A Study on App Based Cab Services in Chennai City

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ABSTRACT
The taxi market in India has rapidly growing business in the country. Increasing demand for radio cab services can be attributed to changing lifestyles of travellers and increasing disposable income of consumers. This study aims to study how Taxi Aggregators have impacted the society through various methods like offering discount coupons and coupon redemption, improved quality services, updated mobile applications, educated, professional and skilled drivers, multiple payment options, 24×7 user support, electronic meters for charging fare prices, GPS tracking enabled vehicles, offering comfortable and luxury car facility. The purpose of this research is to study the factors influencing the consumers while selecting cab services. This study aims to find out the level of customer satisfaction and customer satisfaction factors in the online taxi mobile app service.

I.   INTRODUCTION
Smartphone based mobile application services play a vital role in tourism industry which includes local transportation sector. Applications helps to identify the location with GPS. Application driven travel services through Mobile and Smartphones consolidates and facilitates services in transport sector and caters to local transportation of any city. Indian government's push for digital economy has also paved way for online payments for the services availed through smartphone applications. There is a continuous and steady increase in service industry business despite economic slowdown either through internet driven ECommerce or applications driven M-Commerce. In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transport, the cabs have become important mode of transportation in metropolitan and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at 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 etc. Like most of the industries the car rental industry had underwent lot of transformation with internet technology. The consumers can access and book cabs at competitive prices because of tough competition among the organized cab operators. In this regard the present paper briefs about the behaviour of consumers while booking cabs. The variables like coupon redemption and price consciousness.

II.   REVIEW OF LITERATURE
Dr.Tazyn Rahman (2014), she surveyed on "ORGANIZED SECTOR RADIO TAXI OPERATOR IN GUWAHATI – ACASE STUDY ON PRIME CABS". As per the industry sources, unorganized operators dominate about 85% of the market. The car rental industry grew from an annual average growth of 30%. The concept of 24-hour radio cabs caught up in the country about a decade back with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar. Guwahati also is not laying back in this regard. Private luxury taxi operators in Guwahati are also planning to expand their fleets in the absence of a state-owned service and the shift by most commuters to the economical yet comfortable mode of transport. The Northeast is a prime destination for tourist, so the demand for car rental services can only get bigger. In the absence of a state-owned radio cab service in Guwahati, the private players are eyeing big business. Prime Cabs launched in 2012 has

emerged as the first organized Radio taxi service provider. Prime Cabs offers a cab service that emulates the best taxi service norms across the world. Their endeavour is to ensure that customers need for commuting is met every time they need to commute and in as hassle free a manner as possible. This study has resulted the customer perception and customer satisfaction level on Radio Taxi services with special reference to the city of Guwahati and to offer suggestion to improve the performance of the services.

Kishore Kumar & Ramesh Kumar Namavaram (2016), researched on "A STUDY ON FACTORS INFLUENCING THECONSUMERS IN SELECTION OF CAB SERVICES". They stated that price consciousness, coupon redemption, behaviour and innovativeness of consumers are associated in their influence while selecting cab service. Cab classes model the situation of different cabs companies, where each company is not willing to route messages for a competing company. Another extension will allow occupied cabs to act as free candidate cabs based on their scheduled drop-off location and time. For example, it would be useful to consider a cab that is scheduled to drop-off a client a mere 10 feet from the new client within a minute, which is far better than booking a 15 minute away free cab. They also plan to study the use of priorities for the free cabs based on, for example, their distances to the client, how long they have been idle, or the number of clients served in the last hour. The goal of such priority system is to guarantee fairness and optimality.

III.   RESEARCH METHODOLOGY
The researcher has conducted the study in Chennai region and for students, working professionals, unemployed and retired people ages ranging from 18-55 years old result represents only small part of population. The objective is to study the application-based cab services in Chennai city.

Research Design
Descriptive research design is adopted by the researcher. The sample size considered for the study is 60. Respondents have been chosen for study area according to the convenience of the researcher. Convenience sampling and survey through Google forms is adopted to collect data from 60 respondents. The researcher has analysed the data using percentage analysis and used chi-square analysis tool to test the hypothesis.

Hypothesis
H_0: There is no significant Difference between occupation and purpose of usage of a cab.
H_1: There is significant Difference between occupation and purpose of usage of a cab.

IV.   DATA ANALYSIS AND FINDINGS
Table 1: Occupation of the respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Student	21	35%
2	Employed	33	55%
3	Unemployed	5	8.3%
4	Retired	1	1.7%
TOTAL		60	100

From the above table it is interpreted that 35% of the respondents are students, 55% of the respondents are employed, 8.3% of the respondents are unemployed, and 1.7% of them are retired.Majority (55%) of the respondents are Employed.
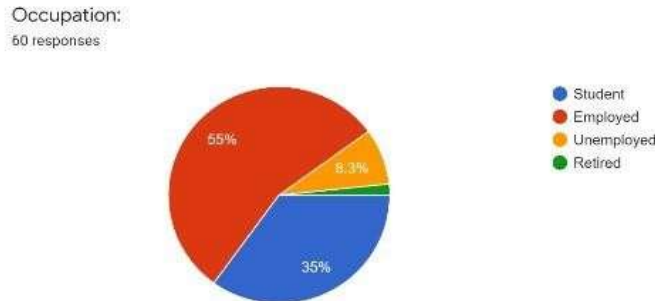
Figure 1: Occupation of the Respondents

Table 2:Respondent's trust towards digital payments

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Completely Trust	34	56.7%
Moderate	26	43.3%
Do not Trust	0	0
Trust	60	100

From the above table it is interpreted that, 56.7% of the respondents completely trust digital mode of payments, 43.3% of the respondents moderately trust digital mode of payments. Majority of the respondents (56.7%) completely trust digital mode of payments.   Figure 2: Respondent's trust towards digital payments

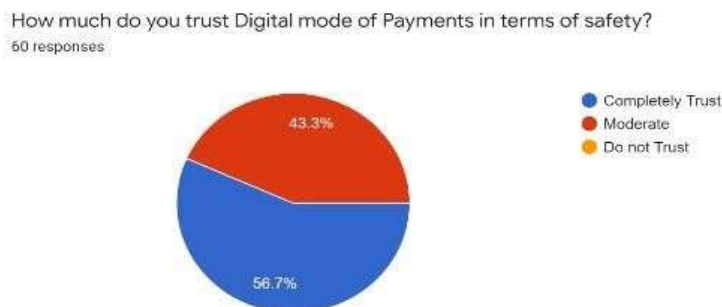Figure 2: Respondent's trust towards digital payments

Table 3: Respondents preferred mode of payment to pay a cab

MODES OF PAYMENT	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Google Pay	34	56.7%

Amazon Pay	3	5%
Credit or Debit Card	1	1.7%
UPI	17	28.3%
Cash	5	8.3%
Total	60	100

From the above table it is interpreted that respondents of 34- prefer google pay, 3- Amazon pay, 1- Credit or Debit card, 17- UPI, 5- Cash as their modes of payment to pay to a cab. Majority of the respondents (56.7%) pay using google pay as their mode of payment to pay a cab.

Figure 3: Respondents preferred mode of payment to pay acab
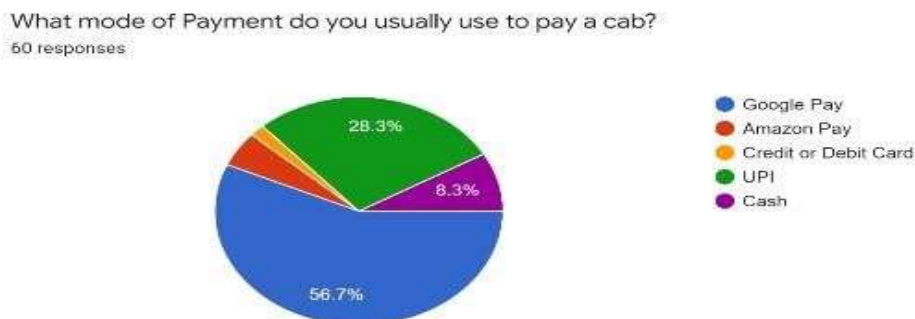
Chi-Square Analysis
    Null Hypothesis (H0): There is no significant Difference between occupation and purpose of usage of a cab.
Alternate Hypothesis (H1): There is significant Difference between occupation and purpose of usage of a cab.

Occupation: * For what purpose do you usually use cab service?

Crosstab					
Count					
		For what purpose do you usually use cab service?			Total
		both	Personal use	Professional use	
Occupation:		0	1	1	2
	Employed	16	10	6	32
	Retired	0	1	0	1
	Student	9	9	2	20

Unemployed	1	4	0	5
Total	26	25	9	60

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.936[a]	8	.348
Likelihood Ratio	10.142	8	.255
N of Valid Cases	60		
a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .15.			

Inference

Since the Value of p is greater than 0.05 in the case of purposefactors, we accept the null hypothesis that there is no significant difference between occupation and purpose of usage of a cab.

V. CONCLUSION

There is stringent competition in the organized cab services industry therefore the organizations need to motivate consumers through cash rewards, payment discounts and coupons. The innovative behaviour of consumers helps to download mobile apps and further motivates them to redeem cash rewards while booking cabs. The results of this study are consistent that it is found that price conscious consumers are likely to apply payment discounts and redeem reward coupons. The modern consumers are innovative and at the same time they are price sensitive therefore payment discounts, cash rewards help for customer retention. The brand image also plays a vital role in customer retention.

REFERENCES

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