

**AVAILABILITY AND USE OF ONLINE CAB SERVICES BY
THE CONSUMERS**

By

PRIYANKA.K

(17PIR017)

A THESIS SUBMITTED TO
AVINASHILINGAM INSTITUTE FOR HOME SCIENCE
AND HIGHER EDUCATION FOR WOMEN,
COIMBATORE – 641 043.

In partial fulfillment of the requirements for the Degree of
MASTER OF SCIENCE IN
INTERIOR DESIGN AND RESOURCEMANAGEMENT

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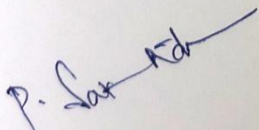
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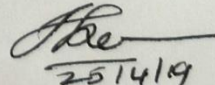
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“No duty is more urgent that that of returning thanks”

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INTRODUCTION

INTRODUCTION

Transportation is an inevitable part of any society. It is responsible for the development of civilizations from very old times by meeting travel requirement of people and transport requirement of goods. It exhibits a very close relation to the style of life, the range and location of activities and the goods and services which will be available for consumption. Advances in transportation has made possible changes in the way of living and the way in which societies are organized and therefore have a great influence in the development of civilizations(www.civil.iitb.ac.in).

Development in transportation facilitated trade, exchange and travel. Without effective transportation, regions would have been largely isolated from each other. Effective, affordable transportation also plays a role in letting people move to new areas. Humans' first means of transport involved walking, running and swimming. The domestication of animals introduced a new way to lay the burden of transport on more powerful creatures, allowing the hauling of heavier loads or humans riding animals for greater speed and duration(www.reference.com).

According to Taylor et al (2008), Inventions such as the wheel and the sled helped make animal transport more efficient through the introduction of vehicles. Water transport, including rowed and sailed vessels, dates back to time immemorial and was the only efficient way to transport large quantities or over large distances prior to the industrial revolution. The ship is the earliest form of transportation to have a significant effect on trade, and ships still play a crucial role in transporting large quantities of goods. Ships can operate on nothing more than the wind, mitigating the needs for engines in the earliest designs. The train revolutionized modern business and it helped create the modern world. Before the invention of the steam engine, goods had to be transported in small amounts. The cost of purchasing foreign goods was simply too high for many to afford and goods that could not be shipped by boat were prohibitively expensive for most of the middle class.

Research Cosmos' latest market research report titled online taxi service market in India 2015 highlights the overall potential of the radio cab network in India, particularly focusing on online based taxi services. Organized cab service form a minuscule portion of the overall private taxi business in India, estimated to operate more than 60,000 cabs across India, including both private fleet of owned vessels and taxis based on aggregation model. For traditional radio cab companies based on ownership model, online bookings still account for a minuscule share of their business. However, online taxi aggregators, the upcoming model in the organized taxi service space, boast that their way of doing business is much superior to traditional radio taxi operators. The market is set to expand predominantly owing to rise in disposable income of the masses and a booming urban employment population with a growing corporate sector (Angelova and Zekiri, 2011).

As stated by Rao and Alexander (2017), the customers in the present era are using mobile apps to book a cab at any time and from any place in urban areas. 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. Like most of the industries the car rental industry had underwent lot of transformation with internet technology. The consumers are able to access book cabs at competitive prices because of tough competition among the organized cab operators.

Reed and Hall (1997), states that the demand within the global market for on-demand transportation market has been rising on account the inclination of the masses to use public transport. Since on-demand transportation services provide the option of car-pooling to the customers, they can easily save substantial money by using this mode. Furthermore, the rising prices of fuel have discovered a number of people from buying their own vehicles which is also expected to propel demand for on-demand transportation market. Car rentals have become extremely popular, and a number of individuals have invested their money in the car rental business. This factor is also emerging as a key prospect of growth within the global market for on-demand transportation.

Customer satisfaction and total quality management requires a company ability to accurately determine customer requirements and successfully transform these requirements into finished quality products. Understanding customers changing expectations is critical for a firm's superior performance and long term success in today's highly competitive business environment. Customer expectations have been consistently acknowledged in the literature as the basis on which product/service quality and customer satisfaction judgment are formed (Oliver, 1993).

Customers evaluate quality by comparing their expectations with their perceptions of the product performance. If the product quality meets customer expectation, the customer is said to be satisfied, when the product quality exceeds customer expectation, the customer is said to be delighted (Oswald et al, 2004).

As opined by Kotler (2002), customer satisfaction occurs when perception of product performance matches expectations that are at or above the minimum desired performance level. It is also apparent that high customer satisfaction leads to the strengthening of the relationship between a customer and a company and this deep sense of collaboration has been found to be profitable. A highly satisfied customer stays loyal, longer and buys more as the company introduces new products and upgrades existing products, talks favourably about the company and its products, pays less attention to competing product brands and is less sensitive to price, offers products ideas to the company and costs less to serve.

Doyle (1995) posits that customers who are satisfied with the value being provided repurchase the product and this result in better economic performance, increase market share and profitability for an organization. According to him, the most appropriate measure of performance is customer satisfaction.

An organization should always guarantee satisfying its customers current and future needs by showing commitment, creating value in the product, encouraging customers comments and complaints, collecting relevant information, sharing information among various departments of the company and taking relevant managerial action based on the collected information. A product is

anything a consumer acquires or might acquire to meet a perceived need. Consumers are generally buying need satisfaction, not physical product attributes (Brady and Cronin, 2001).

Customer satisfaction is considered to affect customer retention and therefore, profitability and competitiveness. Consumers' expectations affect how certain product features are likely to be perceived and evaluated. Long before we make a final purchase, we build expectation about desired products, the benefits they will provide and the needs they should fulfil. The moment a product is purchased and used, we begin to judge it. The level of satisfaction or dissatisfaction we experience depends upon how well the products performance meets our expectations. It is not only in the case of consumer products but also in the case of services extended by various organisations or agencies which should be assessed based on its performance. They should give importance to satisfy the needs of their consumers. One such important services which is gaining momenta is cab services. These type of cabs are serving their clients not only picking and dropping inside the city but also outstation (Harold et al., 1997).

According to Khupse (2017), customers select the cab for out station according to the number of members, luggage, facilities of cabs, etc. During long travel, toll charges and parking charges will not be included in the customer's bill. The cost for the trip will be estimated according to the place, number of days and nights, type of car, kilometres etc. The fare for the trip can be paid in different mode. In most of the cab the fare will be estimate according to the distance. Some cab aggregators has given option to the customer to rate their driver according to their performance. If the driver gets less rating he has to be trained well, if the driver's rating was good he will be rewarded for his performance. Some cab aggregators provide benefits to their drivers to motivate them. Some cab aggregators provide offers/discount to their customers to ensure repeat rides. Most of the cabs provide offers at initial stage, for frequent usage of cab, referrals.

The impact that the cab aggregators created in the industry can be clearly noticed from Newspapers, exclusive television shows, live blogs and the various articles that appear almost daily. On a high level if we look at the reason for such

a bustle is that they provided a solution to the problem that is lying unnoticed. Though people are facing the difficulty they are living with it since years. The increase of the smart phones in India and the higher usage of mobile internet made the task easier for the aggregators. In fact this is one of the thought triggers that made them to think innovatively to build the mobile application, where the users can book a cab with just a finger touch. Based on the availability the cab will appear in few minutes usually. It is the other way also now, the increased usage of the mobile app to confirm the cab amplified the mobile internet usage to certain extent. Another reason for the rapid development of the cab industry is the growth of the software industry(Gupta, 2018).

The construct of service quality as enunciated by Parasuraman,, Zeithaml,, and Berry, (1995) has been widely studied across various industries. In the recent years, India has witnessed a sudden growth in travel with the advent of the radio cabs service providers. While service quality has been studied as a construct in a multitude of services very minimal research has happened yet on the radio cabs, which makes this a unique study of its kind.

The advent of mobile-based apps for booking cabs has eased the travelling hassles of a large population. Furthermore, a number of people taken engaged their cars with mobile-app cab services to earn extra money. Hence, it is expected that the growth graph of the global on-demand transportation market would reach new heights in the years to come.

The present study is to identify the availability and use of online cab services by the consumers with the following objectives to,

- Know about the prospects of cab owners and cab drivers
- Identify the availability of online applications related to cab services
- Find out the usage of online cab services and their effect on consumers
- Study the advantages and constraints faced by the consumers in using online cab services

There are number of agencies which promote cab services for the people. In order to develop their business, they provide various discounts and offers. However the customers or the public are getting confused to select the most ideal cabs which will suit their needs and expectation. The investigator made an attempt to find out the cab services available. Besides the consumers, the cab owners as well as the cab drivers face lot of problems. It is felt that the study will give a whole some picture of all the three.

REVIEW OF LITERATURE

II REVIEW OF LITERATURE

Transportation is important because it helps us travel from one destination to another. It also helps economic activities take place because transportation is key in moving goods or materials from one location to another. Transportation is key in everyday life (www.referenceforbusiness.com).

The literature pertaining to the study on “Availability and Use of Online Cab Services by the Consumers” comprised of the following headings:

- A. Meaning, History and Importance of Transportation
- B. Consumer Needs and Expectations on Transportation
- C. Current Scenario in Transportation Facilities available for Consumers
- D. Availability and Use of Online Applications for Cab Services
- E. Consumer Satisfaction and Quality of Cab Services

A. Meaning, History and Importance of Transportation.

Transportation is the movement of humans, animals and goods from one location to another. In other words the action of transport is defined as a particular movement of an organism or thing from a point A to the Point B. Modes of transport include air, land, water, cable, pipeline and space (en.wikipedia.org).

The airplane has made long-distance transportation a reality for many, and people are able to travel across nations and around the world for relatively low costs. While travel by rail is still popular, airplanes are credited with making trans-Atlantic and trans-Pacific travel a reality. While airplane tickets can be expensive, they pale in comparison to the cost of crossing an ocean by boat, and planes take only hours instead of weeks or even months to get to their destination.

Transport is one of the most important services of a developed society. The growing need for mobility of people motivated mainly by the spatial differences of the locations to which people need access to makes transport modelling a matter of spatial importance for any developed country.

One of the main problems to be analysed is how individuals move or what their mobility patterns are. This issue is fundamental to the proper planning of the transport system. An efficient transport system must serve the mobility needs of individuals, for this it must use the necessary tools to be able to plan this mobility (Jimenez and Broncano,2017).

The history of transport is largely one of technological innovation. Advances in technology have allowed people to travel farther, explore more territory, and expand their influence over larger and larger areas. Even in ancient times, new tools such as foot coverings, skis, and snowshoes lengthened the distances that could be travelled. As new inventions and discoveries were applied to transport problems, travel time decreased while the ability to move more and larger loads increased. Innovation continues as transport researchers are working to find new ways to reduce costs and increase transport efficiency (www.reference.com).

Humans first means of transport were walking and swimming. The domestication of animals introduced a new way to lay the burden of transport on more powerful creatures. Inventions such as the wheel and sled helped make animal transport more efficient while the Industrial revolution in the 19th century transformed transportation by 360 degrees. Transport is the key necessity for specialization- allowing production and consumption of products to occur at different places or locations, thus creating utility of space. Conveyance has, even throughout history, been a spur to expansion since better transport allows more trade and a greater spread of people. It is an undeniable fact that the economic growth is directly or indirectly, dependant on increasing the capacity and rationality of transport, with its various modes, namely road, rail, air, water, cable, pipelines, and even space, each having its own advantages and disadvantages. The whole field of transportation has been divided into infrastructure, vehicles and operations. Vehicles travelling on these networks may include auto-mobiles, bicycles, buses, trains, trucks, people, helicopters, water-craft, spacecraft and aircraft (www.mystudycorner.net).

Transport plays an irreplaceable role in the social sphere as well. It enables people to communicate, meet each other and exchange ideas. In modern society, which tries to overcome the social barriers, an equal access to transport is one of the main principles. However, a lot of groups of inhabitants, such as disabled people, elderly people, or low-income inhabitants are access handicapped, which highlights their status on the edge of society. It is necessary to adopt the transport system to their needs so that they can be more integrated in society (www.answers.com).

Importance of transportation:

- Transport helps to create employment opportunities and thus, it provides employment through helping mobility of workers. About 18 lakhs people are employed in Indian railways. In the same way, lakhs of people are employed in roadways, shipping and air transport.
- Developed means of transport helps in the expansion of education even in remote areas of the country. It provides mobility to teachers, students and teaching aids. Means of transport are the source of advertisement also. In this way, they also help in expanding education.
- Means of transport brings together persons living at different corners of the country. They exchange their views. They have the common problems, because of their living together. Consequently social and cultural unity emerges. Thus, developed means of transportation are also responsible for international brotherhood.
- Transportation has reduced distance. As a result, we enjoy the position to use various varieties of things produced in different corners of the world.
- Means of transport has reduced distance between villages and cities. Men and materials move from villages to cities and from cities to villages. Villagers can now avail of the employment opportunities available in cities. Villages, in close contact of cities develop faster (<http://www.yourarticlelibrary.com>).

Transport's role is hugely important for connecting people to opportunities getting residents to work, education and training, connecting businesses with and customers, as well as providing easy access for tourists and visitors to get to events, leisure activities and shopping. The borough's economic success will depend on a well-connected, integrated and attractive transportation system, so that people will choose us a place to live, invest in, set up a business or visit. We have to make the experience of being here enjoyable and of good quality, and ensure that people can travel to where they want to and need to go (unplanning.blogspot.com).

According to William Catton (2005), transportation is a social leveraging strategy called Scope Enlargement. The movement of goods allows us to do is balance the surpluses and shortages of a number of areas, so that all can progress to a higher level of development than would have been possible without it. This has reached a culmination of sorts, with today's transportation now extending worldwide. With it comes a worldwide dependence on the continued free flow of resources, goods and wastes. At this point many places on the planet are dependent on something from somewhere else.

B. Consumer Needs and Expectations on Transportation.

Consumers use the products or services they buy. Thus, consumers are often also considered customers. Customers' needs and expectations are always changing, and this will lead to a situation where customers keep setting ever higher standards. As most of consumers' needs and wants are satisfied, they tend to look for more high quality, more expensive product that give and place them at a higher social class and status. Consequently, implementing customers' satisfaction philosophy means identifying customers, identifying their needs and expectations and finally measuring their perceptions (Felix, 2015).

As quoted by Sampson (2018), customer expectations are any set of behaviours' or actions that individuals anticipate when interacting with a company. Historically, customers have expected basics like quality service and fair pricing, but modern customers have much higher expectations, such as proactive service, personalized interactions, and connected experiences across channels. Customer expectation refers to the wants and needs of the people you want to attract to buy your products and services and often includes understanding customer service. The marketing should be based largely on customer expectation, which means that you communicate the qualities that make your products and services attractive to the targeted audience. The need sets are often associated with other variables such as age, stage in the household life cycle, gender, social class, ethnic group or lifestyle. Satisfaction can change with consumers' needs and preferences. A product that is perfectly acceptable one month ago, can fail to satisfy the customer the next month, as lifestyle, tastes and need changes. The expectations customers have are typically based on actions they value as important when they interact with a company.

Customer needs also include types and sources of information about the product, outlets where the product is available, the price of the product, services associated with the product, the image of the product or firm and even where and how the product is produced. This typically involves consumer as well as logical and intuition (Hawkins et al., 2001).

Growth of transportation has a very unfortunate impact on the society in terms of accidents. Increased variation in the speeds and vehicle density resulted in a high exposure to accidents. Accidents result in loss of life and permanent disability, injury, and damage to property. Accidents also causes numerous non-quantifiable impacts like loss of time, grief to the near ones of the victim, and inconvenience to the public. The loss of life and damage from natural disasters, industrial accidents, or epidemic often receive significant attention from both government and public. This is because their occurrence is concentrated but sparse. On the other hand, accidents from transport sector are widespread and

occurs with high frequency. Significant reduction to accident rate is achieved in the developing countries by improved road designed maintenance, improved vehicle design, driver education, and law enforcements. However in the developing nations, the rapid growth of personalized vehicles and poor infrastructure, road design, and law enforcement has resulted in growing accident rate (www.civil.iitb.ac.in).

C. Current Scenario in Transportation Facilities Available for Consumers.

Transportation online is one of the newest service innovation in m-commerce. Online transportation service or ride-sharing is an individual transportation service where a customer can order a ride through mobile application and the driver can respond the order through the apps. It provides several benefits such as driver and customer can know each other's location accurately, customer can see the driver and vehicle information, and customer can easily find transportation to commute to other places. These benefits make ride sharing gain popularity among urban people easily (Silalahi and Munajat, 2017).

As mentioned by (Patil, 2016), the introduction of smartphones and the galore of apps have changed the way we led our lives. Taxi booking apps have created a stir in how the traditional taxi business industry worked. Famous names like Uber and Ola have already shown the way to a lucrative market for private transportation. In 2015, Uber had one million users using it daily in over 60 different countries.

As stated by Kishore and Ramesh (2016), in the past decade the transportation facilities in urban areas 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 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.

India is a developing nation and also with this on-going development, the standard of living of the middle class people has raised leading to an increase in the wants and needs of this middle class. Not all people from this middle class background have the ability to buy personal vehicles for travelling hence they highly depend on public transport services. One of the most important source of public transport services are the taxis which are used by lakhs of Indian citizens every day to commute to their workplace, go to shopping with their family, go to places for holidays, 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 place, it was very inconvenient until a few years ago. However, since the radio cabs have entered in the taxi market, through the use of technology like mobile apps to book these cabs the situation has totally changed in India. This radio cab market has grown so enormously that the number of radio cabs has increased way more than the number of public taxis on the road till today. A company creates products and services with the needs and wants of the consumer in mind (Jimenez and Broncano,2017).

A taxicab, also known as a taxi or a cab, is a type of vehicle for hire with a driver, used by a single passenger or small group of passengers, often for a non-shared ride. A taxicab conveys passengers between locations of their choice. This differs from other modes of public transport where the pick-up and drop-off locations are determined by the service provider, not by the passenger, although demand responsive transport and share taxis provide a hybrid bus/taxi mode. Every cab/ taxi service company's mission is to provide reliable, timely, and safe cab services to passengers with cost efficiency. With latest equipment and technology trends, it is easy to penetrate into the cab/taxi service market. But the challenge here is what makes you different from others (Cavana and Corbett, 2007).

Sarvepalli and Prakash studied the cab aggregation industry in India the aim of which is to present the overview of cab aggregation in India, current scenario, issues and finally look at the possibilities of consolidation referring the

recent developments happening in the industry. The study found that innovation in cab business using mobile application is the result of technology progress making the transportation easier, especially in metro cities and it is used by all categories of people. Ola and Uber are found to be the most popular in India, the companies' primary aim being to connect driver and customer and gaining some commission out of the transaction. This paper used RIDE Model for the research; R – Research, I – Innovate, D – Deploy, E – Execute. The purpose of this model is to identify why continuous research is needed to understand the customer and how the gap in the expectations can be innovatively fulfilled using technology. They said companies that align themselves as quickly as possible to the changing trend are the ones that will sustain their position in the market.

High fares and increasing operating costs are the basic challenges that threaten to pull down the business. A study into consumer usage and preference patterns highlights that flexibility in providing broader range of rates to customers and adoption of different modes of booking and payment should be promoted for profitable business. Innovation and out-of-the-box thinking in business operation and service providing is the success mantra for the Indian market (Oliver, 1993).

The Goa government has decided to launch its own app-based taxi service to some key tourist destinations in the coastal state. The state-run Goa Tourism Development Corporation (GTDC) on Monday invited the taxi operators to register with the new mobile application-based transport service. Currently, the tourist taxi operators run their businesses individually in Goa. They had earlier opposed attempts made by online cab aggregators like Ola to start services in the state, saying that such a move will affect their business(The Hindu, 2018).

D. Availability and Use of Online Applications for Cab Services.

In India, mobile app based taxies are increasing rapidly and they are being frequently used by the travellers from all walks of life. The taxies provide a large number of benefits to the users in terms of economy, comfort, safety and convenience(Khupse, 2017).

The app-based taxi business has emerged as fast growing business in the Indian transportation sector and the way app- based taxi business is running today is highly impressive. It is acting as an intermediary between the customer and the taxi drivers. The motive of the study is to explore the app- based taxi industry in India, the perception of consumers towards this sector in transportation and the various factors which result in customer satisfaction I n the app base taxi sector. The increase of the smart phones in India and the higher usage of mobile internet made the task easier for the aggregators. In fact this is one of the thought triggers that made them to think innovatively to build the mobile application, where the users can book a cab with just a finger touch. Based on the availability the cab will appear in few minutes usually. It is the other way also now, the increased usage of the mobile app to confirm the cab amplified the mobile internet usage to certain extent(Gupta, 2018).

According to Lu et al (2015) the self-service mobile technologies helps the commuters to access lot of data about cab services and such technologies had changed the role of both customers and companies.

The mobile app shows the availability of cabs nearby and allots a cab, which is closest to the customer and provides with navigation to reach the customer without having to call for directions. Customers can also book a cab later by setting the date and time. Cab aggregators use location based tracking technology. Global positioning system enabled on the taxi helps in getting the latest coordinates of the taxi for accurate and better scheduling (Harold et al., 1997).

The customers are also provided with an interface to track the location of the taxi by means of an application either through web interface or mobile so that the customers can get the actual position of the car Not only in train and flights; even in cabs advance booking can be done. It makes travel easy and convenient. Customers get to select the pickup point and drop location through the app. Customers mention pick up time from their origin, cost of the trip will be given according to their destination. Waiting charge will be added in their bill if so

happen. Charge for advance booking is also imposed. Cabs provide service not only in cities but they extend their service to rural areas also(Peng, Wang, He, Guo, and Lin, 2014).

The employees of the companies especially working with the call centres log in and log out at odd times to support the client business round the clock. To facilitate the employee commute between home and office, also from safety and security perspective the companies started providing cab facilities. Slowly with the improved income levels and having got used to the comfort, these young employees started using cabs mostly even for their personal travel with this, looking at few workable scenarios in hand, it is a clear business opportunity unaddressed from entrepreneur perspective and at the same time service not up to the expected standards from customer standpoint, cab aggregators popped up as a sure shot solution in a cash and equity deal. This marked the beginning of the consolidation of the cab aggregation industry making Ola the top player in the taxi aggregation industry (Reed and Hall, 1997).

Chen (2014) had explained that mobile apps help both drivers and passengers to find each other. At present the mobile apps are helps the customers to find cabs. Industry analysts also predict that in near future, the small cab companies which come under the unorganized player category might become a part of one of the aggregators as it is becoming tougher day by day to compete with the companies like Uber and Ola. This marks the beginning of the discounts era and more incentives for the drivers, as the Taxi for sure acquisition has given Ola some luxury to become strong on the pricing front.

A Cab Booking/Hiring is a system that can be used temporarily for a period of time with a fee. Hiring a car assists people to get around even when they do not have access to their own personal vehicle or don't own a vehicle at all. The individual who want to hire/rent a car must first contact the cab hiring company for the desire vehicle. Most companies throughout the industry make a profit based of the type of cars (Chen, 2014).

Over the past few years, the radio taxi concept has made city travel simple, secure and convenient in India. Now, a sudden ride to the airport or the railway station or a party is no longer a difficult and a cumbersome situation. A radio-cab booking is just a matter of pressing a few buttons on one's smartphone to book a cab that takes one to his/her desired destination hassle-free. A shift in consumer habits towards convenience and on-demand services and most crucially, low prices, have fuelled the boom. Ola and Uber, in particular, have grown explosively over the past year. Aimed at solving the intra-city commuting problems of customers, these radio cab services have perfectly capitalized on the growing engagement with the Smartphone and the need for convenience to commute to different destinations at different times of the day, by offering car rides at prices lower than the fares charged by auto rickshaws. Earlier, cabs were mostly used for airport rides. That has changed now because of the unrivalled ease of access offered by mobile apps(Jimenez and Broncano,2017).

According to Rahman (2014), the availability of the cabs at any point of time for sure will be appreciated by the customers, but if the quality of service is not maintained it will soon have to lose its crown in the market. The advantages of cab booking mobile applications are that the driver does not get to refuse the passengers; passengers can check driver's profile and leave feedback for another user after using the service. They can check their lost items from application, and for the payment method they can choose between various options of cash, card, online payment, etc. Plus, the cab applications offer discount and promotion that normal cab never offers to passengers.

All the large companies, including Ola and Meru, get a majority of their business from mobile apps, while Uber is entirely app-based. One of the best examples that can be quoted for disruptive innovation that the industry witnessed very recently is cab aggregation using mobile application, which is a result of technological progress making the transportation, especially within the city limits affordable and trouble-free for all categories of people. These are also usually referred to as taxi aggregators, cab aggregators or Car aggregators and in

management research terminology they are cited as ride-sourcing / ride-hailing companies(Ravichandran et al 2010).

With the arrival of the Uber and Ola these services became very popular in all the major cities. This disruption in one way provided a solution to the so called taxi transportation industry, which till then was much unorganized and not so affordable. With their ground-breaking business models Uber and Ola primarily concentrated on matching the demand and supply, thus creating a win-win situation for the drivers, customers and aggregators themselves. Initially when these companies started, their primary business model followed was to connect the drivers and customers, gaining some commission out of the transaction. Then the major challenge that these two companies realized is that many drivers signed up themselves for both Uber and Ola to get the rides. To avoid this trend both Uber and Ola is now trying to shift its business model to partly inventory, where it will own some of the cabs lending them to its drivers who work exclusively for them (Oliver, 1993).

“A study on the factors Influencing the Consumer while Selecting Cab Service” byKishore andRamesh analyses the relationship between dependent variable coupon redemption behaviour and independent variables innovativeness and price consciousness. This paper tells that the customers are interested in selecting the cab which offers them more benefits. These three factors are important for the customer while selecting cab services. Especially price and coupons are very important for the customer to sustain in the same cab service. They concluded that even brand image plays a vital role to retain in the service (Sampson, 2018).

As a cab/ taxi company one thing to emphasize is the effective communication in the business. The company should realize that, in a competitive environment, flexibility and professionalism maintain that leading edge. The company should have drivers and employees that are helpful, courteous, and fully trained on the use of the computer dispatch system. As an added safety measure for both drivers and passengers, the Taxi cabs should be fitted with Global Positioning Systems (GPS), which enable the cabs to be tracked or located in an

emergency. All the cab/taxi should be clean, well maintained, and inspected regularly for safety and comfort. The company's strategy should be to build reputation and market share by establishing business offering as a viable alternative to existing taxi cab services in the area. The company should also pursue a better marketing campaign and from that, company can penetrate at least 65% of the market share (Oswald et al, 2004).

Online cab booking system specializing in hiring cabs to customers. It is an online system through which customers can view available cabs; register the cabs, view profile and book cabs. Cab booking service is a major transport service provided by the various transport operators in a particular city. Mostly peoples use cab service for their daily transportations need. The company must be a registered and fulfils all the requirements and security standards set by the transport department(Ravichandran et al 2010).

E. Consumer Satisfaction and Quality of Cab Services.

The extent to which customer satisfaction can be defined is when, a customer sees that a person, company or organization has made available a product and service that conforms to the requirements of the clients such that the client is cognizant of and/or uses the service (Oliver, 1997).

To the dimension that the maker can affect the various dimensions of the relation, the maker can affect the satisfaction of the customer (Reed and Hall, 1997). Customer satisfaction involves the needs of customers and their expectations being met every time in the life cycle of the product or service. Satisfaction refers to the customer's pleasure or displeasure that mainly results from comparing expectation and the actual outcome. Subjectively, customer satisfaction is not qualitative. Customer satisfaction can be as the aggregate outcome of factors like; quality of service, level of meet up with the customer and factors on pricing (Anderson,Fornell and Rust, 2001).

Kotler and Keller (2006) gave a very comprehensive description of customer satisfaction by implying that it is a feeling of pleasure or

displeasure which can be traced to result from relating a product's actual performance against an individual's expectation.

Hanif and Sagar (2016) had stated that there was demand for Call Cab service offered by Meru Cab. The cab services are proving security through global positioning system (GPS) and women taxi drivers for women passengers especially during night times. According to Harding et al (2016) the auto rickshaws (three wheelers) are more popular in urban transport before the advent of cars and cabs.

Horsu and Yeboah (2015) had argued that driver behaviour have negative impact on customer satisfaction in Ghana. The variables like continuous service, comfort, reliability and affordability have an impact on customer satisfaction with regard to minicab taxi.

Customer satisfaction according to Hensenark and Albinson (2004) is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some needs, goals or desire. It is the basis upon which favourable and unfavourable perceptions are formed about firms' offerings. Satisfied customers form the foundation of any successful business because customer satisfaction leads to repeat purchase, brand loyalty and positive word of mouth (Angelova and Zekiri, 2011).

Businesses that seek success therefore invest in developing and implementing programs that aims at bringing satisfaction to its customers. Many factors influence customer satisfaction. Such factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service (Hokanson, 1995).

The service quality influence on customer satisfaction particularly on a service offering is very important and deserves attention from providers. Service quality variables of interest to public transport services should therefore be the focus of providers. Existing literature for example reveals that behaviour of

personnel and specifically behaviour of bus driver, frequency of services, reliability of services as well as time and particularly waiting time seem to be the most crucial factors affecting customer satisfaction (Rabiul et al, 2014).

Friendliness behaviour of the bus driver can satisfy customers by developing better communication and knowledge of its customers' needs (Disney, 1998). Service frequency, reliability, convenience and responsiveness are service quality variables that are considered important in customer satisfaction (Cavana and Corbett, 2007; Taylor et al, 2008).

"Factors Affecting Customer Satisfaction in the Taxi Service Market in India" by Khan, Jangid, Bansal and Maruthappanspeaks the importance of cab industry in today's world. The cab industry has seen a very significant growth in recent time and there are many players operating here. It is focused on customer satisfaction towards cab service. The significant testing is carried out by SEM which brought out the factors which significantly led to customer satisfaction. It was found out that driver professionalism and convenience of booking significantly impacts overall satisfaction.

The paper titled, "Measuring the Performance of Taxi Aggregator Service Supply Chain" by Venkatesh and Easaw studies the technique by which performance of the aggregator service can be measured. This paper has identified the criteria and measured the performance to improve taxi aggregator service to satisfy their customer and quality of servicing. It also suggested the possible way in which these services can use an innovation strategy to drive the business agenda.

Shukla, Chandra and Jain published a paper titled "OLA vs UBER: The Battle of Dominance" in 2017. This paper compared the two cab aggregators Ola and Uber using SWOT analysis. The motive of the service providers is to increase market share and to achieve economies of scale and also providing customer satisfaction. The study analyzed the pricing strategies, investments and special offers of Ola and Uber. The conclusion of the research was that India's market size and increasing purchasing power are attractive to the cab aggregation

industry. Indian consumers are found to be very smart, demanding and price sensitive with no brand loyalty. This makes the operation difficult for Ola and Uber in this environment.

A study was conducted by Rao and Alexander (2017) to examine the competitive advantage of taxi aggregation model over fleet ownership model and hybrid model using the Michael Porter's five forces model. The factors studied were threats of new entrants, barriers to entry, the power of suppliers, the power of buyers and the threat from substitutes. The authors concluded that taxi aggregation model is viable to the Indian customers. The model has technology and innovation but faces threat in the form of Government regulations and traditional players.

A study on App based cab services by Roy (2017) seeks to investigate the intrinsic motivations, perception and adoption mechanism of users on the basis of Technology Acceptance Model (TAM). Data related to customers' perceived usefulness, perceived ease of use, subjective norm and attitude towards usage of the taxi hailing app are collected and analysed. The findings suggest that Cabs fulfil the demand for urban communication, appeals to largely younger, educated users. When the characteristics of regular taxi service are compared with those of Uber, it is found that Uber operates with the same dynamics as the taxicab, but it makes its users feel like they have a personal driver in the safety of their own vehicle. Roy uses the T test for the purpose of analysis to see the difference between the populations who have tried Uber and those who have not tried Uber.

The survey concludes that Uber has better services than taxicab and has an edge in safety through effective information dissemination, convenience through technological advancements in booking and GPS and comfort through newer cars and performance conscious drivers. The existing body of knowledge in this topic shows the booming nature of the cab aggregation industry. The gaps in the researches are identified and a study is undertaken to find the difference between the expectation and perception of the customers towards cab services and relevant corrective measures are suggested (Roy, 2017).

Bangalore based payments Technology Company, Cash free has partnered with Ola Money to launch Pay Later facility for the consumers of its online merchants. The service allows consumers to defer payments for online shopping through a short term micro loan. The service, popularly known as Buy Now, Pay Later, is faster than regular banking transactions with zero friction. Using Pay Later service consumers can get 15 days credit for amount ranging from Rs.1500 to Rs.20,000, depending on their credit profile. The service is especially useful for consumers who do not have a credit card or do not have their online banking credentials. Cashfree currently does about two million transactions every month. The gross transaction value has grown at 30 percent month on month for the last 12 months and is expected to touch Rs 2500 crore per month by end of this fiscal (The Hindu, 2016).

Earlier, Ola launched project 'Guardian', a real-time monitoring system, to strengthen ridesafety of its customers on the platform. Launched as a pilot in Bangalore, Mumbai and Pune, the project is part of Ola's national programme on safety, 'Street Safe', and is also a first for the ride-sharing industry. Guardian will go live in Delhi and Kolkata by the end of next month and will be rolled out in other cities by the end of the year (The Indian express, 2018).

Ola Play is powered by proprietary in-car and cloud technologies, bringing advance car controls, choice of personalised content and a fully connected interactive experience for users. It also allows various partners like Apple Music, Sony LIV, Audio Compass and Fynd to build a high-quality interactive experience for users. Ola Play is currently available in Bengaluru, Mumbai and Delhi and will be extended to over 50,000 Ola Prime vehicles by March 2017. "With Ola Play, our aim is to create an experience that is better than owning a car (The Hindu, 2017).

Many commuters in Mumbai were forced to turn back the clock last week. With most of the 1,00,000 Uber and Ola drivers in the city on strike, they were forced to return to local trains, buses, black-and-yellow cabs, autos and buses for their commute. Amarendra Singh, a financial services professional who commutes

from the northern suburb of Thane, even started driving 40 km to work. He was willing to face Mumbai's notorious traffic jams instead of the uncertainty of a cab aggregator ride(The Deccan chronicle, 2018).

Ola-backed food-delivery company starts foodpanda on Tuesday said it has acquired Holachef, a food-ordering chain in Mumbai and Pune, taking over its network of cloud kitchens.Foodpanda also plans to launch standardised food items under its brand, it said in a statement.Since its takeover by online taxi-hailing giant Ola, the company has been on an expansion spree, signing riders and restaurants, and offering discounts to increase orders.Ola has committed to infuse \$200 million in Foodpanda.The latest announcement comes on the heels of rival Swiggy acquiring Mumbai-based Scootsy, a food-delivery firm, for about Rs500 million .The acquisition of Holachef will give Foodpanda a foundational set of cloud kitchens, over which it plans to build a larger network.A cloud kitchen is a small restaurant unit meant to supply standard food items, typically in or around key districts and sub-districts.Foodpanda or Ola did not divulge the size of the deal.Holachef, which started in 2014, has struggled to keep the business running and had to shut services around June, according to customer accounts on its social media accounts (The business standard, 2017).

METHODOLOGY

III METHODOLOGY

Methodology is the systematic analysis of the methods applied to the study. It comprises of methods and principles associated with a branch of knowledge. It is the general research strategy that outlines the way in which research is to be undertaken and among other things, identifies the methods to be used in it (en.wikipedia.org). The study sought to obtain information from three sources, which is from consumers on consumer satisfaction, the cab owners and drivers on the service quality practices. The procedure for the study on “Availability and Use of Online Cab Services by the Consumers” includes:

- A. Cab Owners Survey
- B. Survey of Cab Drivers
- C. Consumer Survey

Ethical Consideration

The application from explaining the experimental design protocols used in the research study was submitted to the Institutional Human Ethics Committee (IHEC) and clearance was obtained in the topic title “Availability and Use of Online Cab Services by the Consumers” with the approved number AUW/IHEC/IDRM-18-19/XPD/05. A copy of the ethical clearance certificate has been attached in appendix IV.

A. Cab Owners Survey

This survey involves the gathering of information and analysis of data among the cab owners about the online cab services and its advantages and challenges. This part of survey is conducted under the following headings:

1. Selection of locale
2. Selection of sample
3. Selection of method

4. Formulation of tool
5. Conduct of the survey
6. Consolidation and presentation of data

1. Selection of locale

The organized online cab service is provided in Coimbatore by national and international reputed organizations like Ola and Uber. To carry out the study, the cab owners survey was conducted in Saibaba Colony, Kavundampalayam, Gandhipuram, Race Course, Peelamedu, Saravanampatti of Coimbatore city as these places were easily accessible by the investigator.

2. Selection of sample

The sample for this study is the cab owners who own a cab company or own car tied up with a company and are located in the selected areas of Coimbatore. Twenty five cab owners were selected based on their interest to respond to the questions. The sample was chosen adopting purposive sampling method. They were studied to gather information about the online cab services.

3. Selection of method

The person known as interviewer asks questions in face to face contact to other persons is known as personal interview method. Interviews are the most easiest and rewarding form of measurement. It provides complete information of the survey. This helps to ensure consistency and completeness in carrying out a task (www.explorables.com). The personal interview method was chosen because of the convenience and is relevant to the study.



Plate 1: Survey of cab owners

4. Formulation of tool

An interview schedule is set of questions used to collect data from the sample by interviewer. It is a research tool for collecting data (Gupta, 2006). The tool selected was interview schedule, which was formulated to obtain data on the availability and the usage of online cab services. The appendix I is the interview schedule for the cab owner's survey. The interview schedule provides accurate information which can be readily used for consolidation and analysis.

5. Conduct of the survey

A face to face interview was conducted to collect the data from the respondents. The interviewer asked the questions one by one in order pertaining to the study and collected the information needed for the study which is then used for consolidation.

6. Consolidation and presentation of data

After the collection of data, these are properly ordered and analysed. Tabulation is the arranging of collected information in systematic and organised order. These are again represented in graph. The analysis helps to interpret the data consolidated. The data consolidated and interpreted are presented under Results and Discussion.

B. Survey of Cab Drivers

The method of collecting data by asking a set of pre-formulated questions in predetermined sequence is a survey research. Cab drivers survey plays a major role to gather information regarding the availability and use of online cab services for the consumers. This aspect of study includes the following steps:

1. Selection of locale
2. Selection of sample
3. Selection of method
4. Selection of tool
5. Collection of data
6. Consolidation and presentation of data

1. Selection of locale

To carry out the study, the cab drivers survey was conducted in Saibaba Colony, Kavundampalayam, Gandhipuram, Race course, Peelamedu and Saravanampatti. These areas are more famous and a lot of cab transportation facilities are available and are able to easily access the samples.

2. Selection of sample

Sampling is the collection of complete information of the selected area and learning about the sample. The sample size adopted for this survey is 25. The selected or chosen part is the sample, which is used to determine the feature of the entire population (Grove, 2009). The sample chosen by purposive sampling were the cab drivers who work in cab companies or work with own car and are located in the selected areas of Coimbatore.

3. Selection of method

Personal interview is method of collecting data by which the investigator put the questions to the respondents to collect information (John, 2004). Interviews are the most easiest and rewarding form of measurement. It provides complete information of the survey. This helps to ensure consistency and completeness in carrying out a task. The personal interview method was chosen to explore the responses of the people to gather deeper information from the respondents.



Plate 2: Survey of cab drivers.

4. Selection of tool

An interview schedule containing a set of questions which was very useful in gathering information (Kumar, 2009). The tool selected was interview schedule which was formulated to obtain data regarding the online

cab services. The appendix II is the interview schedule used for the cab drivers survey.

5. Collection of data

The primary data is collected through structured questionnaire and secondary data is gathered through journals, magazines and reliable websites. The interviewer conducted the survey by asking the questions one by one in an organised manner using the interview schedule through face to face interview. Then the collected data was used for consolidation.

6. Consolidation and presentation of data

After the collection of data, these are properly ordered, consolidated and presented in tables for interpretation. The data collected is represented in tabular and graphical form to understand about the information properly. The analysis helps to interpret the data and know about the availability and use of online cab services.

C. Consumer Survey

Consumer Survey is a source to obtain information about consumer satisfaction levels with existing products and their opinions and expectations regarding new products and services. These surveys are key sources of crucial information from the consumers which in turn can heavily impact a company's overall performance (www.questionpro.com). The availability and use of online cab services by the consumers were planned to find out through the following aspects:

1. Selection of locale
2. Selection of sample
3. Selection of method
4. Formulation of tool

5. Conduct of the study

6. Consolidation and presentation of data

1.Selection of locale

The geographical location of the respondents is Coimbatore which is located in Indian State Tamil Nadu. It is surrounded by Noyyal River, Western Ghats and Nilgiri forests (en.wikipedia.org). To carry out the study, the consumer survey was conducted in Saibaba Colony, Kavudampalayam, Gandhipuram, Race course, Peelamedu, Saravanampatti as these areas are more famous and a lot of transportation facilities are available.

2.Selection of sample

The term sampling means the selection of a part of group or an individual with the aim of collecting information. Social investigation is practicable and easy by using this method (Gupta, 2006). The selection of sample is not based on any criteria. It is very common and general. The purposive sampling method is used for collecting primary data from the respondents who use cab services and booking the cab through mobile applications. The sample size for this survey is 100 and are the normal consumers who use cab transportation regularly and are located in the selected areas of Coimbatore.

3.Selection of method

Interviews are the most easiest and useful form of data collection. It provides complete information of the group surveyed. This helps to ensure consistency and completeness in carrying out a task. The personal face to face interview method was chosen to conduct the survey.

4.Formulation of tool

The tool selected was interview schedule. It is a research tool for collecting data (Gupta, 2006). The interview schedule was formulated by arranging the questions in a correct sequence to obtain relevant and required

data on the availability and the usage of online cab services. The appendix III is the interview schedule used for the consumer survey. The interview schedule provides accurate information which can be readily used for consolidation.

5. Conduct of the study

The most important aspect in a research study is collecting data. The accurate data gives the accurate result for the study. Hundred consumers were chosen by the investigator from which they were able to collect information on the availability and use of online cab services. The study gets completed by receiving the adequate information from the consumers for all the questions asked.

6. Consolidation and presentation of data

The processing of data is consolidation of data from the raw information. After the collection of data, these are properly ordered and analysed. This is one of the simplest and most revealing way to summarize data and presenting them in the meaningful table (chakrabathy, 2009). The information collected by the interviewer are consolidated and tabulated for interpretation. These are presented under Results and Discussion.

RESULTS AND DISCUSSION

IV RESULTS AND DISCUSSION

In the past decade the transportation facilities in urban areas 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 (www.reference.com).

The findings pertaining to the study on “Availability and Use of Online Cab Services by the Consumers” are discussed under the following aspects:

- A. Findings of survey of cab owners
- B. Survey of Cab Drivers
- C. Consumer Survey

A. Findings of survey of cab owners

A survey was carried out among cab owners to gather details about the availability and use of online cab services and its advantages and disadvantages. The cab owners described the information regarding the preferences and their experiences in having online cab services as their business. This aspect includes data received from 25 cab owners which are discussed as follows:

1. General information about the cab owners
2. Details of the company
3. Details of cabs and rides
4. Details regarding cab services
5. Benefits and problems faced by the cab owners

1. General information about the cab owners:

Table I describes about the general details of the cab owners

Table I: General information about the cab owners

Details	Percentage (N:25)
Age (in years)	
Below 30	8
31-40	40
41-50	28
Above 50	24
Education	
Primary education	12
Higher secondary	44
Graduate	36
Post graduate	8
Income per month (Rs.)	
Less than Rs25000	48
Rs25000-50000	8
Rs50000-75000	20
Rs75000-1 lakh	16
Above 1 lakh	8

Among the selected cab owners, 8 per cent of them were below the age of 30, around 40 per cent cab owners were in the age between 31-40years and about 28 per cent were in the age between 41 to 50years. About 44 per cent cab owners had higher secondary education, 36 per cent cab owners had completed their graduation. The income of 48 per cent cab owners were below Rs25000, 20 per cent cab owners were earning between Rs50000-75000.

2. Details of the company and cabs

a) Details of the company

The details regarding the company are discussed under the company details and the number of cabs in the city

Table II indicates the details of the company.

Table II: Details of the company

Details	Percentage *(N:25)
Ownership	
Own cab	56
Own company	44
Most travelled shifts	
Day shift	40
Night shift	36
Evening shift	24

* Multiple responses

Among the selected cab owners, around 56 per cent of them were having their own cabs who tied up their cars with other companies and 44 per cent were having their own company. Around 3/4th of the cab drivers works mostly on shift basis. The most travelled shifts were day shift about 40 per cent and night shift about 36 per cent. The evening shift were used by 24 per cent workers. About 88 per cent of the cab owners charge according to the shift basis and provided salary according to that. All the surveyed cab owners were having only cars and autos as cabs.

b) Number of cabs in the companies

Table III tells about the number of cabs of each company present in the city.

Table III: Total number of cabs in the city

Companies	Number of cabs in the city
Red taxi	1600
Ola	1100
Go taxi	1000
Kovai taxi	900
Uber	800
Taxi Taxi	700
Fastrack	600

In the Coimbatore city, Red taxi services had 1600 cars for services, the available cars in Ola were 1100, Go taxi had 1000 cabs in the city, Kovai taxi had 900 cabs with them running in Coimbatore, Uber had 800 cabs with them, Taxi Taxi contains 700 cabs and 600 cabs were running in Fastrack. All these taxi services play a vital role in simplifying local and the outstation transportation services of Coimbatore city.

3. Details of cabs and rides

Table IV depicts the details of cabs and rides.

Table IV: Details of cabs and rides

Details	Percentage *(N:25)
Peak hours	
6am-10am	92
10am-2pm	88
2pm-6pm	76
6pm-10pm	84
Night travel	56
Hiring cab drivers	
Good driving skills	88
Interview	84
Discussion	76
Reference	64
Basis of fare	
Distance	92
Peak hours	72
Time	60
Night travel	48
Outstation	36

* Multiple responses

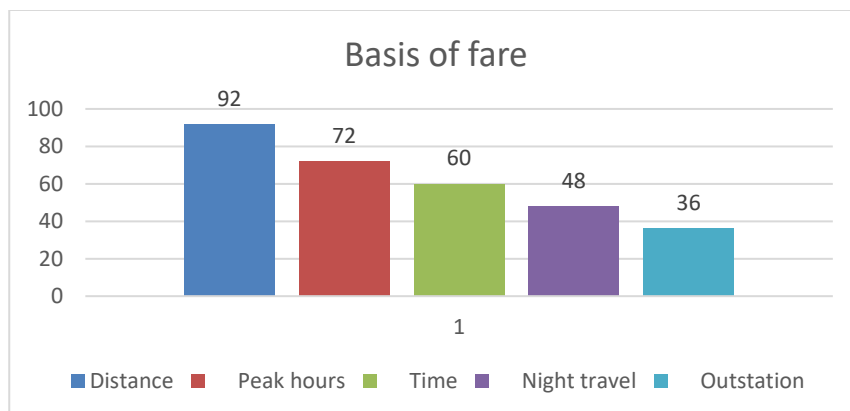


Figure 1: Criteria for finding fare

Among the selected samples, the rides during peak hours were mostly of 92 per cent for 6am-10am, 88 per cent for 10am-2pm, 76 per cent for 2pm-6pm, 84 per cent for 6pm-10pm and 56 per cent for night travel. For hiring cab drivers, driving skills were chosen as 88 per cent, 84 per cent were interview, 76 per cent were discussion. 92 per cent companies charge according to the basis of distance, 72 per cent based on peak hours and 60 per cent based on time. Nearly 1/3rd of the cab owners charge during night travel. 44 per cent cab owners would get 25 to 50 rides per day, 36 per cent would get less than 25 rides per day and 20 per cent cab owners would get more than 50 rides per day.

4. Details regarding cab services

a) Cab services

The details regarding the cab services are discussed under cab services and security measures.

Table V shows the details about cab services

Table V: Details regarding cab services

Details	Percentage *(N:25)
Facilities for consumers	
Free Wi-Fi	100
On time pickup	80
Proper security	76
Less amount	44
Newspapers	36
Discounts and offers	
Coupons	88
Free rides	72
Share pass	44
Referring friends	40

* Multiple responses

According to the survey, the consumer satisfaction was fulfilled by providing 100 per cent free Wi-Fi, 80 per cent for proper pickup and drop, 76 per cent for security purposes. 88 per cent cab owners provide coupons as discounts and 72 per cent as free rides.

b) Security measures

Table VI indicates the security measures of the cab services

Table VI: Security measures of the cab services

Details	Percentage *(N:25)
Security systems	
GPS tracking system	92
Emergency button	84
Sharing details	80
Instant SMS alerts	72
Security persons	12

* Multiple responses

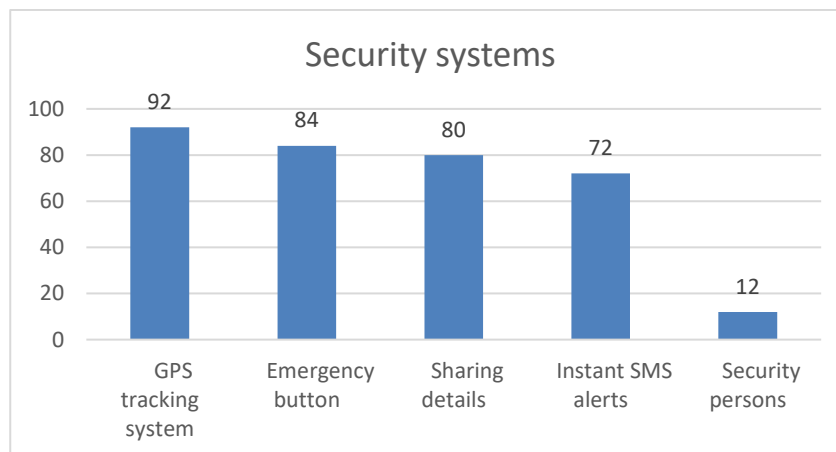


Figure 2: Available security systems in cab services

Proper safety measures for the consumers were provided by cab owners through 92 per cent GPS tracking system, 84 per cent for emergency button, 80 per cent for sharing details and 72 per cent for instant SMS alerts. Most of the 92

per cent cab owners had their booking methods through online applications. A majority of 96 per cent cab owners charged for cancellation of rides.

5. Benefits and problems faced by the cab owners

Table VII shows the benefits and problems of cab owners in running the cab services

Table VII: Benefits and problems in running the cab services

Details	Percentage *(N:25)
Benefits of having online cab services	
Earn more	96
Become popular	56
Serve the needy	40
Easy to maintain	20
Problems in running the cab services	
Consumer complaints	92
Cheating by drivers	84
Money	52
Improper server	24

* Multiple responses

The benefits of using online cab services were to earn more by 96 per cent and 56 per cent to become popular. Some people do their work as socially responsible to help the needy. The problems faced by the cab owners were 92 per cent consumer complaints, 84 per cent cheating drivers and 52 per cent were about money.

B. Survey of cab drivers

This phase of finding present the data received from the selected cab drivers and are discussed under the following steps:

1. General information about cab drivers
2. Working details of cab drivers
3. Offers and peak hours
4. Benefits and problem faced

1. General information about cab drivers

Table VIII tells about the general information of the cab drivers

Table VIII: General information of cab drivers

Details	Percentage (N:25)
Age (in years)	
Below 30	12
31-40	36
41-50	24
Above 50	28
Education	
Primary education	16
Higher secondary	40
Graduate	32
Post graduate	12
Income per month (Rs.)	
Less than Rs10000	40
Rs10000-20000	28
Rs20000-30000	20
Above 30000	12

Among the selected cab drivers, 12 per cent of them were below the age of 30, around 32 per cent cab drivers were in the age between 31-40years and about 24 per cent were in the age between 41 to 50years. About 40 per cent cab drivers had higher secondary education, 32 per cent cab drivers had completed their graduation. The income of 40 per cent cab drivers were below Rs10000, 28 per cent cab owners were earning between Rs10000-20000.

2. Working details of cab drivers

The working details about cab drivers is mentioned in Table- IX

Table IX: Working details of cab drivers

Details	Percentage (N:25)
Driving experience	
Below 5 years	76
5-10 years	16
Above 10 years	8
Income	
Above 20000	92
10000-20000	8
Below 10000	0
Preferred shift	
Day shift	40
Night shift	36
Evening shift	16
Part time	8
Ownership	
Own vehicle	56
Company one	44

Among the cab drivers, 3/4th of the cab drivers were having experience of less than 5 years, 16 per cent were between 5 to 10 years of experience and 8 per cent were more than 10 years. The income of cab drivers were majority of 92 per

cent for more than 20000 and no one is earning less than 20000. 56 per cent were owning cabs their own and 44 per cent were having the company cabs for work. 40 per cent cab drivers work in the day shifts and 36 per cent were preferring night shift. 40 per cent cab drivers would get less than 25 rides per day, 32 per cent drivers would have 25 to 50 rides per day and 28 per cent cab drivers get more than 50 rides per day.

3. Offers and peak hours

Table X indicates the offers and peak hours of online cab services

Table X: Offers and peak hours

Details	Percentage *(N:25)
Offers from the company	
Tips	84
Incentives	76
Bonus	52
Travel expense	32
Peak hours	
6am-10am	92
10am-2pm	88
2pm-6pm	84
6pm-10pm	76
Night travel	56

* Multiple responses

According to survey, the peak hours were for all the timings. The offers provided from company were 84 per cent for tips, 76 per cent were incentives, 52 per cent were bonus and travel expense were given as 32 per cent. According to the study, 88 per cent cab drivers had other mode of income. They were not able to manage with one income for their family and 68 per cent were provided with proper incentives.

4. Benefits and problems faced

The benefits and problems of driving cabs by the drivers is depicted in the Table-XI

Table XI: Benefits and problems faced

Details	Percentage *(N:25)
Benefits	
Good salary	84
Easy work	76
Social job	56
Job opportunity	52
No work pressure	48
Favourite work	44
Rewarding job	36
Problems faced by drivers	
Consumer complaints	88
Coming late	80
Wrong booking	72
Not responding	68
Monotonous work	64
Night shift	60
Non-familiar routes	52

* Multiple responses

Among the cab drivers survey, the benefits of working as a cab driver were 84 per cent for easy work, 76 per cent for good salary, 56 per cent for serving the needy, 52 per cent for job opportunity and 48 per cent for no work pressure. 84 per cent drivers had not faced communication problem with the consumers. The problems faced by the cab drivers were 88 per cent for consumer complaints, 80 per cent for coming late, 72 per cent for wrong booking and 68 per cent for not responding.

C. Consumer Survey

Consumer Survey is a source to obtain information about consumer satisfaction levels with existing products and their opinions and expectations regarding new products and services. These surveys are key sources of crucial information from the consumers which in turn can heavily impact a company's overall performance. Consumer survey should ideally be a systematically developed procedure by the marketers to garner insights in real-time. Satisfaction levels among the consumer database can be measured by asking the right questions, answers of which can be analysed to create strategies for improvement. Product consumer satisfaction should be in line with the overall consumer satisfaction which can be established by analysing the answers received from the surveys (www.questionpro.com). Hence, the findings of the consumer survey are discussed as follows:

1. General information about the consumer
2. Details about use of transportation
3. Purpose of Travel
4. Usage of transportation
5. Details of using online applications for transportation
6. Consumer review of using online cab services
7. Advantages and disadvantages of online cab services

1. General information about the consumer

Table XII indicates the age, occupation, family status and number of family members.

Table XII: General information about the consumer

Details	Percentage (N:100)
Age (in years)	
15-30	33
30-45	37
45-60	30
Occupation	
Working	38
Business	32
Student	30
Family status	
Nuclear	92
Extended	7
Joint	1
No of family members	
Less than 4	38
4-6	57
More than 6	5

Among the selected consumers, 33 per cent were at the age of 15-30 years, 37 per cent were between 30 to 45 and 30 per cent were at the age of 45-60 years. Around 38 per cent were working people, 32 per cent belongs to business people and 30 per cent were college students. A majority of 92 per cent consumers were in nuclear family. Members of the family were less than 4 for 1/3rd people and half per cent for 4 to 6 family members.

2. Details about use of transportation

a) Details of use of transportation

Table XIII: Details about use of transportation

Details	Percentage (N:100)
Work timing	
Less than 5hrs	32
5-10 hrs	25
More than 10hrs	30
Part-time	13
Distance of travelled per day	
Below 5 km	31
5 km – 10 km	39
10 km – 20 km	23
Above 20 km	7
Amount spent for travel per day	
Below Rs.50	32
Rs.50 – Rs.100	40
Rs.100 – Rs.200	22
Above Rs.200	6
Journey time for travel per day	
Below 20 mins	30
20 mins – 40 mins	37
40 mins to 1 hour	24
More than 1 hour	9

The work timing were less than 5hrs for 32 per cent consumers, more than 10hrs for 30 per cent consumers The average distance travelled by the consumers

per day were majority of 39 per cent for 5-10kms, 23 per cent for 10 to 20kms and 31 per cent for less than 5kms. The amount spent per day by the consumers were 50rs-100rs for 40 per cent people and below 50rs for 32 per cent people. The journey time per day of consumers were majority of 20-40mins for 1/3rd of the consumers.

b) Mode of transportation.

TABLE XIV: Most used mode of transportation

Major mode of transportation	Percentage (N:100)
Bus	20
Bike	19
Car	17
Cabs	16
Auto	11
Walk	10
Cycle	2
Train	5

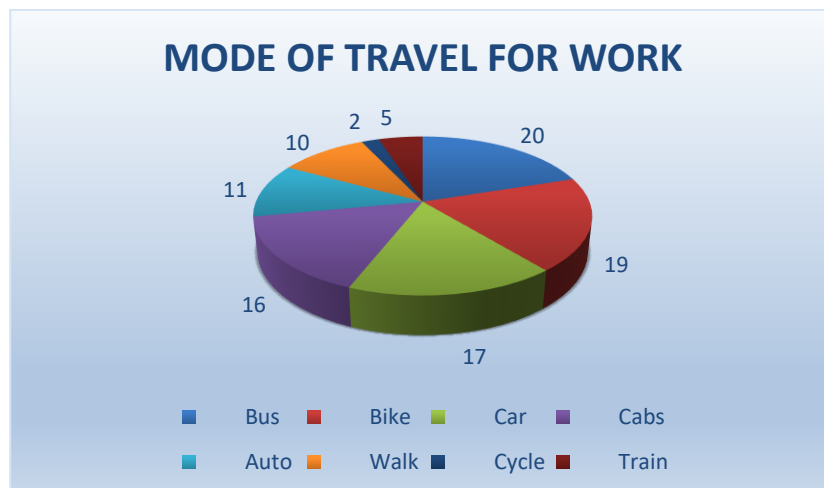


Figure 3: Most travelled mode of transportation

Among the selected samples, majority of 20 per cent were travelled in bus, 19 per cent in bike, 17 per cent were travelled in own cars, and 16 per cent in online cab services. These were clearly depicted in the figure 3.

3. Purpose of Travel

The table XV indicates the purpose of travel by the consumers

Table XV: Purpose of Travel

Percentage *(N:100)					
Work place/office	Daily (%)	Weekly twice (%)	Weekly (%)	Monthly (%)	Rarely (%)
Visiting friends and relatives or shopping	0	0	3	43	54
Religious purpose	2	14	17	22	45
Work related travel or college	100	0	0	0	0
Recreation	1	16	20	38	25
Health travel	0	0	3	44	53
Outstation	0	0	2	25	73

* Multiple responses

The purpose of travel by the consumers were found out. For daily travel, majority of 100 per cent were travelled for work or college. 16 per cent were travelled weekly twice for recreation and 14 per cent were travelled weekly twice for religious purpose. Majority of 20 per cent travelled weekly for recreation and 1/4th were travelled weekly for religious purpose. The health travel, outstation and visiting people were less. Monthly, 43 per cent were travelled for visiting people, 44 per cent were travelled for health travel, 38 per cent were travelled for recreation and 1/4th were travelled outstation. 54 per cent people were travelled

rarely to visit people, 45 per cent were travelled rarely for religious purpose and majority of 73 per cent were travelled for outstation.

4. Usage of transportation

The table XVI gives the description of use of transportation by the consumers.

Table XVI: Usage of transportation

Percentage *(N:100)					
Mode of transport	Daily (%)	Weekly twice (%)	Weekly (%)	Monthly (%)	Rarely (%)
Public transport	40	29	26	3	2
Two-wheeler	38	21	32	9	4
Four-wheeler	22	27	26	24	1
Auto cabs	0	15	28	46	11
Bike taxi	0	1	8	10	41
Car cabs	0	14	26	47	13

* Multiple responses

According to the survey conducted, 40 per cent people were travelled in public transportation daily and 29 per cent were travelled in public transportation weekly twice. A majority of 38 per cent were travelled in two-wheeler daily and 29 per cent of people were travelled in two-wheeler weekly. In four-wheeler, consumers travelled 1/4th daily, 26 per cent weekly twice, 1/4th travelled weekly and 24 per cent monthly. Auto cabs were used monthly by 46 per cent of people and weekly by 28 per cent of people. Bike taxi were rarely used of 41 per cent of people. Majority of 47 per cent people were travelled in car cabs monthly and 26 per cent were travelled weekly.

5. Details of using online applications for transportation

a) Table XVII depicts the details regarding the use of online applications for transportation.

Table XVII: Details of using online applications for transportation

Details	Percentage *(N:100)
Travelling time	
6 am – 10 am	92
10 am – 2 pm	86
2 pm – 6 pm	89
6 pm – 10 pm	73
Night travel	47
Methods for booking rides	
Mobile applications	92
Direct call	29
Online portal	5
Walk-in	3
Mode of payment	
Cash	94
Debit card	84
Online wallet	78
Credit card	62
Net banking	8

* Multiple responses

Majority of 100 per cent were known about ola cab services, 90 per cent were familiar about uber online cab services, 70 per cent known about red taxi services, 55 per cent came to know about kovai taxi, 40 per cent were aware of fastrack services and 35 per cent know about jugnoo. 92 per cent people used mobile applications as the method for booking the rides. Payment method was 94 per cent for cash and 84 per cent used debit card. Few people of 8 per cent used net banking for payment.

b) Table XVIII describes about the most preferred application

Table XVIII: Most preferred application

Convenient application	Percentage *(N:100)
Ola	80
Uber	75
Red taxi	70
Kovai taxi	45
Jugnoo	30
Fastrack	22
Taxi taxi	15
Rapido	5
Taxi for sure	4

* Multiple responses

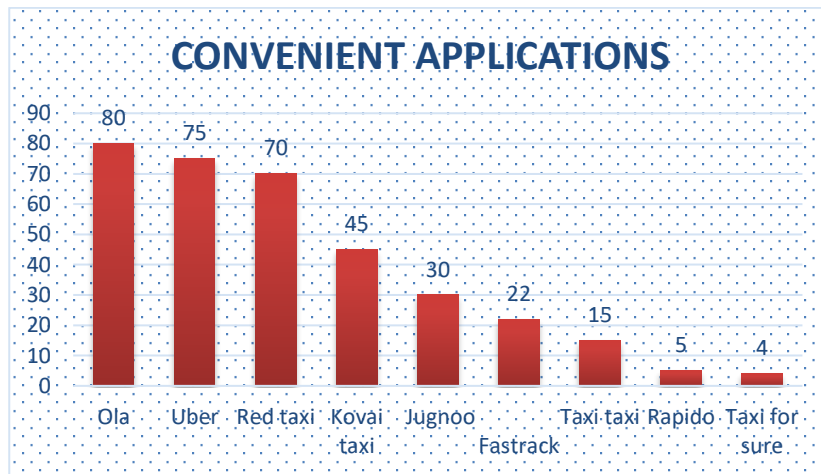


Figure 4: Most travelled and convenient application

The selected samples were familiar about most of the online cab services. 80 per cent people were convenient in using ola cab services, 75 people considered uber cab services as the convenient application, 70 per cent people were convenient in using red taxi services.

c) Table XIX provides the interest in using online application and about extra charge they provide.

Table XIX: Interest and extra charge

Details	Percentage (N:100)
Interest in using online application for cab services	92
Charged extra	76

Most of the people travel in all the time and 76 per cent were charged extra for the travel. Among the consumers, 92 per cent were interested in using online applications for travelling.

6. Consumer Review of Using Online Cab Services

The table XX shows the consumer review in using online cab services for travel.

Table XX: Consumer Review of Using Online Cab Services

Online Cab Services	Percentage (N:100)
Availability	95
Convenience	93
Safety	85
Reliable	82
Energy and time saving	78
Cost efficient	75



Figure 5: Consumer review of online cab services

Among the consumers, online cab services were considered, 95 per cent availability were present for online cab services, 93 per cent people provide good response for convenience, 80 per cent people suggests online cab services as safety, 85 per cent people considered online cab services as reliable, 72 per cent people provide better response for energy and time saving by using online cab services and 80 per cent people considered online cab services as cost efficient.

7. Advantages and disadvantages of online cab services

a) Table XXI indicates the advantages and disadvantages of the online cab services.

Table XXI: Advantages and Disadvantages of Online Cab Services

Details	Percentage *(N:100)
Benefits of online cab services	
Easily available	91
Convenient	90
Safety	82
Less pay	78
Reliable	74
Time saving	73
Energy saving	65
Cashless payments	45
Difficulties faced while travelling in online cab services	
Charged extra	70
Late arrival	55
Not picking the call	43
Unknown cab drivers	32
Unknown vehicles	30
No proper pick up and drop	25
Language problem	8

* Multiple responses

According to survey, the benefits of using online cab services were majority of 91 per cent easily available, 90 per cent convenience, 78 per cent less pay and 82 per cent safety. 95 per cent people consider safety as the requirement for good transportation and 90 per cent people told as convenience. The difficulties faced by the consumers were 70 per cent for charging extra, 43 per cent for late arrival, 55 per cent for not picking the call.

b) Table XXII tells about the mode of payment, facilities and safety measures of transportation

Table XXII: Mode of payment, facilities and safety measures of transportation

Details	Percentage *(N:100)
Mode of lodging complaints	
Ratings	97
Online reviews	39
Messages	25
Mail	20
Call	7
Facilities Provided	
Free Wi-Fi	91
Card payment	67
Newspapers	26
Printed bills	16
Multi-pin mobile charger	7
Monitor	2
Safety Measures	
GPS Tracking System	96
Instant SMS Alerts	90
Emergency button	82
Driver details	80
Share details	70
Helpline	32
Easily accessible applications	93
Proper Navigation	89
Charge extra for cancellation	94
Response to complaints	67

* Multiple responses

Among the consumers, 97 per cent people lodge their complaints through ratings. The facilities provided in the cab services for the consumers were a majority of 91 per cent Wi-Fi. The safety measures provided for the consumers were 90 per cent GPS tracking system, 96 per cent instant SMS alerts, 80 per cent driver details and 82 per cent for emergency button. 94 per cent people told 24-hours service as the common facility and 89 per cent for card payment. Among the respondents, 93 per cent people considered online applications for cab services as easily accessible and 89 per cent told online cab services have proper navigation. A majority of 94 per cent consumers have been charged extra for their rides. There were 67 per cent response for the complaints of consumers.

c) Table XXIII shows the satisfaction level of consumers

Table XXIII: SATISFACTION LEVEL OF CONSUMERS

Companies	Percentage of satisfaction level *(N:100)				
	Extremely satisfied	Satisfied	Neutral	Unsatisfied	Extremely Unsatisfied
Ola	8	68	24	0	0
Uber	11	73	16	0	0
Red taxi	15	78	7	0	0
Kovai taxi	4	68	23	5	0
Fastrack	2	69	25	4	0
Jugno	4	55	38	3	0

*Multiple responses

Among the consumers, 68 per cent were satisfied using ola and zero per cent were not unsatisfied. Uber have 73 per cent positive response for satisfaction and 11 per cent were extremely satisfied by using uber. Red taxi have 78 per cent good response and 15 per cent were highly satisfied about red taxi. Kovai taxi and fastrack have equal response for satisfaction. Rapido have less response while

comparing other taxi because it is in its developing stage and emerging one.
Jugnoo have improved a lot and have a satisfaction level of 55 per cent.

SUMMARY AND CONCLUSION

V SUMMARY AND CONCLUSION

The findings pertaining to the study on “Availability and Use of Online Cab Services by the Consumers” are discussed under the following aspects:

- A. Cab Owners Survey
- B. Survey among Cab Drivers
- C. Consumer Survey

A. Cab Owners Survey

A survey was carried out among cab owners to gather details about the availability and use of online cab services and its advantages and disadvantages. The cab owners described the information regarding the preferences and their experiences in having online cab services as their business. This aspect includes data received from 25 cab owners which are discussed as follows:

1. General information about the cab owners:

Among the selected cab owners, 8 per cent of them were below the age of 30, around 40 per cent cab owners were in the age between 31-40years and about 28 per cent were in the age between 41 to 50years. About 44 per cent cab owners had higher secondary education, 36 per cent cab owners had completed their graduation. The income of 48 per cent cab owners were below Rs25000, 20 per cent cab owners were earning between Rs50000-75000.

2. Details of the company

Among the selected cab owners, around 56 per cent of them were having their own cabs who tied up their cars with other companies and 44 per cent were having their own company. Around 3/4th of the cab drivers works mostly on shift basis. The most travelled shifts were day shift about 40 per cent and night shift about 36 per cent. The evening shift were used by 24 per cent workers. About 88 per cent of the cab owners charge according to the shift basis and provided salary according to that. All the surveyed cab owners were having only cars and autos as cabs.

3. Details of cabs and rides

Among the selected samples, the rides during peak hours were mostly of 92 per cent for 6am-10am, 88 per cent for 10am-2pm, 76 per cent for 2pm-6pm, 84 per cent for 6pm-10pm and 56 per cent for night travel. For hiring cab drivers, driving skills were chosen as 88 per cent, 84 per cent were interview, 76 per cent were discussion. 92 per cent companies charge according to the basis of distance, 72 per cent based on peak hours and 60 per cent based on time. Nearly 1/3rd of the cab owners charge during night travel. 44 per cent cab owners would get 25 to 50 rides per day, 36 per cent would get less than 25 rides per day and 20 per cent cab owners would get more than 50 rides per day.

4. Details regarding cab services

According to the survey, Among the cab owners, the consumer satisfaction was fulfilled by providing 100 per cent free Wi-Fi, 80 per cent for proper pickup and drop, 76 per cent for security purposes. 88 per cent cab owners provide coupons as discounts and 72 per cent as free rides.

Proper safety measures for the consumers were provided by cab owners through 92 per cent GPS tracking system, 84 per cent for emergency button, 80 per cent for sharing details and 72 per cent for instant SMS alerts. Most of the 92 per cent cab owners had their booking methods through online applications. A majority of 96 per cent cab owners charged for cancellation of rides.

5. Benefits and problems faced by the cab owners

The benefits of using online cab services were to earn more by 96 per cent and 56 per cent to become popular. Some people do their work as socially responsible to help the needy. The problems faced by the cab owners were 92 per cent consumer complaints, 84 per cent cheating drivers and 52 per cent were about money.

B. Survey among cab drivers

This phase of finding present the data received from the selected cab drivers and are discussed under the following steps:

1. General information about cab drivers

Among the selected cab drivers, 12 per cent of them were below the age of 30, around 32 per cent cab drivers were in the age between 31-40years and about 24 per cent were in the age between 41 to 50years. About 40 per cent cab drivers had higher secondary education, 32 per cent cab drivers had completed their graduation. The income of 40 per cent cab drivers were below Rs10000, 28 per cent cab owners were earning between Rs10000-20000.

2. Working details of cab drivers

Among the cab drivers, 3/4th of the cab drivers were having experience of less than 5 years, 16 per cent were between 5 to 10 years of experience and 8 per cent were more than 10 years. The income of cab drivers were majority of 92 per cent for more than 20000 and no one is earning less than 20000. 56 per cent were owning cabs their own and 44 per cent were having the company cabs for work. 40 per cent cab drivers work in the day shifts and 36 per cent were preferring night shift. 40 per cent cab drivers would get less than 25 rides per day, 32 per cent drivers would have 25 to 50 rides per day and 28 per cent cab drivers get more than 50 rides per day.

3. Offers and peak hours

According to survey, the peak hours were for all the timings. The offers provided from company were 84 per cent for tips, 76 per cent were incentives, 52 per cent were bonus and travel expense were given as 32 per cent. According to the study, 88 per cent cab drivers had other mode of income. They were not able to manage with one income for their family and 68 per cent were provided with proper incentives.

4. Benefits and problems faced

Among the cab drivers survey, the benefits of working as a cab driver were 84 per cent for easy work, 76 per cent for good salary, 56 per cent for serving the needy, 52 per cent for job opportunity and 48 per cent for no work pressure. 84 per cent drivers had not faced communication problem with the consumers. The problems faced by the cab drivers were 88 per cent for consumer

complaints, 80 per cent for coming late, 72 per cent for wrong booking and 68 per cent for not responding.

C. Consumer Survey

Consumer Survey is a source to obtain information about consumer satisfaction levels with existing products and their opinions and expectations regarding new products and services. These surveys are key sources of crucial information from the consumers which in turn can heavily impact a company's overall performance. Consumer survey should ideally be a systematically developed procedure by the marketers to garner insights in real-time. Satisfaction levels among the consumer database can be measured by asking the right questions, answers of which can be analysed to create strategies for improvement. Product consumer satisfaction should be in line with the overall consumer satisfaction which can be established by analysing the answers received from the surveys (www.questionpro.com). Hence, the findings of the consumer survey are discussed as follows:

1. General information about the consumer

Among the selected consumers, 33 per cent were at the age of 15-30 years, 37 per cent were between 30 to 45 and 30 per cent were at the age of 45-60 years. Around 38 per cent were working people, 32 per cent belongs to business people and 30 per cent were college students. A majority of 92 per cent consumers were in nuclear family. Members of the family were less than 4 for 1/3rd people and half per cent for 4 to 6 family members.

2. Working details of cab drivers

The work timing were less than 5hrs for 32 per cent consumers, more than 10hrs for 30 per cent consumers. The average distance travelled by the consumers per day were majority of 39 per cent for 5-10kms, 23 per cent for 10 to 20kms and 31 per cent for less than 5kms. The amount spent per day by the consumers were 50rs-100rs for 40 per cent people and below 50rs for 32 per cent people. The journey time per day of consumers were majority of 20-40mins for 1/3rd of the consumers.

Among the selected samples, majority of 20 per cent were travelled in bus, 19 per cent in bike, 17 per cent were travelled in own cars, and 16 per cent in online cab services. These were clearly depicted in the figure 3.

3. Purpose of Travel

The purpose of travel by the consumers were found out. For daily travel, majority of 100 per cent were travelled for work or college. 16 per cent were travelled weekly twice for recreation and 14 per cent were travelled weekly twice for religious purpose. Majority of 20 per cent travelled weekly for recreation and 1/4th were travelled weekly for religious purpose. The health travel, outstation and visiting people were less. Monthly, 43 per cent were travelled for visiting people, 44 per cent were travelled for health travel, 38 per cent were travelled for recreation and 1/4th were travelled outstation. 54 per cent people were travelled rarely to visit people, 45 per cent were travelled rarely for religious purpose and majority of 73 per cent were travelled for outstation.

4. Usage of transportation

According to the survey conducted, 40 per cent people were travelled in public transportation daily and 29 per cent were travelled in public transportation weekly twice. A majority of 38 per cent were travelled in two-wheeler daily and 29 per cent of people were travelled in two-wheeler weekly. In four-wheeler, consumers travelled 1/4th daily, 26 per cent weekly twice, 1/4th travelled weekly and 24 per cent monthly. Auto cabs were used monthly by 46 per cent of people and weekly by 28 per cent of people. Bike taxi were rarely used of 41 per cent of people. Majority of 47 per cent people were travelled in car cabs monthly and 26 per cent were travelled weekly.

5. Details of using online applications for transportation

The selected samples were familiar about most of the online cab services.. 80 per cent people were convenient in using ola cab services, 75 people considered uber cab services as the convenient application, 70 per cent people were convenient in using red taxi services.

Most of the people travel in all the time and 76 per cent were charged extra for the travel. Among the consumers, 92 per cent were interested in using online applications for travelling.

6. Consumer Review of Using Online Cab Services

Among the consumers, online cab services were considered, 95 per cent availability were present for online cab services, 93 per cent people provide good response for convenience, 80 per cent people suggests online cab services as safety, 85 per cent people considered online cab services as reliable, 72 per cent people provide better response for energy and time saving by using online cab services and 80 per cent people considered online cab services as cost efficient.

7. Advantages and disadvantages of online cab services

According to survey, the benefits of using online cab services were majority of 91 per cent easily available, 90 per cent convenience, 78 per cent less pay and 82 per cent safety. 95 per cent people consider safety as the requirement for good transportation and 90 per cent people told as convenience. The difficulties faced by the consumers were 70 per cent for charging extra, 43 per cent for late arrival, 55 per cent for not picking the call.

Among the consumers, 97 per cent people lodge their complaints through ratings. The facilities provided in the cab services for the consumers were a majority of 91 per cent Wi-Fi. The safety measures provided for the consumers were 90 per cent GPS tracking system, 96 per cent instant SMS alerts, 80 per cent driver details and 82 per cent for emergency button. 94 per cent people told 24-hours service as the common facility and 89 per cent for card payment. Among the respondents, 93 per cent people considered online applications for cab services as easily accessible and 89 per cent told online cab services have proper navigation. A majority of 94 per cent consumers have been charged extra for their rides. There were 67 per cent response for the complaints of consumers.

Among the consumers, 68 per cent were satisfied using ola and zero per cent were not unsatisfied. Uber have 73 per cent positive response for satisfaction and 11 per cent were extremely satisfied by using uber. Red taxi have 78 per cent

good response and 15 per cent were highly satisfied about red taxi. Kovai taxi and fastrack have equal response for satisfaction. Rapido have less response while comparing other taxi because it is in its developing stage and emerging one. Jugnoo have improved a lot and have a satisfaction level of 55 per cent.

CONCLUSION:

Taxi services in India plays an important role in facilitating step to step riding, easy movement and tourism. They help us to travel during any emergency situations, saves time, reduces tension and keeps us more comfortable in the fast moving world. There is stringent competition in the organized cab services industry therefore organization need to motivate consumers through coupons. The innovative behavior of consumers help to download mobile apps and further motivates them to redeem coupons while booking cabs. The results of this study are consistent with earlier research studies because it is found that price conscious consumers are likely to redeem coupons. The modern consumers are innovative and at the same time they are price sensitive therefore coupon redemption helps for customer retention. The brand image also plays a vital role in customer retention apart from offering coupons.

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APPENDICES

APPENDIX I

**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND
HIGHER EDUCATION FOR WOMEN COIMBATORE-641043**

**INTERVIEW SCHEDULE TO ELICIT INFORMATION FROM THE
CABOWNERS ABOUT ONLINE CAB SERVICES**

A) General details

1. Name of the interviewer:
2. Name of the interviewee:
3. Age:
4. Gender: Male Female
5. Occupation:
6. Address:
7. Contact no:
8. Email id:

B)Details of the company

9. Company name:
10. No of branches:
11. Do you own a cab company or a cab?
Own company Own cab
12. If it is a company how many cabs you have?
<100 100-200 200-400 400-600 >600
13. If you own a cab, have you attached with a company
Yes No
If yes, which company
Ola Uber Red taxi kovai taxi
Cura Fastrack Taxi Taxi
jugno others (specify):

14. How many companies are you tied up?

<2 2-5 5-8 >8

15. How much percentage of income will you obtain on tie up?

<5 5-10 >10 others (specify):

16. No of cab drivers working

<5 5-10 10-15 15-20 >20

17. Do the cab drivers work on shift basis?

Yes No

18. Available shift timings

Day shift (8am-4pm) night shift (12pm-8am)

Evening shift (4pm-12pm)

19. Most travelled shift timings

Day shift night shift Evening shift

20. Is it charged according to the shift basis?

Yes No

C) Details about the cabs and rides

21. When will be the peak hours for transportation?

6am-10am 10am-2pm 2pm-6pm

6pm-10pm night travel (10pm-6am)

22. Do you charge extra for the night travel?

Yes No

If yes, how much it is charged?

<10 10-30 >30 others (specify):

23. How the cab drivers are hired?

- Interview discussion
Good driving skills others (specify):

24. How many rides do you get per day?

- <25 25-50 >50

25. On what basis, do you charge the rides?

- Distance time
Night travel peak hours others (specify):

D) Details regarding cab services

26. Facilities given to the consumers

- Free Wi-Fi less amount proper security
On time pickup others (specify):

27. Booking methods available for the cab service

- Online portal Mobile applications Phone calls
Walk-in others (specify):

28. Is there any special security system provided for the consumers during night time

- Yes No

If yes, mention

- GPS tracking system emergency button
Sharing details instant message alerts
Others (specify):

29. Do you provide any discounts and offers for the consumers?

- Yes No

30. If yes, what are the discounts and offers provided?
- Share pass coupons
- Free rides others (specify):
31. Do you charge for cancellation?
- Yes No
32. If yes, how much per cancellation?
- <10 10-30 >30 others (specify):
33. Do you face any difficulties in running the cab services?
- Yes No
34. If yes, what are the challenges and problems faced in running the cab services?
- Consumer complaints money unskilled workers
- Non availability of drivers Cancellation by consumers
- Cheating by drivers others (specify):
35. What are the benefits of setting up an online cab service facility?
- Earn more become popular Rewarding job
- Favorite work Serve the needy others (specify):

APPENDIX II

AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN COIMBATORE-641043

INTERVIEW SCHEDULE TO ELICIT INFORMATION FROM THE CAB DRIVERS ABOUT THE USE OF ONLINE CAB SERVICES

A) General details

1. Name of the interviewer:
2. Name of the interviewee:
3. Address:
4. Age:
5. Gender: Male Female
6. Email id:
7. Contact no:

B) Details of the cab drivers

8. Company name:
9. How many years are you working in this field?
 <5yrs 5-10yrs >10yrs
10. Working for company cab or your own cab?
 Company cab Own cab
11. If own cab, mode of payment?
 Distance time
 Night travel peak hours others (specify):
12. If driving others cab how much you are paid for the job per month?
 <Rs10000 Rs10000-20000 >Rs20000
13. How many rides do you take per day?
 <20 20-50 >50

21. Approximate tips you get per ride

>Rs10 Rs10-20 Rs20-30

Rs30-40 More than 40

22. Are you comfortable with your work?

Yes No

C) Advantages and disadvantages

23. Advantages in driving online cab services

Job opportunity Good salary Easy work

Favorite work Rewarding job Social job others (specify):

24. Challenges faced in using online cab services

Monotonous work Night shift Limited speed

Consumer satisfaction Non-familiar routes

Route change by consumers Police Coming late

Wrong booking Consumer complaints others (specify):

APPENDIX III

AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN COIMBATORE-641043

INTERVIEW SCHEDULE TO ELICIT INFORMATION FROM THE CONSUMERS ABOUT THE AVAILABILITY AND USE OF ONLINE CAB SERVICES

A) General information

1. Name of the interviewer:
2. Name of the interviewee:
3. Age:
4. Gender: Male Female
5. Address:
6. Email id:
7. Contact no:
8. Profession: Working business student others (specify):
9. Family status: Nuclear Joint Extended
10. No of family members:

B) Details about use of transportation

11. What is the working hours for your profession per day?

<5hrs 5-10hrs more than 10hrs

12. Which is your major mode of transport?

Auto Bus cabs

Walk Bike

Car others (specify):

13. Distance travelled per day

<5kms 5-10kms 10-20kms >20kms

14. Amount spend for travel per day

<50rs 50-100rs 100-200rs >200rs

15. Journey time per day

<15mins 15-20mins 20-30mins

30-40mins 40-60mins >60mins

16. Do you travel through sharing or individual?

Individual sharing both

17. Do you use cabs for personal or professional travel?

Personal professional both

18. Do you prefer online cabs or normal vehicles for transportation?

Online cabs Normal vehicles both

C) Purpose of travel/reasons for travelling

Work place/office	Daily	Weekly twice	Weekly	Monthly	Rarely
Visiting people or shopping					
Religious purpose					
Work travel or college					
Recreation					
College					
Health travel					
Others (specify):					

D) Usage of transportation

Mode of transport	Daily	Weekly twice	weekly	Monthly	Rarely
Public transport					
Two-wheeler					
Four-wheeler					
Auto taxi					
Bike taxi					
Car taxi					

E) Details of using online applications for transportation

19. What are the online applications familiar to you and popular?

- Ola Uber Red taxi kovai taxi
Fastrack Taxi Taxi Cura
jugno others (specify):

20. Online application most preferred and convenient to use is:

- Ola Uber Red taxi kovai taxi
Cura Fastrack Taxi Taxi
jugno others (specify):

21. Reasons for using online cab application

- Reliable cost efficient safety
 Easily available time saving others (specify):

22. How do you book rides for transportation?

- Direct call online portal
 Mobile applications direct walk others (specify):

23. At what time do you use online cab services?

- 6am-10am 10am-2pm 2pm-6pm
 6pm-10pm night travel (10pm-6am)

24. Do the cab drivers charge extra during night travel?

- Yes No

25. Amount spend to travel in online cab services approximately per month?

- <50 50-100
 100-200 others (specify):

26. Which is your mode of payment for online cab booking?

- Cash online wallet credit card
 Paytm debit card others (specify):

F) Advantages, consumer review, disadvantages and satisfaction level of consumers using online cab services

ONLINE CAB SERVICES	YES	NO
Availability		
Convenience		
Safety		
Reliable		
Energy and time saving		
Cost efficient		

27. What are the difficulties faced in online booking of cabs?

- Charged extra late arrival
 Not picking the call no proper pick up & drop
 Unknown cab drivers others (specify):

28. What are the facilities provided during your travel?

- Free Wi-Fi newspapers
 Multi-pin mobile charger printed bills others (specify):

29. What are the safety measures taken by them?

- GPS tracking system emergency button
 Sharing details instant message alerts
 Others (specify):

30. How will you tell your complaints to the company?

- Messages call
 Through mail rating others (specify):

31. Do they charge extra for your cancellation?

- Yes No

32. If yes, how much do they charge?

- <10 10-30 >30 others (specify):

Details	YES	NO
Drop and pick in the correct location		
Easily accessible application		
Proper navigation		
Good response for complaints		
Proper messages from the online application		

33. What are the benefits of using online cab services?

- Time saving less pay easily available
 Energy saving reliable others (specify):

34. What are the common facilities which make you more convenient?

- Luxury 24hours service card payment
 Printed bills safety system others (specify):

Companies	Satisfaction level				
	Extremely satisfied	Satisfied	Neutral	Unsatisfied	Extremely unsatisfied
Ola					
Uber					
Red taxi					
Kovai taxi					
Fastrack					
Rapido					
Jugno					



INSTITUTIONAL HUMAN ETHICS COMMITTEE

Avinashilingam

Institute for Home Science and Higher Education for Women

Deemed to be University Under category 'A' By MHRD, (Estd. u/s 3 of UGC Act 1956)

Re Accredited with 'A' Grade By NAAC, Recognised by UGC Under Section 12 B

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Dr. Judith Justin
Dr.Anitha Subash

24 January 2019

To
Ms. Priyanka.K
Department of Resource Management
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043

Dear Priyanka.K,

Ref: Your proposal No.IHEC /18-19/IDRM/05 entitled
“Availability and Use of Online Cab Services by the Consumers”
submitted for approval to the IHEC on 30.09.18.

The Institutional Human Ethics Committee of our University hereby
grants approval to your research proposal No. IHEC /18-
19/IDRM/05 entitled “Availability and Use of Online Cab Services
by the Consumers” submitted by you. The Approval number for the
same is A UW/ IHEC/IDRM-18-19/XPD/05.

We wish you all the best in your research endeavours.

Regards,

S. Uma Mageshwari
Dr.S.Uma Mageshwari
Member Secretary

