



A STUDY ON FACTORES INFULENCING PASSENGER PURCHASE INTENTION TOWARDS APP BASED CAB SERVICE IN COIMBATORE CITY

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ABSTRACT

India's transport sector is large and diverse. Transport system is the foundation stone of economic infrastructure. Transport system is known as the key symbol of civilization. Due to huge population and the changing life style of people and their progress, people choose luxuries well-being and their transportation needs has been sustained on the convenience, speed and safety of the modes. Among various transportation mode cab service gained popularity because of its advantage of door to door service and now because of technological advancement customers were able to book cabs at competitive price in just one click using their smart phones. These App based cab services were having tremendous potential for growth in densely populated countries like India where parking is major problem because of space crunch as well as public transports are over covered during peak hours.

KEYWORDS: *Transport system, App based cab services.*

1. INTRODUCTION

A call taxi also taxi or 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 call taxi conveys passengers between locations of their choice. In modes of public transport, the pick-up and drop-off locations are determined by the service provider, not by the passenger, although demand and share taxis provide a hybrid bus/taxi. According to Government of India regulations, all call taxi is required to have a fare meter installed. However, enforcement by authorities is lax and many taxis operate either without fare-meter or with defunct ones. In such cases, fare is decided by bargaining between the customer and driver. Call taxi face stiff competition from auto rickshaws in some cities. The normal taxi's which carry one or more passengers travelling to destination either in route to the final destination, or nearby the final destination. The passengers are charged according to the number of people with different destination. Call taxi use has been reported to be more frequent during day rather than night hours and during weekdays rather than weekends

2. STATEMENT OF THE PROBLEM

The app based cab services is the need of the hour as it became an essential part for most the working professionals especially women. This particular system has made life easy for most of the passenger. The main focus of this study is to find the primary reason why the user prefer the app based cab instead of other public and private transport services. Also the study throws light on the passenger intention towards the choosing of the particular brand based on certain criteria's. Finally it also gives valuable inputs to the service providers

3. OBJECTIVE OF THE STUDY

- To find out the passenger intention towards the app based cab service in Coimbatore city.
- To find the level of convenience and comfort with the app based cab services.
- To know their option about the tariff system and promptness of service.
- To ascertain the passenger view toward the driver behaviour and courtesy.
- To provide inputs to enhance the service to delight the passenger.



4. RESEARCH METHODOLOGY

Source of Data	Primary data
Period of Study	2019 – 2020
Area of Study	Coimbatore
Sample Size	75

5. STATISTICAL TOOLS

- Simple Percentage Analysis
- Likert Scale Analysis

6. REVIEW OF LITERATURE

Rajendra Aklekar (Oct 27, 2010) with the increasing number of private vehicles on the roads the demand for yellow and black taxis has reduced. In 20th century there were no crowds, no one was in hurry. The roads were wider and no traffic jams at all. Today, it the scenario is total opposite to the one before. The fares top the list of complaints, followed by drivers’ rude behavior, charging excess luggage fare, and taking longer routes to reach a destination.

Saritha Rai (Jan 15, 2015). Cabs growth in India is tremendous, the case of Delhi Rape in the cab which resulted in booming the market for its competitors. Data reveals that Ola was offering 60,000 cabs in 52 Indian cities and has aggressively announced that it plans to touch 200 cities by end-2015. Of the 52 cities Ola currently operates in, 34 new cities were added in the past three months, assuming the pace of its expansion. On an average

200,000 rides daily, offers 60,000 cabs and says it has made “entrepreneurs” out of 70% of its drivers. In other words, 70% of its drivers are cab owners who operate as independent businessmen, unlike many large-fleet Indian cab firms like Meru which operate their own taxis with hired drivers.

Geeta Kesavaraj (2013), reveals that “As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process”

7. TABLE

Showing the Distribution of Frequently Use in the Cab Respondents

S.No	Categories	No. Of Respondent	Percentage
1.	Daily	12	16
2.	Once in a three days	6	8
3.	Once in a week	10	13
4.	Once in a month	21	28
5.	Rarely	26	35
	Total	75	100

The above table shows 16% of the respondents 8% of the respondents ones in the three days 13% of the respondents are the once in a week 28% of the respondents are once in a week 33% of the

respondents are rarely using the cab service in the study

Hence, Majority (35) of the respondents are using rarely using in the cab

LIKERT SCALE ANALYSIS

Table Shows the Level of Respondents towards the Satisfaction on Performance of OLA Cab

Factors	No of Respondents	Likert Scale Value	Total Score
Highly Dissatisfied	7	5	35
Dissatisfied	5	4	20
Neutral	21	3	63
Satisfied	21	2	42
Highly Satisfied	21	1	21
	75		181



Liker scale = $\Sigma(fx) / \text{total number of respondents}$
Hence, The likert scale value 2.413 which is greater than mid value to which show the customer are satisfied with performance of ola cab

8. SUGGESTIONS

1. The young crowd is the major source of the market for the call taxi service provider.
2. The tariff rate are bit higher as fell by the customer, especially during the peak however they can follow complete piecing slavery and it should be made clean to passenger.
3. The infrastructure facilities are to be uncovered of option ride now, as it leads to displeasure at time.
4. THE Customer are also to be educated with the advance booking facility and privilege of booking in advance instead of opting rid now as it leads to displeasure at time.
5. Some of the common suggestion provided by the customer from the survey are lie proper dress code and clear save payment , discount ,dress count etc.,

9. CONCLUSION

The study reveal the customer satisfaction about the cab service. in the factors they are importance in section of the service provider, tariff comfort service quality and customer care rendered. This will help the service provider as a important input to understand about the customer satisfaction about their service and to what extended they are with us by utilizing our service. The finding depicts the exact replica of the customer's mindset and levels of satisfaction towards a service provider operating the cab service in the Coimbatore city. Appropriate suggestions we provided considering fact and feasibility. In the market players out come in to account and act. It is sure tom create fullest satisfaction to the customer. This will also help to service provider to fulfil the customer expectations that fetches the goodwill and develop their brand images in the market.

10. REFERENCE

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