. Therefore, customer satisfaction is a critical issue in the success of any business system, traditional or online. Based on the above background, the present study has made an attempt to analyze the customers' satisfaction towards call taxi services in Erode city. This study provides answer for the following questions:

- 1) How far the respondents have awareness on the call taxi services?
- 2) What are the factors influencing the customers to prefer the call taxi services?
- 3) What is the level of satisfaction of the respondents towards call taxi services?

3. OBJECTIVES OF THE SYUDY

- To know the factors which influence the customers to prefer the call taxi services in Erode city.
- To measure the level of satisfaction regarding call taxi services in Erode city.
- To identify the difficulties faced by the customers while using the call taxi services.
- To recapitulate the findings of the study and offer suitable suggestions for improving the quality of call taxi services.

4. SCOPE OF THE STUDY

The study has been undertaken to examine the customers' satisfaction towards call taxi services in Erode city. The scope of the study is restricted to call taxi services with the objectives of studying the profile of the respondents, the factors influencing the customers to prefer the call taxi services and satisfaction level of the respondents towards call taxi services.

5. HYPOTHESES

There is no significant association between age, gender, educational qualification, martial status, occupational status, monthly income and satisfaction level of the respondents towards call taxi services.

6. RESEARCH METHODOLOGY

The study on customers' satisfaction towards call taxi services has been limited with the respondents located in Erode city only. In order to realize the objectives, the primary data is used. The required primary data have been collected through a survey method from the respondents during the month of April 2017 to July 2017. Besides the primary data, the secondary data were also collected from various sources like newspapers, magazines and social media sites to make highlight on call taxi services. The simple random sampling technique was employed in the selection of the sample. The samples of 100 respondents were selected to carry out the present study in Erode city. The important statistical tools used in the study are simple percentage analysis, Weighted Average Score Ranking Technique and Chi-square test.

7. LIMITATIONS OF THE STUDY

- The data given by the respondents are limited to their own perception, opinion, emotion, knowledge, feeling and awareness.
- The data collected for the studies are quantitative being subjective personal bias of the respondents.
- Due to time constraint, the sample size was limited to 100 respondents and the finding might not be applicable to the total population.

8. RESULTS AND DISCUSSION

8.1 PROFILE OF THE RESPONDENTS - PERCENTAGE ANALYSIS

The profile of the respondents has been presented in two parts. The first part shows the socio- economic profile of the respondents and the second part shows the profile of the respondents based on their service attributes.

The followings Table 8.1 shows that the socio – economic and service attributes of the respondents.

TABLE 8.1

Age	No. of Respondents	Percentage (%)
Upto 20 years	17	17
21-30 years	49	49
31-40 years	18	18
Above 40 years	16	16
Total	100	100
Gender	No. of Respondents	Percentage (%)
Male	51	51
Female	49	49
Total	100	100
Educational qualification	No. of Respondents	Percentage (%)
Illiterate	16	16
School level	18	18

Graduate	43	43
Professional	23	23
Total	100	100
Marital Status	No. of Respondents	Percentage (%)
Married	41	41
Unmarried	59	59
Total	100	100
Occupational Status	No. of Respondents	Percentage (%)
Student	18	18
Business	27	27
Employed	22	22
Professional	17	17
Others	16	16
Total	100	100
Monthly Income	No. of Respondents	Percentage (%)
Upto Rs. 10,000	19	19
Rs.10,001-Rs.20,000	41	41
Rs.20,001-Rs.30,000	22	22
Above Rs.30,000	18	18
Total	100	100
Nature of the family	No. of Respondents	Percentage (%)
Joint family	46	46
Nuclear family	54	54
Total	100	100
Size of the family	No. of Respondents	Percentage (%)
Below 3 members	17	17
3-5 members	53	53
Above 5 members	30	30
Total	100	100
Sources of awareness	No. of Respondents	Percentage (%)
Radio/Television	22	22
Newspaper and Magazine	29	29
Social media sites	16	16
Friends and Relatives	30	30
Existing user	3	3
Total	100	100
Call Taxi service Providers	No. of Respondents	Percentage (%)
Saravana call taxi	22	22
Lemon call taxi	32	32
Dora call taxi	12	12
Fast track call taxi	22	22
My taxi	12	12
Total	100	100
Reason for preference	No. of Respondents	Percentage (%)
Brand name	22	22
Easy to book	32	32
Taxi fare	12	12

Safety	23	23
Convenient	11	11
Total	100	100
Frequency of using call taxi services	No. of Respondents	Percentage (%)
Daily	10	10
Weekly once	42	42
Once in a month	32	32
Rarely	16	16
Total	100	100
Mode of taxi booking	No. of Respondents	Percentage (%)
By telephone	44	44
Booking online	42	42
Hail a taxi in the street	14	14
Total	100	100
Travelling time	No. of Respondents	Percentage (%)
Less than 15 minutes	30	30
15 to 30 minutes	40	40
30 to 40 minutes	14	14
Above 45 minutes	16	16
Total	100	100
Reasonable taxi fare	No. of Respondents	Percentage (%)
Yes	84	84
No	16	16
Total	100	100
Preference of same call taxi services	No. of Respondents	Percentage (%)
Yes	82	82
No	18	18
Total	100	100
Difficulty in using call taxi services	No. of Respondents	Percentage (%)
Yes	62	62
No	38	38
Total	100	100

The Socio –economic profile of the respondent reveals that,

- The majority (49%) of the respondents comes under the age group of 21-30 years.
- The majority (51%) of the respondents are male.
- The majority (43%) of the respondents are graduates.
- The majority (59%) of the respondents are unmarried.
- The majority (27%) of the respondents are business people.
- The majority (41%) of the respondents' family monthly income ranges from Rs.10,001 –Rs. 20,000.
- The majority (54%) of the respondents belongs to the nuclear family.
- The majority (53%) of the respondents belongs to the family size of 3-5 members in the family.

The profile of the respondents based on their service attributes reveals that,

- The majority (30%) of the respondents are having awareness about call taxi services through friends and relatives.
- The majority (32%) of the respondents prefer lemon call taxi.
- The majority (32%) of the respondents prefer call taxi services for it is easy to book.
- The majority (42%) of the respondents are travelling weekly once by call taxi.
- The majority (44%) of the respondents are booking call taxi services through telephone.
- The majority (40%) of the respondents are travelling by call taxi for 15 to 30 minutes.
- The majority (40%) of the respondents are using call taxi services for personal purpose.
- The majority (84%) of the respondents feel that the call taxi fare is reasonable.
- The majority (82%) of the respondents are using the same call taxi services all the time.
- The majority (62%) of the respondents are facing difficulty while using call taxi services.

8.2 FACTORS INFLUENCING THE CUSTOMERS' PREFERENCE TOWARDS CALL TAXI SERVICES - WEIGHTED AVERAGE SCORE RANKING METHOD

The customers' preference towards call taxi services is then analysed by applying Weighted Average Score Ranking Technique to know the general order of factors influencing them in the preference of call taxi services.

The ranking of the factors influencing the customers' preference towards call taxi services is shown in Table 8.2.

TABLE 8.2

Weighted score points(w)		7	6	5	4	3	2	1	Total score ($\sum WX$)	Weighted Average Score	Rank
		I	II	III	IV	V	VI	VII			
Brand name	X	20	31	17	11	5	5	11	491	17.5	I
	WX	140	186	85	44	15	10	11			
Taxi fare	X	14	12	14	20	10	16	14	388	13.85	IV
	WX	98	72	70	80	30	24	14			
Safety	X	21	17	14	14	17	10	7	453	16.17	II
	WX	147	102	70	56	51	20	7			
Easy to book	X	16	13	15	26	11	12	7	426	15.21	III
	WX	112	78	75	104	33	24	7			
Avail Ability	X	12	13	13	13	14	18	17	373	13.32	V
	WX	84	78	64	52	42	36	17			
Driver behavior	X	9	3	10	9	27	19	23	308	11	VII
	WX	62	12	50	40	81	38	23			
Quick response	X	8	11	17	7	15	21	21	344	12.28	VI
	WX	56	66	85	28	45	42	21			
Total		100	100	100	100	100	100	100			

Note: X=Number of Respondents; W-Weighted score points.

The weighted average score ranking analysis predicts that the brand name, safety, and taxi fare are the main influencing factors considering by the sample respondents to prefer the call taxi services.

8.3 SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS CALL TAXI SERVICES

To measure the satisfaction level of the respondents, a three point scale has been adopted. Further, the respondents are classified in to low level, medium level and high level. It is shown in the following Table.8.3.

TABLE 8.3

Satisfaction level	Number of Respondents	Percentage (%)
Low level	25	25
Medium level	46	46
High level	29	29
Total	100	100

Sources: Primary Data

Hence, the majority (46%) of the respondents are medium level of satisfaction towards call taxi services.

8.3.1 SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS CALL TAXI SERVICES –CHI-SQUARE TEST

The Satisfaction level of the respondents towards Call Taxi Services are analysed by using Chi-square Test at 5% level of significance. It is shown in the following Table.8.3.1

TABLE 8.3.1

Variable	Degrees of freedom	Table value	Calculated value	Rejected/Accepted
Age	6	12.6	10.2018	Accepted
Gender	2	9.962	4.904	Accepted
Educational qualification	6	12.6	5.29	Accepted
Marital status	2	9.962	9.576	Accepted
Occupational status	8	15.5	8.025	Accepted
Monthly income	6	12.6	4.118	Accepted

There is no significant association between age, gender, educational qualification, marital status, occupational status, monthly income and satisfaction level of the respondents towards call taxi services.

9. SUGGESTIONS

- It is found that the majority of the respondents prefer lemon call taxi. Hence, it is suggested that they should concentrate more on the quality service at reasonable cost to retain their customers.
- The study reveals that, most of the respondents are having awareness about call taxi services through friends and relatives. Therefore, it is suggested that the service providers can use attractive sales promotional measures for increasing more awareness about the taxi services.
- It is inferred from the study that, the most are the respondents are booking call taxi services through telephone. Hence, it is suggested that the call taxi service providers should create more awareness for booking call taxi by using global positioning system (GPS), mobile apps and internet technology.
- It is found that majority of the respondents have medium level of satisfaction towards call taxi services. Hence, it is suggested that the service providers should monitor the pricing and promotional strategies in order to get high level of satisfaction.
- It is found that majority of the respondents are facing difficulty while using call taxi services. Hence, it is suggested that the service providers should provide a fast mechanism for handling problems and complains that are resolved quickly which can increase the customer satisfaction as well as customer retention.

10. CONCLUSION

The cab service has a tremendous potential for growth in Erode as the transport needs of the corporate world is growing day by day. Since, there is an enormous parking problems in Erode city, many residents would prefer to call up a taxi service for the purpose of visiting a shopping mall, going special occasion, or even to attend a late-night party. This services scores higher points over wasting time in search of parking space for own vehicle, or negotiating angrily on a leisurely weekend. Therefore, the need of call taxi services is increasing today.

From the study, it is revealed that the majority of the respondents are preferring lemon call taxi. Most of the respondents are highly influenced by brand name, safety and taxi fare. Further, the study reveals that, the most of the respondents have medium level of satisfaction towards call taxi services. Therefore, it can be concluded that the service providers to improve advanced technology for maintaining relationship with customers and give quality service in order to get new customer and also retain their existing customer.

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