

A Study on the Online Ride Hailing Services with Reference to Coimbatore City

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Abstract

Taxi industry of India has modified appreciably from street-hail, unorganised taxi layout to app-based totally rides getting used all informed walks of life. These days, the taxi industry is extraordinarily contemporary, with a range of remuneration in convenience, duration, and detail at the real time, financial system and protection to its customers. Cab e-hailing is now a key thing of metropolitan towns, presenting a higher customer value than maximum conventional taxi services. This have a look at specializes in the expansion of application based hiring a few of the taxi users in Coimbatore metropolis, their pleasure and the different factors which have an effect on them whilst choosing a cab. For this paper, records have been amassed from 112 respondents with the help of based questionnaire. The purpose of this document is to study various factors that have an effect on the behaviour of drivers even as hiring app-based totally cabs and the consumer revel in and additionally their pride toward utility based totally cabs features a high quality interrelated relationship.

Keywords: Online, rides, service, relationship

Introduction

Taxi business of India has modified radically from unorganized taxi layout to app-primarily based rides getting used all instructed walks of existence. Like most of the industries the auto apartment commercial enterprise had underwent lot of transformation with internet technology. The expansion of prepared vehicle rental industry is without end growing with the guide of technology amongst various modes of transportation, the cabs come to be one important method of transportation in metropolitan and concrete cities in India. The customers within the gift generation are the use of mobile apps to book a cab at any time and from any area in urban regions.

These days, Taxi market place could be very contemporary and provides number of blessings to its users in phrases of convenience, consolation, expected touring time, actual time records, economy and safety. E-hailing of cabs has emerged as a critical detail in maximum of towns and that they offer more customer cost than most of the traditional taxi offerings. The net hiring of cabs has made city tour easy, at ease and convenient. A radio-cab reserving is only a matter of pressing some buttons on one's cell phone to e book a cab that takes one to his/her favoured vacation spot with none headaches. With the usage of smartphones and internet, commuters can name, message to ebook taxi or car-rickshaw. The purpose of this paper is to examine the consumer's satisfaction of hiring an app-based cab with special connection with Coimbatore town.

Statement of the Problem

Transportation plays a very important role in every aspect of human life. The rising traffic problems in our nation and with the development of Smart phones, the evolution of the Application based Cabs has created a significant impact on the Indian transportation system. There has been a breakdown faced by the Conventional Taxi market due to the modern benefits provided by these Ride hailing services. It is also mentioned that rise in these services has also created an impact in the automotive industry in India. But these services have made it easier to commuters by providing number of benefits to them. This study is to understand the Cab user's perception about the various ride hailing services.

Objectives of the study

The following are the objectives of the take a look at

- To have a look at the boom of App based totally cab offerings within the Taxi market.
- To discover the consumer satisfaction closer to the numerous experience hailing offerings with unique connection with Coimbatore city.
- To analyse the Key factors which influence the customers while choosing cab.

Research Methodology

Sampling Size and Technique:

The Sample size for the study is 112 and the Sampling technique chosen for the study is Convenience Sampling under Non-probability sampling technique.

Area of Study

The area of study refers to Coimbatore city only.

Statistical Tools Used

The following statistical tools have been used for the analysis of collected data:

1. Percentage analysis
2. Average score analysis
3. Chi Square test

Limitations of the Study

- This research is geographically limited to Coimbatore city only. Hence the results cannot be extrapolated to other places.
- Sample size was confined to 112 respondents only. Characteristics and preferences of Consumers keep changing.

Review of Literature

Ruchi Shukla, Ashish Chandra & Himanshi Jain (2017) states that every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution'.

Hemanth Kumar and K. Sentamilselvan (2018) in their article titled "Customer Satisfaction towards Call Taxi Services A study with reference to Chennai", Some of the common suggestions provided by the customers are, to maintain cleanliness of the vehicle, the vehicle has to be properly painted, proper grooming of the drivers, vehicle sticker (Brand), well versed in route, card payments, discounts etc.

Akana Sivaramakrishna, Dr. M Sriniva sanarayana (2020) in their study "A Study on Consumer Perception towards Ola and Uber Cab Services With Reference To Vijayawada City" some of the positive points to be selected from the study are safety, price, comfort.

Findings of the Study

Percentage analysis

- Most of respondents (63%) belong to the Age group of "Below 20Years".
- Majority (83%) of the respondents are Female.
- Majority (68%) of the respondents are Students.
- Majority (87.5%) of the respondents prefer Application based cabs over Regular cabs.

- Most of the respondents (63.8%) are using the Taxi booking Application rarely (at times).
- Majority of the respondents (71.6%) prefer Ola Ride hailing services.
- Majority of the respondents (64%) use the various Ride hailing for their Personal Use Only.
- Most of the respondents (39%) use Ride hailing services for every 2-3months.
- Most of respondents (61.6%) use the Ride hailing services for covering a distance of “11-20km”.
- Most of the respondents (43%) feel that there may be cost difference between Applications based cabs and Regular cabs.
- Majority (62.7%) of the respondents choose all the factors –Price affordability, Ease of use (Convenience), Safety and Security as the most important factors while choosing a cab.
- Majority of the respondents (70.7%) are Neutral in their level of satisfaction of taking a travel on regular taxi/auto after taking a ride on App-based taxi/auto.
- Majority of the respondents (72.7%) feel that there may not a huge rate comparison between Regular cabs and Application based cabs.
- Most of the respondents (51.6%) of the respondents prefer all the given features that are available in App-based cab services.
- Majority of the respondents (68.6%) prefer Cash payment as the mode of payment.
- Majority of the respondents (86.3%) has not subscribed to the Flat fare option available in the Ride hailing services.
- Majority of the respondents (62.7%) prefer all the following features like estimating the fare prior booking, sharing cab details to friends/family to track their ride and Reasonable fare.

Suggestions

The study exhibits that online cab hailing/ride sharing urges to younger age group because of fewer waiting time, point to factor carrier, relief from inconvenience of parking and drink & pressure. It will increase flexibility preference for citizen’s residence in towns. Ride sharing seems to be parallel to public transportation system. Besides that, there are some issues faced while journeying like:

- Misbehaving Cases of drivers while using the cab facility.
- Poor GPS connectivity to locate the correct position.

Following are a number of the steps to address the fundamental troubles:

- Schooling of the drivers is the want of the hour. There must be scenario-solution check and education of drivers.
- Provider is a technique and if there may be no general measure to evaluate its routine, it cannot be managed properly and effectively.
- There may be additionally requirement of sound and advanced regulatory structure which would cause higher improvement of the cab hiring economic system. Presently, there are not any clear guidelines for consumers as whom to approach in case of any fraud happening to them. If there are appropriate set of laws and regulations in region, it will inspire extra humans to use e-hailing packages.
- Cab integrators can collaborate with insurance companies so as to take care of the safety concerns of the riders. Both life insurance and general insurance can be offered as per the require and variety of the consumers.

Conclusion

The Online Ride hailing business is crashing in a huge way in India with resourceful private operators both national and international investing marvellous money in setting up the call centre acquire fleets of latest cars, and integrating newest technology in their vehicles. It has proved to be the win-win situation for government, App based cab companies and the most importantly passengers. This study focuses on the

growth of Application based hiring among the taxi users, their satisfaction and the various factors which influence them while choosing a cab. Findings from the study indicated that Customer experience and customer satisfaction towards Application based cabs has a positive interrelated relationship. It has found that majority of the respondents are aware of the Online ride hailing services and they are attracted by the various features like Price affordability, Ease of use, Fare estimation prior booking, sharing cab details to friends/family to track the ride etc. Transform in the people's approach has been the maximum factor in the expansion of radio cab market. However, a uniformity in quality will make them able to survive in future. Taxi companies have to thump a perfect balance between development and challenge to move ahead.

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