

A Study on Customer Preference towards Online Cab Booking Facility with Special Reference to Coimbatore City

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Abstract--- The phenomenal growth of passenger vehicle market is major role backed by the domestic taxi segment. The Indian passenger vehicle industry is expected to have a strong growth potential in the future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. In this study we have focused on how far the customer prefers online cab booking facility and also to know the customer opinion on tariff rate and promptness of their service.

Keywords--- Internet Access, Knowledge, Services and Preference.

I. Introduction

In the Modern era, everyone is busy with their work schedule and no one is ready to spend their time in waiting for bus in road side. For that instance, Online Cab Booking System has been specialized in Hiring cabs to customers. It is the process takes place in access of Internet. Online Cab Booking System helps the customers to view available cabs in and around them and they can register their respective cab and also they can view profile of the cab and finally they can book the cab in which they feel comfortable while they are in travel. Cab booking service is a vital transport services provided by the various transport operators in a particular city.

Objectives of the Study

- To know the factors influence the customer to prefer e-booking cab system.
- To know their opinion on tariff system and promptness of their service.

Advantages of Cab Booking System

- Cab booking facility offers unambiguous and concise method to book cabs online.
- It is User defined functionalities are kept clear and to the point.
- The cab booking facility is offered round-the-clock (i.e. 24/7).
- They can make the Changes in cab profiles (cab addition, replacement, de-allocation), route structures, etc., can be made effective immediately with the appropriate contingency handling.
- It provides complete audit trails for transactions and data access.

Benefits to Customers

- The customers can hire the Cabs instantly without even going out of the home.
- The Customers can receive update information on cab location and their approximate arrival time.
- It is trendy Cashless ways of payment mean so that passengers need not fuss about cash and change.
- Customers can rate drivers which make the system more transparent and trustworthy.
- Customers find it convenient to book cabs without waiting on the road and refusal.

Scope of the Study

The study covers factors like safety, availability, innovativeness, price consciousness, and coupon redemption behavior of the customer and also the tariff rate fixed on various hours and to know their service level.

II. Research Methodology

In this study convenience sampling technique is used and the data have been collected from 100 respondents through a structured questionnaire.

Tools used for Analysis

- Simple percentage method
- Rank Analysis

Limitations of the Study

The study is restricted to 100 respondents. The sample respondents may not represent the entire population. The study is limited by time and financial resources.

III. Review of Literature

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”.

Hanif and Sagar (2016) had stated that there was demand for Call-a-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 behavior 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.

Rexi A. (2016) states that “Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Coimbatore is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Coimbatore city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. This study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.

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' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily- Ola and Uber. Currently, both Ola and Uber cabs are following the strategy of expanding their operations and building customer base in key metropolitan cities across India. The motive is to increase market share and achieve economies of scale and at the same time providing customer satisfaction. This article seeks to understand the dynamics of India's taxi market by studying various factors like the pricing, market share, revenue models, etc. The paper is qualitative in nature and based on secondary data collected from different sources.

IV. Findings of the Study

I. Simple Percentage Analysis

- Majority of the respondents (68%) are female
- Majority (63%) of the respondents belong to 18-25 age groups.
- Majority (63%) of the respondents are graduates

- Majority (40%) of the respondents are private employed.
- Majority (48%) of the respondents are five members.
- Majority (59%) of the respondents are 2-4 number of earning members.
- Majority (75%) of the respondents are influenced by the Discount coupon factor.
- Majority (70%) of the respondents are preferred with the tariff rate shown at the booking time of our cab.
- Majority (72%) of the respondents are satisfied with the level of service.

II. Rank Analysis

- The rank analysis states that safety stands no 1, availability by no 2 and Coupon redemption stands no 3 followed by price consciousness as 4 and at last innovative by 5.

Suggestions of the Study

- The coupon scheme can be provided to our new customers also, by then they will be our regular customers.
- The tariff rates are little higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers.
- The service providers shall provide more facilities for their privileged customers. The drivers are to be properly trained on various routes and driving efficiency, so that they can maintain promptness in reaching the place and guiding the customers.

V. Conclusion

The cab service is a growing sector in the Coimbatore city. This facility provides better facilities than auto-rickshaws and buses. People consider the online cab booking service as a luxurious necessity and feel justified for the tariff charged. On the whole, nowadays everyone prefers online cab booking facility.

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