

Women Customer Satisfaction and Safety Toward Pink Taxi with Special Reference In Coimbatore City

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Abstract

A taxicab, often known as a taxi or cab, is a form of vehicle for hire with a driver that is typically used by a single passenger or small group of people for non-shared rides. This is in contrast to other kinds of public transportation, where the service provider determines the pick-up and drop-off places rather than the passenger, though demand responsive transportation and share taxis provide a hybrid bus/taxi service. Taxicabs compete with auto rickshaws, however in some places, such as Mumbai, auto rickshaws are prohibited in the central business district, giving taxicabs a monopoly. Some countries have created a new categorization called transportation network company as a result of disagreements over whether smartphone-based ride hailing services should be regulated as taxicabs (TNC.) This study focuses on women's customer satisfaction and safety. A total of 130 women were surveyed, and assessments were conducted on the future potential of Pinktaxi's services.

Keywords: Women, Customer Satisfaction, Safety, Taxicabs.

Introduction

This is a separate sector for women-only customers, driven by female chauffeurs. Male passengers are not permitted to travel on the "Pink" train. Pink Taxi is Egypt's first transportation service run entirely by and for women. Pink Taxi and its customers share mutual trust since we strive to give both sides with safety and comfort. This is the first time in Tamilnadu that Red Taxi has launched such an initiative. The "Pink" is now exclusively available in Coimbatore.

"At first, we're going to start with eight taxis," he explained. The hired female drivers were given three days of training on how to use the smartphone application and deal with various customer situations. Pink Taxi is a subsidiary of Red Taxi, a cab aggregator based in Coimbatore. From 6 a.m. to 10 p.m., this all-women cab service will be available, said Mr. V. Anand Managing Director,

Mobile application, Telephone Booking, GPS Tracking System, Bill on SMS, Custom Packages, All Air Conditioned Cabs, Professional Chauffeurs Customer Supports have all been made easier with the pink taxi mobile app.

Objectives

- To find convenience and comfort with a female pink taxi service.
- To be aware of the tariff structure and the promptness with which services are provided to women.
- To find out what women think about women's courteous behaviour.
- To investigate the factors that motivate women to utilise pink taxi services.
- To learn about women's sacrifices for the pink taxi service.

Statement of the Problem

This research is needed to determine consumer satisfaction with Pink Taxi and its value to both the client and Pink Taxi. The study of this topic will aid in gaining an understanding of Pink Taxi as well as determining the level of client satisfaction with that taxi service. As a result of the research, a new approach to dealing with the difficulties of pink cab services will emerge.

Research Methodology

Sampling techniques: Convenience sampling techniques

Sampling design: Non probability sampling

Data collection method: Primary data and Secondary data

Area of study: Coimbatore city

Target population: Age group between 18-54

Sampling size : 130 respondents

Review of Literature

Rexi A. (2016) states that “Call taxis have a higher social value, and the taxi sector is regulated in a variety of ways by state governments through their individual Departments of Transportation. The government can exert some control over the actions of the industry through this regulation, with the ultimate goal of providing a higher level of service (a complicated construct in and of itself) to the public. Call taxi is currently the best and most convenient means to get to and from bus stops, train stations, airports, and other points of interest in Coimbatore. In the city of Coimbatore and its suburbs, there are as many as 40 to 50 call taxi service providers. Call taxi service is usually offered four hours a day. And it is regarded as the most practical method. This study aims to determine people's awareness of call taxi services, the factors that influence their choice of call taxi services, their satisfaction with call taxi services, and the problems they encounter when using call taxi services.

Ruchikashulka (2015) identified that maintaining drivers through activities such as monetary prizes that have an impact on customer decisions Pink taxi uses reward systems to incentivize their drivers, which both motivates them and involves them in resolving client complaints, resulting in a loyal base of drivers. Pink taxi, on the other hand, has a Pink taxi CLUB programme that offers awards and discounts.

Hanif and Sagar (2016) suggested that Cab services, which cater to the middle and upper classes, have a huge potential for growth in Mumbai. Consumers use cab services for more than just commuting; they also use them to go shopping, to a late-night party, or to celebrate a special occasion. The study also revealed that client satisfaction is quite high, indicating that the business will continue to grow and expand in the future.

Kavita and Rajeswari (2016) Taxi businesses partnered with mobile wallets like as Free Charge, Paytm, and Mobikiwiki to provide clients with hassle-free trips by offering them quick payment choices as well as offers and discounts on rides.

Ruchi et al (2017) studied Pricing, revenue models, market share, and other factors that influence the dynamics of Indian taxi industry. Pink taxi was prompted to build a taxi service portal as a result of consumer demand for online transactions. Pink taxi has also begun investing in various marketing methods and information technology.

Utsav Pandya et al (2017) identified the public taxi market is influenced by technological advances, safety, pricing, convenience of availability, comfort, and payment choices. The most essential characteristics for selecting pre-booked cabs were convenience, quality services, transparency, and safety.

Analysis & interpretation:

TABLE No – 1 – Demographic Variables

Category	Group	No. of Respondent	%
Educational Qualification	Noformaleducational	7	5
	Schoollevel	28	22
	Graduate	65	50
	Postgraduate	23	18
	Professional	7	5
Occupation	Student	50	38
	Self-Employed	23	18
	Pvt / GovtEmployee	23	18
	Homemaker	25	19
	Professional	9	7
Annual Income (Rs)	Lessthan1,20,000	40	31
	1,20,000to2,00,000	62	48
	Morethan 2,00,000	28	21
WomenintheFamily	Lessthan3members	49	38
	3to4members	57	43
	4to5members	19	15
	Morethan5members	5	4

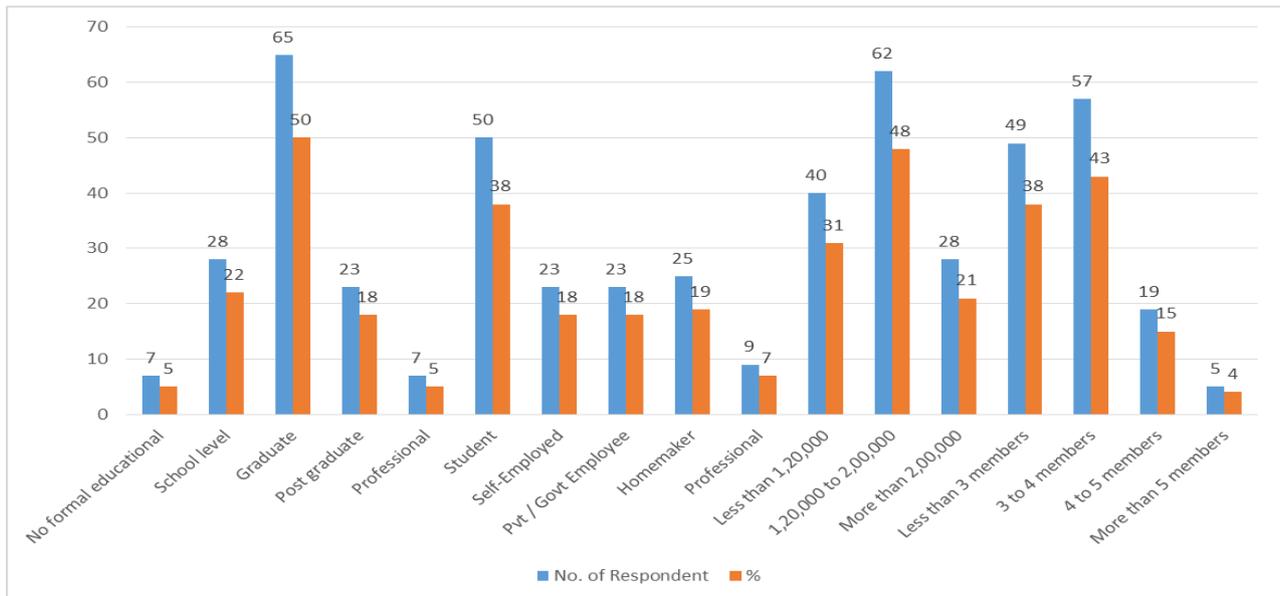


Table2 – Rank Analysis -FactorarewitnessinginaPinkTaxi

S.NO	FACTOR	1	2	3	4	5	TOTAL	RANK
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1	Safety	44(5) 220	27(4) 108	16(3) 48	19(2) 38	24(1) 24	438	2
2	Comfort	14(5) 70	30(4) 120	27(3) 81	31(2) 62	19(1) 19	352	5
3	Price	23(5) 115	36(144)	41(3) 123	17(2) 34	22(1) 22	438	2
4	Time	26(5) 130	41(4) 205	21(3) 63	41(2) 82	22(1) 22	502	1
5	service	23(5) 115	17(4) 85	26(3) 78	21(2) 42	43(1) 43	363	4

Table 3 - Weighted Average -Factor arewitnessinginaPinkTaxi

FACTOR	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	MEAN	RANK
Comfort	69(5) 345	39(4) 156	8(3) 24	7(2) 14	7(1) 7	36.4	1
Safety	48(5) 240	58(4) 232	24(3) 72	0	0	36.2	2
Cost	32(5) 160	42(4) 168	45(3) 135	11(2) 22	0	32.33	3
Duration	26(5) 130	58(4) 232	32(3) 96	12(2) 24	2(1) 2	32.26	4

Finding of the study

- Most(47%)oftherespondents areintheagegroupof18to24 years.
- Majority(50%)arequalifiedwithgraduation.
- Most(38%)oftherespondents arestudent.
- Majority(43%)oftherespondents are3to4members.
- Majority(48%)ofrespondents are1,20,000to2,00,000
- Majority (71.54%) of respondents are prefer to use of traditionalbillingmethodin pinktaxi.
- Majority(77.69%)ofrespondentsareprefertocompareallcabavailabilityandtransparencyfares.
- Most(42.30%)ofrespondentsarebookingtaxicompanywebsite
- Majority(42.31%)ofrespondentsaretravelbypinktaxiineveryweek.
- Most(46.15%)ofrespondentare15-29minarehigherthenwhencompareto other options.
- Majority(82.31%)ofrespondents arefeelsafetravellingatnightinpinktaxi.
- Most(37.69%)oftherespondents areusingperson usage.
- Majority(45.38%)oftherespondentsare experience usingpinktaxiaresatisfied.
- Majority(43.23%)oftherespondentsayingthatpickuptime afterbookingtaxiwithin 6-10 min
- Majority(92.30)ofrespondents aresayingyes tousefulofonlinetackingfacilityin pink taxi.
- Majority(85.38%)ofrespondentsaresayingyestoringandreviewofcustomersbeforebooking ataxi.

Suggestion

- The launch of move taxis may lead to more safety measures for women.
- The pink taxi may bring more awareness about their service; the pink taxi is only available from 6am to 10pm, the 24/7 service may help a lot of women in nights shifts and night duties, and thus satisfy more women customers.
- For the call taxi service operator, the female audience is the most important source of business. They are drawn to safety and security.
- To attract new markets, drivers and call centre executives must be well-trained in communication and multi-linguistic ability.
- More facilities will be provided by service providers for their privileged consumers. They must be thoroughly taught on varied routes and driving efficiency in order to arrive on time and guide consumers.
- Customers perceive the tariff rates to be slightly higher, especially during peak hours; however, they can use a competitive pricing approach, which should be made apparent to passengers.
- Customers should also be educated about the advance booking capability and the benefits of booking in advance, rather than choosing for Ride Now, as this can lead to dissatisfaction.
- Infrastructure amenities will be improved in order to provide passengers with a comfortable travel experience.

Conclusion

The customer's viewpoint varies from person to person. All the advantages and disadvantages of pink taxi service Coimbatore have been identified. This has resulted in numerous changes in the lives of women. This enables women to move often from one location to another while maintaining safety. It contributes to the advancement of many working women. Increasing public awareness of pink taxis could benefit a large number of women in society.

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