

A STUDY ON CUSTOMERS'S PREFERENCE FOR ONLINE CAB SERVICES IN CHENNAI CITY

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
AICTEJeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SATHISHKUMAR.J (39410188)** who has done the Project work entitled "**A STUDY ON CUSTOMER'S PREFERENCE FOR ONLINE CAB SERVICES IN CHENNAI CITY**" under my supervision from December 2020 to February 2021.

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DECLARATION

I **SATHISH KUMAR J (39410188)** hereby declare that the Project Report entitled, “**A STUDY ON CUSTOMER’S PREFERENCE FOR ONLINE CAB SERVICES IN CHENNAI CITY**” done by me under the guidance of **Dr. TR. KALAI LAKSHMI MA, MBA., M.Phil., Ph. D** is submitted inpartial fulfillment of the requirements for the award of Master of Business Administration degree.

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(SATHISH KUMAR J)

ABSTRACT

India is a developing country with more than 1.38 billion people. Majority on them are working and belong to middle class or upper middle class. It is also well-known fact that majority of the Indian women living in cities are working and contribute to the GDP of the country. The working women mostly depend on the public services finding it to be the safest and the cheapest mode of transportation to their work places. The introduction of online cab services has replaced the usage of public transportation because of ease of booking, cheaper fares and safe mode of transport. Online taxi booking not only helps you with best prices but also helps you with the convenience of paying through multiple payment options (like Debit Card, Credit Card, E-Wallets etc.). You can easily compare prices and choose various categories of cabs like Hatchback cars, Sedan and SUV. This study is focused to identify the preference of customers towards the various cab services at Chennai. In Chennai city the lot of employee are work for different districts, State, country so the no possible to being with there own vehicle. So there cheap & best option will the cab services. For the purpose of study data has been collected from 140 respondents and the demographical profile of respondents has been studies considering their age category, occupation, gender tec., the objective of the study is understanding the preference of customers towards the various facilities of cab services and their preference for various brands of online cabs. The finding of the study could be useful to the cab service providers to give a better service in future.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION- CAB SERVICES CHENNAI

Concept of organized rental cab was introduced to Indian consumer in 2004 when Meru cab service was launched in major metro cities of India and then almost after six years App based rental cab service was introduced in Indian market. 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. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2013.

As customers have become more demanding it's a challenging job for rental cab industry to meet the customer's expectations. Now a days not just the price but quality service also plays an important role in customer satisfaction. Now using a smart phone consumer can access, compare, evaluate and purchase. In this situations App based services such as Ola or Uber Cabs offered solution by offering various services ranging from the economic to ultimate luxury. As per a current report in the financial express introduction of App based pre-paid taxi services like Uber and Ola taxi not only grabbed customers' attention but also contributed in increasing employability by providing opportunity to drivers.

We have developed this system to produce a web-based system that allow customer to register and reserve cab online and for the company to effectively manage their Cab hiring business. Presently car booking agency do all work offline when a customer comes to them, they take the booking order and call the car driver to check their availability with their car if they manage to find a car for booking, they confirm the order otherwise they cancel the order as they have no car for the booking. This process

wastes a lot of time of customer and also of car booking agency and it also give bad name to the agency but with our system car agency can confirm the order within a minute by checking the availability of cars for booking. So, this car booking system is helpful to ease customer's task whenever they need to rent a cab or hire a cab.

In 2013, Uber commenced operations in India. The number of Uber drivers has been growing steadily over the past few years. As the company has gained in popularity, more and more drivers are applying to drive for Uber, and driver sign ups have soared.

1.2 THE TAXI MARKET

Taxis are private vehicles used for public transport services providing door to door personal

- Rank places are designated places where taxi can wait for passengers and vice versa. Taxis and customers are forming queues regulated by a FIFO system.
- Disadvantages are that due to the FIFO policy established price has no effects on customer choice, and that customers must walk until the nearest taxi stop.
- In the hail market clients hail a cruising taxi on the street. There is uncertainty about the waiting time and the quality/fare of the service customers will find. Advantage here is that customer mustn't walk until the taxi stop. In this case a monopolistic market is possible.
- In the pre-booked market consumers telephone a dispatching centre asking for an immediate taxi service or for a later taxi service. Only in this kind of market consumers can choose between different service providers or companies. At the same time, companies can idolize clients with a good door to door service.
- The market here is a competitive market where larger companies can offer smaller waiting times.

1.2.1 TAXI MODELS REVIEW

From the early 70's many studies have been published in relation to the taxi sector. While first studies (1970- 1990) were related to the profitability of the sector and the necessity for regulation using aggregated models, later studies (1990-2010) implemented more realistic models in the taxi sector: from the most simple model of

Wong developed in 1997 for a little taxi fleet until the most sophisticated model of Wong (2009) being able to simulate congestion, elasticity of demand, different user classes, external congestion and nonlinear costs, taking into account different market configurations. Douglas (1972) developed the first taxi model in an aggregated way, using economic relationships from other sectors (goods and services). Many authors (de Vany (1975), Beesley (1973), Beesley and Glaster (1983) and Schroeter (1983)) used the model proposed by Douglas for developing their models and tested them in the different market configurations. Manski and Wright (1976), Arnott (1996) and Cairns and Liston-Heyes (1996) developed structural models, obtaining more realistic results. Yang and Wong (1997-2010c) developed accurate models, taking into account the spatial distribution of demand and supply in the city using traffic assignment models. Last models proposed by Wong et al. (2005) and Yang et al. (2010b) assume a bidirectional function taking account the willingness to pay of customers, making it much more realistic. New technologies applied to the taxi market such as GPS, GIS and GPRS were also simulated in the different models, proving their benefits and justifying their use. Many of the models developed have been tested in different cities around the world using data from different sources. Beesley (1973) and Beesley and Gaister (1983) studied the data obtained from questionnaires in different cities in the UK, especially from London. Schroeter (1983) is the first to use data from taximeters in his model, using the data from a taxi company in Minneapolis (EEUU). Schaller (2007) uses interviews and questionnaires from taxi agents and customers in different cities of the EEUU.

1.2.2. TAXI SERVICES IN INDIA

The middleclass population in India rose from 15 million in 1991 to 160 million in 2011. This segment with its increasing disposable income started demanding and has been willing to pay for better services across sectors including private and public transportation. Rapid economic growth coupled with huge infrastructure development, rigorous effort from Ministry of Tourism to project India as travel destination and emergence of Business Process Outsourcing (BPO) industry has given a huge push to the car rental industry in India. Till 2003, the point-to-point taxi market in India's big metropolitan cities was completely unorganized. It was served either by unorganized, inconsistent and somewhat expensive private operators or by state government controlled prepaid taxis offering a standardized but low-quality service. But in 2003 the

Radio cabs business emerged as one of the fastest growing businesses in the Indian transportation sector 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. Today, 15,000 plus professionalized air-conditioned taxis are available to customers in 6 big cities in a largely reliable, convenient and affordable manner (Rahman & Anand, 2014).

1.2.3. HOW CAR BOOKING MANAGEMENT SYSTEM WORK?

When user want to hire a car, he contacts the car rental service. He can select date of journey and car he wants to hire. This all is done online. To book a car user have to enter his address and other ID information. This system keeps all the details of car booking and when customer booking comes then he checks the system for available car and confirm the booking if car is available on the booking date. User have to give information such as dates of journey, and type of car mobile number and address information. User also has to give pick up point information and drop off information to book a car. This system makes so easy to manage car booking for the car booking agency that agency can focus on service quality like how to provides service with well-conditioned new vehicles, with experience drivers for a happy journey of the customers. This project intends to introduce more user friendly in the various activities such as record updating, maintenance, and searching.

The hiring car are categorized into economy, premium and luxury & customers are free to choose any car of their choice based on availability of such car at the timeoverbooking. Car rental management system also provide services to corporate houses. This system also takes records of the car and their permits and other documents. All cabs have proper permits and documentation so that the clients could not be hassled for the lack of documents. This system also keeps records of the car drivers and admin can check driver related information like his name, address, id documents and which car he is driving on booking etc. Cab drivers are educated, polite, and reliable and are trained to handle acute breakdowns. The cab service includes all categories of cars from luxury to budget.

1.2.4. PROPOSED CAR BOOKING MANAGEMENT SYSTEM

This Car booking system is an online system and all data is centralized which has overcome the Sharing problem in previous system. We provide free registration for the cab owners. And we provide free service to users who want to book a car or cab.

As data is maintained online, it is easy for a person to update the details, which has overcome the tedious updating in previous system. Car booking management is easy and performance is good. Here the traveler can book a cab, taxi and car by viewing all the cab details and pricing details available, according to selected city and area. It is the reliable service provided to both customers and travel agencies. Mainly the system has automated the Transportation Process.

1.2.5. ONLINE CAB BOOKING MANAGEMENT SYSTEM HAS THE FOLLOWING SERVICES:

User's registration: A registration portal to hold customer details, monitor their transaction and used same to offer better and improve services to them. Group bookings: Allows the customer to book space for a group in the case of wedding or corporate parties or meetings. Availability: The software acts as an office that is open 24/7.

CABSEARCH:

Users can search cab for a particular location online. To book a car user has to login the system. Users required to enter source, Destination, & place where he wants to go.

1.2.6 REGISTRATION PROCESS

User must be registered before booking a cab. Before booking a car user have to enter his contact information like name, address, and mobile number. Only a valid user can login the system and book the car by giving his picking up place and drop off place. All the data supply by the user will be stored in database and it will be used for further validations and authenticated. Login names and password will be stored in the database.

1.3 Advantages of Cab Services

- **Transport**

When traveling by car, medians other than taxis can be tedious and stressful. This is because cab services provide smooth and comfortable transport to your destination. It is also a guaranteed aid because, at any time of the day, you can get a ride. Sometimes the public transport services are closed and requesting a taxi comes in handy.

You can dictate the route and destination, and this helps where public transport is not available. These services give you a private and undisturbed traveling experience.

- **Comfort**

Many taxi agencies look towards making the customer enjoy the ride and be as comfortable as possible. This is one of their marketing strategies. Whenever you use a cab service, and it is comfortable, you will want to use it again.

Instead of driving yourself to destinations, you enjoy being comfortably driven by a professional to your destination. This removes the stress of driving, finding parking space, and other public transport issues. If you are going to an unknown destination, the taxi driver probably knows several routes that will help get you there on time.

- **Privacy**

When using public means of transport, you are traveling with other people, and this can limit your privacy. You may want to have a private conversation or meeting while on the road, and this is made natural by using cab services. If you want to be alone and quiet when moving to a specific place, the best transport service to use is the taxi.

A cab is secluded enough for you to ask the driver to make a stop on the way; however, this comes with extra charges. Cab services are continuing to make traveling more comfortable and efficient. There are many more advantages of using this service, and if you haven't yet had the experience, you should try today.

- Reasonable price. Taxi fares are very reasonably priced. ...
- 24/7 service. As taxi services are available 24/7, you can enjoy a taxi ride any time or during transportation emergencies. ...
- Prompt pick-up and drop facility. ...
- **Convenience.** ...
- **Professional** drivers.

1.3.1 HERE ARE SEVERAL DISADVANTAGES OF USING A TAXI SERVICE.

Price surging is completely depending upon the need, which means how many **cabs** available and how many people wants to ride is demand. Another major annoyance thing is, the driver will reject the request for riding that might often disrupt people to hail **cab** services.

1.4. Company profile:

OLA

Ola initially started off as Olatrip.com a small website venture that offered weekend trip packages. It was started as start-up business by two IIT Mumbai graduates Bhavesh Aggarwal and Ankit Bhatti. Bhavesh worked for Microsoft after college for almost two years and then started a small website to sell online tour packages. Due to a bad experience during a car rental situation they decided to mend the system of car rental and this became the basis for the initiation of olacabs. Olacabs are now referred as Ola. Ola is a Spanish term which means hello! This indicates that hiring a cab at Ola as well as the services provided are easy and friendly as conveying hello. Ola cabs were founded on 3 December 2010 by Bhavish Aggarwal and Ankit Bhatti. Initially Ola operated from Mumbai as a taxi aggregator service. Now it has shifted its head office at Bengaluru and works efficiently from there. Since Ola received its first investment there has been no looking backward for this initiative venture. Until the year 2014, the

company had expanded to a widely distributed network which comprised of 200,000 cars across 85 cities. These 85 cities include all the metropolitan cities and various important cities in it. During November 2014, along with car rental scheme Ola also tried to incorporate autos on trial basis in Bengaluru. After its success there it initiated the same idea in Delhi, Pune and Chennai by December 2014. In the year 2015 Ola also started its auto services in Chandigarh, Indore and Jaipur. In March 2016, Ola started its two-wheeler services in Bengaluru as a trial venture. Until September 2015 Ola was valued at around \$5 billion market. Taxi for sure as acquired by ola in march 2015 for \$200 million. The company averages a total of about 150,000 bookings per day and has the highest market share in India of 60%.

Taxi market in India is seeing a sensational development in the previous six years. \$400 million (Rs 2400cr) of investment is pumped in the most recent four years (2010-2014). The significant player in the taxi aggregator space is Olacabs and is now threatened by entry of uber.

Swot Analysis:

A brief idea about the position of the company in the market can be estimated from the SWOT analysis which indicates the respective strengths, weaknesses, opportunities and threats faced by the company.

Strengths:

1. Ola is first of its kind taxi aggregator service provider in the country.
2. It achieved the no.1 rank in the sector after acquiring Taxi for sure.
3. The services offered by ola are well appreciated by the public
4. TV, online and print media marketing has helped to create awareness about the company.
5. Increase in customer base due to strong network effect.
6. Financial condition of the company has improved after investments by various firms.

Weaknesses:

1. Brand image can be easily influenced by the misbehavior of the drivers as they are the one in direct contact with the customers.
2. Monetization becomes difficult due to the demand.

Opportunities:

1. There is a huge potential for the company to penetrate deep into the market as the unorganized market hold almost 85% of the segment.

2. As Ola coordinates through the smart phone app, increase in number of smart phone users provides them with a great platform to increase their customer base.
3. Disposable income can be increased.
4. Convenient services create huge demand among customers.
5. Acquisition of smaller company of the market.

Threats:

1. Increasing competition
2. Heavy usage of cash to attract customer due to strong financial root of Uber.
3. Presence of competitors at the national level.
4. No specific regulatory body of the government.
5. Customer loyalty is rare in this segment.

1.4.1 UBER- Company profile:

Uber Technologies, Inc., commonly known as **Uber**, is an American technology company. Its services include ride- hailing, food delivery (Uber Eats), package delivery, couriers, freight transportation and, through a partnership with Lime electric bicycle and motorized scooter rental. The company is based in San Francisco and has operations in over 900 metropolitan areas worldwide. It is one of the largest firms in the gig economy.

Uber's car services

Uber began its operations as a "black car" ridesharing platform. Uber's ridesharing business model required that drivers used their own cars and registered as drivers with Uber. At first, it was less taxicab and more "nightclub bottle service for the taxi industry" (Shontel, 2014). Kalanick described Uber's vibe as "I pushed a freaking button, and a car showed up, and now I'm a pimp" and described Uber as a way to "get around San Francisco like ballers" (Stone, 2014; Carter and Rice, 2012). Uber began operations with black car service only and basically served as a "status-symbol provider" until Uber introduced UberX in 2012 (Gannets, 2012). UberX paralleled Uber Black, but instead of a black car service, UberX allowed drivers to use hybrids and modest sedans at fares that were comparable to or even less than taxis (Gannets, 2012). Uber expanded their service offerings based on the demand for differentiated transportation needs of riders through the convenience their app provided and by 2015 Uber offered six classes of service: UberX, Uber Taxi, Uber Black, Uber SUV, Uber

LUX, and Uber Pool. Prices varied by type of service (Exhibit 1). Each offering required drivers to meet vehicle specifications for the particular type of service being offered. Uber Pool reduced fares even more because it allowed riders to share a single car

Uber's competition

The ride-sharing market has few barriers to entry. There were no financial costs involved in switching between the services or in switching to public transportation or car ownership, making customer retention and loyalty an area of focus for competitors (Pan, 2014). Uber's competition included taxicabs and similar app-dispatched ride services like Lyft, Sidecar, Hailo, Wingz, Gett, and ZimRide, but Uber benefited from its first-mover advantage. Lyft, Uber's biggest rival, launched three years after Uber, and while both companies were growing at approximately the same rate, Uber gained about 5,000 more customers than Lyft each month. As such, the two companies constantly competed for customers as well as drivers (Metz, 2014). Uber took an aggressive approach to address its competition under Kalanick's strategic leadership. In 2014, Uber offered a promotion to attract passengers away from its competition that paid \$250 in Uber credit for switching to Uber. The promotion also directly targeted its competitors' drivers, offering a \$500 bonus to drivers after driving only one Uber passenger. Uber extended this promotion to its current drivers and matched the \$500 bonus if current drivers recruited a competitor's driver to Uber (Dickey, 2014). Uber even asked its drivers to take rides with Lyft to persuade their drivers to work for Uber (Vara, 2014). Uber also attempted to sabotage its competition by booking fake rides and making phantom calls. In 2014, reportedly over 170 Uber employees ordered and cancelled over 5,500 rides with Uber's primary competitor, Lyft, and Uber drivers made more than 100 fake orders with its New York City competitor, Gett (Li, 2014).

Uber's stakeholders

Investors When Uber was launched, it quickly gained considerable attention from influential users and the press (Swisher, 2014). Under Kalanick's leadership, Uber raised \$11 million of Series A funding in February of 2011 and another \$37 million of Series B funding in December 2011. In August 2013, Kalanick raised another \$258

million in Series C funding, another \$1.2 billion in Series D funding four months later, and yet another \$1.8 billion in Series E funding in December 2014. Despite the US taxi and limousine market recording only \$11 billion

Passengers

Uber's passengers loved its services, as exemplified by one passenger's comments: I recently spent two years without a car, during which I relied on two or three rideshares a day. It's easy to see the appeal [...] which provide comfortable, friendly, and – most importantly – inexpensive ride. A mid-afternoon Uber Pool from Silver Lake to my ex's place in Westchester took a quarter of the time of public transit and cost a third of a taxi fare. As a passenger, I enjoyed talking with drivers and relished saving money on car payments, gas, and insurance (Vahtel, 2016). Uber's first service offering was priced higher than standard taxicab fares, but with the introduction of UberX, Uber offered a price point that matched and even beat established taxicab companies (Tsotsis, 2012). For most rides in most cities, the cost of an Uber ride was cheaper than taking a taxi (Silverstein, 2014). Still, one of the harshest criticisms placed on Uber has been over its use of dynamic pricing, something Uber labelled "surge pricing" (Exhibit 2) (Strudwick, 2014). Dynamic pricing was based on a real-time pricing strategy that provided greater flexibility of pricing products and services based on current market demand. Dynamic pricing had been applied in other parts of the travel industry such as airlines, hotels, and rental-car companies for years (Gallego and Van Rydin, 1994).

Drivers

To become an Uber driver, an applicant had to verify that he/she owned specific vehicle models and model years according to the Uber service offering and verify that their vehicles were not marked in any way, were not taxis, were not salvaged vehicles, had an in-state registration and had a registered license plate. All vehicles had to be inspected by Uber as well.

- Uber drivers were also required to be at least 21 years old and have 3 years of driving experience, a current in-state driver's license, a clean driving record, and a social security number for a background check. Uber drivers were also required to pay for their own fuel, vehicle maintenance, and in-state automobile liability insurance. Uber viewed all drivers as independent contractors and took the stance that a driver's personal automobile insurance covered the driver when they were driving without a passenger (personal use). However, most personal vehicle insurance policies did not cover claims when a vehicle was used for commercial purposes even if the vast majority of the time the owner was not benefiting commercially from the vehicle (Marquand, 2015). Therefore, when a passenger was present, Uber's liability insurance covered the car, driver and passengers (commercial use).
- Kalanick argued that classifying Uber drivers as independent contractors gave them more flexibility (Kovatchev, 2015). By classifying Uber drivers as freelancers, Uber avoided paying drivers minimum wage, offering benefits, paying the drivers' share of social security, and comprehensively covering drivers' vehicle insurance (Isaac and Schreiber, 2016).
- Kalanick's staunch view of its drivers as independent contractors led to several high-profile cases. Most notably, Uber faced a serious threat when Uber drivers filed a class action lawsuit in the summer of 2013 claiming that Uber "violated sections of the California Labour Code by not reimbursing drivers for certain expenses and not passing along to drivers the part of the fare that they allege represents a tip" (Uberlitigation.com, 2016). Most believed that the eventual result of the lawsuit would reshape not just Uber's ability to implement its business model, but reshape the entire sharing economy (Lavine, 2015).
- Another case was brought against Uber by one of its drivers. A motorist struck an Uber driver's car while the driver was transporting an Uber passenger. His personal automobile insurance denied his claim because his car was being used for a

commercial purpose, but when he went to Uber for coverage, they allegedly did not step up to provide backup coverage (Lieberman, 2015).

- Another case occurred after a San Francisco Uber driver struck and killed a six-year-old girl on New Year's Eve 2013. The driver did not have an Uber fare in his car at the time of the accident, so Uber stated the company is not liable for the death because the driver was not actually transporting an Uber passenger. Uber's decision not to cover the claim was consistent with their independent contractor stance, but after many months and much public outcry, Uber covered the insurance gap (Bay City News, 2015).

1.5. PRICE COMPARISON OF OLA& UBER

For short distances, both **Ola** and **Uber** cost fairly same. **Uber** rides, however, are **cheaper** when going to places 15-20 km away or more. ... By the way, if you travel from, Anna Nagar to TIDEL Park (20 km, 30 minutes), **Ola** Micro comes at about ₹280 – ₹300. **Uber** Go, on the other hand, costs only about ₹230 – ₹250.

1.6 NEED OF THE STUDY

In the recent years of rapid growth on rental services, there is tremendous increase in the usage of call taxi services in all cities, especially in metros. International Journal of Pure and Applied Mathematics Special Issue 14920 In every sphere of business, the service and quality should be matched with the perceived, expected and delivered. The big market players in call taxi services are keen in enhancing the products and services to tap the customer base. This study will help us to know the customers satisfaction with respect to the comfort, convenience, tariff, service quality and staff courtesy, etc. Also, we can have the input and ideas to improve the services to meet out the customer expectation in the near future.

The organized cab service providers have increased in the recent years. There is stringent competition among various operators like Ola, Radio cabs, Yellow cabs, Meru and Uber etc. In this regard it necessary to understand the consumer behavior towards is very important to formulate business strategies. This study helps the marketing managers in car services industry and academicians to gain insights about

consumer behavior towards cab services.

1.7. SCOPE FOR STUDY

The study examines the customer behavior on the cab services at Chennai its usage to the day-to-day life. Such as the analyses of various of the respondent's data it will show the everyone needs the cab with their comfort zone. It will be being the transform the Chennai people to accept their various factor towards on the cab services. It follows the major of project of analyses which to be concluded to their scope of study at on following factor.

1.8. STATEMENT OF PROBLEM

A lot of studies have been conducted on the Chennai city people there was a lot of cab services in the Chennai city. In the consumer way of thought which is the best and cheap cab services in the Chennai city. On my study comparing the various of cab services which you have to prefer. In the Chennai city lot of people are using the online cab services which can being the easy to travel to place you want. So the cab services are the important at will being working and non-working peoples. But in the lot of cab services in Chennai which was the acceptable to everyone as to the people of Chennai. Collecting of the respondent data we will be analysis by chi square test & Anova statistical tools which as being used to find the regression.

1.9. OBJECTIVE OF STUDY

Considering the growing number of online cab users in Chennai. this research is designed to understand the difference cab user prefer the best one. Research is specifically focused on working professionals. The sub objectives of this study are:

1.9.1 PRIMARY OBJECTIVE:

To analyze the various cab services at Chennai.

1.9.2 SECONDARY OBJECTIVE:

- To compare the various cab services & their comfortability to customers.
- To analyse the issues faced by the customers towards booking process.
- To analyse customer needs and comforts.
- To analyse the best and cheap cab services in Chennai city.

CHAPTER-2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Call taxi system in India has grown significantly in India and infrastructure growth, growth of middle class, increasing disposable incomes and growing GDP are some of the factors responsible. The rise of the BPO industry is one of the reasons to growth of this sector because of odd working hours. This growth can be seen more in metropolitan cities of India (Rahman, 2014) and there is intense competition among various operators like Ola, Uber, Radio cabs, Yellow cabs and Meru etc. So, to sustain in this competitive market it is necessary to understand the users of the rental cab service. Various studies and researches have been done to understand the factors important while choosing a rental car.

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of Descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study. The Convenience sampling method is followed in-order to collect the data through the structured questionnaire from the respondents. The sample size so arrived at is 140 respondents forming part of customers of cab service in Chennai.

2.2 RESEARCH REVIEWS

- **Geeta Kesavaraj (2013)**, A study on customer relationship management of call taxi will be allow the cab are important to everyone there as to being lot of social science which are to people choice. It will research show the important of cab services.
- **Dr. P. Kishore Kumar Dr. N. Ramesh Kumar** the purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behaviour' and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical

methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services

- **J. Senthil Velmurugan, R. Shruthi, S. V. Raj Kamal** This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyse the customers perception and upcoming improvements about Ola services.
- **Rexi A. (2016)**, A study on customer satisfaction toward the call taxi services, International journal of multidisciplinary Research Review. The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the various brands of call taxi service providers in the southern hub Chennai. The study deals with the consumers mindset towards in utilizing the call taxi services, the level of comfort, ease of access, tariff system, promotion, safety and convenience, and overall satisfaction towards the service quality of the service providers. The reasons that support and influence their choice, ascertain their views in enhancement of service and reasons behind their dis- satisfaction are analysed by conducting the Descriptive research, using Convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions.
- **Kumar, Kishore & Namavaram, Ramesh. (2016)**. This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyses the customers perception and upcoming improvements about Ola services.
- **Ruchi Shukla, Dr. Ashish Chandra & Ms. Himanshi Jain (2017)**, The objective of this research paper is to study consumer behaviors of working professionals with special reference to selected cab service providers in Pune city. A survey method was used to collect the data from 200 respondents by using well-structured questionnaire. The researcher has used descriptive research design

and non-probability convenience sampling method for this study. The findings of this study will be helpful to various cab service providers in the city.

- **Dr. Rupali Rajesh (2012)** This study is focused on identify the difference between Ola and Uber customers and for this data has been collected with the help of structured questionnaire. Data was collected from Mumbai and specifically from working professionals. After data collection, statistical analysis showed that female prefer Uber service over Ola but while it comes to safety consumer feel safer with Ola than Uber. Result of this study may help the taxi service industry to design their future marketing strategies.
- **Dr. Snehal Godbole, Mr. Arvind Deshmukh (2017)** There is a steep fall in the sale of customer cars for private owners but the business of Ola and Uber is on the rise. The taxi market has seen tremendous growth over past 5 years with the introduction of Uber in 2013, when it came with mobile applications and from there on the business is growing. As the disposable income of the consumer is increasing there is a rise in the customers who are looking for a safe and quick pick up and drop facility to their destination and that too hassle free. This research study tires to find what impact these cab aggregators have on the consumers and the perception consumers have in availing call taxi services in Tier – 2 cities, with concerns in ease of access, security, payment options, promotions, discounts, convenience, knowledgeable drivers, GPS enabled vehicles, payment options, 24×7 user support, electronic fare meters, etc. and what has resulted in its growth. Hypotheses were framed with respect to the demographics factors and these were tested along with the data reliability test which was also performed.
- **Godbole, Sneha, and Mr Arvind Deshmukh. (2017)** suggested that as Indian consumers are highly price-sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers. Toward to the cab service's preparation

- **Kumar P. K & Kumar N. R (2016)** A study showed that consumers were interested to redeem coupons while selecting cab services and were comfortable to redeem coupons through mobile apps while booking cab services.
- **Aman Roy, Azharuddin, Priyanka Goel (Apr 2019)** The clear objective of this project is to give users a simple, easy and accessible platform for all the cab prices at one place. To save user from the hustle of shifting from one app to another just to check the price comparison between them, we have decided to develop an application which would allow the user to directly compare the live prices of their rides by checking the different prices all at one place.
- **Dr. Vignesh G.1, Jeevan V (2019)** The organized cab service providers increased in the recent years, there is a stringent competition among various operators like Ola, yellow cabs, Meru and Uber etc, but Ola Cab is a Leading Indian transport networking company. Ola cab driver have important role of Ola cab development so the purpose of this paper is to study the Drivers Convenient and drivers work level. The Drivers Convenient and Wok levels are verified through statistical methods, the data are collected from the 121 drivers of Ola services in Coimbatore district.
- **MacKay, K. J. Crompton, J. L.** service quality is defined as the relationship between what customers desire from a service and what they perceive that they receive. Research undertaken in the commercial sector using a range of different services developed an approach for measuring service quality and concluded that service quality comprised five dimensions. This paper describes how these dimensions were operationalized and adapted to the field of recreation. It illustrates how service quality can be measured by recreation managers.
- **Gidofalvi** City transportation is an increasing problem. Public transportation is cost effective, but do not provide door-to-door transportation. This makes the far more expensive cabs attractive and scarce. This paper proposes a location-based Cab-Sharing Service (CSS), which reduces cab fare costs and effectively utilizes available cabs. The CSS accepts cab requests from mobile devices in the form of origin-destination pairs. Then it automatically groups close by requests to minimize the cost, utilize cab space, and service cab requests in a timely manner. Simulation-based experiments show that the CSS can group cab

requests in a way that effectively utilizes resources and achieves significant savings, making cab-sharing a new, promising mode of transportation.

- **Bach Pedersen, Torben 2008 (English)** This paper explores the use of ride-sharing as a resource-efficient mode of personal transportation. While the perceived benefits of ride-sharing include reduced travel times, transportation costs, congestion, and carbon emissions, its wide-spread adoption is hindered by a number of barriers. These include the scheduling and coordination of routes, safety risks, social discomfort in sharing private spaces, and an imbalance of costs and benefits among parties. To address these barriers, the authors describe a system for ride-sharing that utilizing the concepts of social networks and social interest groups. The Social Ride/Sharing Service (SRSS) automatically groups ride offers and requests into ride-shares according to two objectives: to minimize ride-share detours, and to maximize the amount of social connections amongst participants of ride-shares. A mobile application places the SRSS at the fingertips of mobile users (anyplace and anytime), Minimizing detours and maximizing social connections in ride-shares is used to increase the social comfort level and trust among ride-share participants, ultimately leading to increased user acceptance and adoption of ride-sharing
- **Gilmore, J. H. CAB International.** CABI is a 90% self-financed international organization supported by 39 member countries. Its main activity is in researching and disseminating scientific knowledge in the fields of agriculture, forestry, the management of natural resources and public health. It carries out research and provides identification services from its four institutes for entomology, mycology, parasitology and biological plant protection. Its constantly updated CAB ABSTRACTS database contains more than 3 million records, with English abstracts, of scientific publications in many languages from some 10 000 journals as well as from conferences and books in practically every country in the world. The somewhat smaller CAB HEALTH database covers parasitic, tropical and infectious diseases including AIDS, nutrition, public health and medicinal and poisonous plants. All these data are also available through some 50 specialized journals, on floppy disk or on CD-ROM. CABI also carries out various educational and development activities in various countries with particular emphasis on the needs of developing countries.
- **Stella G. Dextre Clarke (1995) A World of Change for CAB International** A detailed account of recent changes in the organization, products and services of CAB International (CABI). Describes the background to the changes and the origins of

CABI. Assesses the impact of the changes on its biological control and biosystematics services, development activities and information services. Describes changes in the production system for the bibliographic database, CAB ABSTRACTS and related information products and services, including the new CAB HEALTH database, databases on CD-ROM and a new document delivery service, CAB ACCESS. Focuses on attention to customer needs, quality enhancement, diversification of information products and services, collaboration with other organizations, efforts to achieve greater efficiency and the exploitation of new technology. Outlines a phased implementation plan for the introduction of the changes, and discusses the lessons learned from its implementation.

- **Dhawan, Shivangi, and Priyanka Yadav (2018)** India's taxi industry has changed drastically from street-hail, unorganized taxi format to app-based rides being used in all walks of life. Today, Taxi market is very modern and provides number of benefits to its users in terms of convenience, comfort, estimated travelling time, real time information, economy and safety. E-hailing of cabs has become an essential element of metropolitan cities and they provide more customer value than most of the traditional taxi services.
- **Patani, Sejal, et al (2016)** Nowadays, Cab industry is growing very rapidly. Everyone uses cab services for travelling long or short distance journey. An existing system can provide manually paper work. The user has to go in the office where user can get the car on rent and book their car. Details are stored in Papers; maintenance is a huge problem. Performance is not achieved up to the requirements. In this paper, we are going to develop an app which is hosted on mobile cloud. Passengers use this app to request a ride and drivers uses this app to register their vehicle to this app and for fulfilling the service. Google map also provided for display the distance between source and destination, according to that estimated fare calculate. For user ease return trip facility is also provided. To manually overcome the drawbacks of the existing dispatch system this system provides feasible service.
- **Bishnoi Vinod Kumar¹, Bhardwaj Reetika² Cab Aggregators in India: A Case Study of Ola and Uber** Over the past few years, there has been an unprecedented growth in the Indian taxi industry. The demand for taxis in India is on the rise owing to the hassle-free travelling experience offered to the passengers. Taxi is giving a stiff competition to both public transit and private car

in the current times. India currently is witnessing a revolution in Indian taxi market. There is a downward trend in the usage of traditional taxis by the customers. With the growing smartphone penetration and active internet users, there is a surging demand for app-based taxis. The objective of this paper is to gain insights about the present scenario of taxi industry in India and to compare desi and videsi taxi rivals i.e. ola and uber. The present study uses existing literature to explore the data extracted from databases of extensive repute such as Emerald, Science Direct and Taylor and Francis amongst others. Through the study, it is found that in India, as of now, ola is racing ahead of the global leader uber on different fronts.

- **H. Jonathan Chao August 2014** A reactive wildcard rule caching system for software-defined networks Software-Defined Networking (SDN) enables flexible flow control by caching policy rules at OpenFlow switches. Compared with exact-match rule caching, wildcard rule caching can better preserve the flow table space at switches. However, one of the challenges for wildcard rule caching is the dependency between rules, which is generated by caching wildcard rules overlapped in field space with different priorities. Failure to handle the rule dependency may lead to wrong matching decisions for newly arrived flows, or may introduce high storage overhead in flow table memory.
- **Nitin Upadhyay June 2018** the most challenging task for the organization is to innovate continuously to excel and attain the leadership. In this chapter, detail aspect of the value proposition is discussed. The CAB drivers are necessary to drive the CAB adoption and sourcing to generate the business value. Readers will explore the critical components of the CAB drivers. Various questions related to the business proposition are covered necessary keeping in the account of the changing technology ecosystem, customer behaviour, and market dynamics.
- **Elbourn, C. A. June 1988.** The development is outlined of a worldwide forestry information service in Oxford, UK, from 1905 and its incorporation in the Commonwealth Agricultural Bureaux (now CAB International). Dissemination of forestry and forest products bibliographic information (some 290 000 items up to June 1988) from the CAB ABSTRACTS database now includes: journals, fiche, magnetic tapes, on-line access, SDIs and current awareness, CD-ROM, COM catalogues, document delivery services, etc.

- **Shukla et al (2017)** on OLA and UBER suggested, to adopt highly innovative and customer-centric strategies to increase market share
- **Allamdas Rohit H. (2017)** suggested that as Indian consumers are highly price-sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers.
- **Ruchika Malik (2017)** identified that retaining drivers by initiatives like monetary awards of influence customer decision. Ola is using reward systems to motivate their drivers thus motivating them as well as involving them in resolving the customer grievances to build a loyal base of drivers. On other side Uber offers rewards and discounts under their Uber CLUB program.
- **Utsav Pandya et al (2017)** identified technology trends, safety, and price, ease of availability, comfort and payment options affecting public taxi market
- **Ruchi et al (2017)** studied various factors of dynamics of Indian taxi markets such as pricing, their revenue models, market share etc.
- **Sarit Prava Das et al (2017)** identified convenience, quality services, transparency and safety as most important parameters for selecting pre booked taxis.
- **Yang et al. (2005)** investigated the consequences of externalities in the different markets. They postulated that a profitable first-best social optimum emerges in a severely congested taxi market, where the entry of additional taxis into the market has a large marginal congestion effect (and thus the entry should be highly controlled at the social optimum).
- **Horowitz (1984), Vythoulaks (1990) and Cascetta and Cantarella (1991).** They tested their model in a test network, generating demand at each node based on the demand rate at each peak period and the trip distribution pattern, proving driver's capacity in predicting passenger queues at nodes. They also investigate the effectiveness of taxi information systems in reducing unnecessary travels, proving that using information systems is equivalent to an increase in the number of taxis by 20% in regard to the quality of the service (as pointed out by Yang and Wong).
- **Schroeter (1983) and Arnott (1996)** in the fact that an increase in the number of taxis will be beneficial for both, customer and drivers, but only in a small taxi fleet since this is an unstable situation, and seldom emerges in a realistic taxi market.

- **Hyunmyung et al. (2005)** added the stochastic behaviour of the demand developing a stochastic modelling approach in a dynamic transportation network.
- **Yang et al. (2010)** included a nonlinear taxi pricing of taxi services in their model. They identified the win-win situation (surplus for both producer and consumer) created by a Pareto-improving situation, allocating more efficiently the taxi services in the whole territory.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 INTRODUCTION OF RESEARCH METHODOLOGY

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of Descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study. The Convenience sampling method is followed in-order to collect the data through the structured questionnaire from the respondents. The sample size so arrived at is **140 respondents** forming part of customers of call taxi service in Chennai.

This research is focused on cab services at Chennai area and specifically targeted to working professionals. After literature review gaps have been identified and questionnaire has been designed to collect the data. Primary data for the study was collected through online survey method, using a structured questionnaire which was designed based on literature review. All the responded were from Chennai and data was collected from January 2021 – March 2021. To full fill the Objectives and based on literature review following hypothesis and sub hypothesis have been designed.

3.1.1. RESEARCH METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2. RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

3.2.1. DESCRIPTIVE RESEARCH DESIGN:

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3. SAMPLE DESIGN:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1. NON-PROBABILITY SAMPLING:

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

3.3.2. CONVENIENCE SAMPLING:

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

3.4.1 PRIMARY DATA:

Primary data are those which are collected for the first time and they happen to be original in nature. Hence, in this research, primary data are collected through questionnaire. Questionnaire is one of the data collections tools which is used to collected primary data.

3.4.2 SECONDARY DATA:

Secondary data are the data that are collected from external sources like Websites, Journals etc.

3.4.3 AREA OF THE STUDY:

The students in Chennai location alone are considered.

3.4.4 POPULATION:

The respondents of this study considered they were living in Chennai city.

3.4.5 Sampling size:

The sample size chosen for the study is 140.

3.5 TOOLS USED:

The Statistical tools are used are percentage analysis, bar diagram, pie chart, test in SPSS.

- Chi square
- ANOVA

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

TABLE 4.1.1: SHOWING THE GENDER GROUP OF RESPONDENTS

Gender	No. of respondents	Percentage
Male	95	67.9%
Female	45	32.1%
Total	140	100%

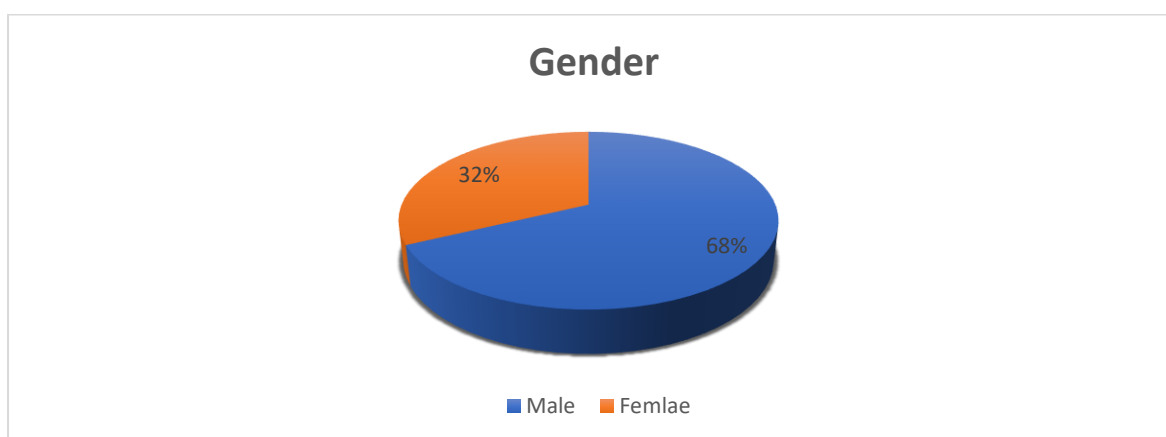


CHART 4.1.1. SHOWING THE GENDER OF RESPONDENTS

INTERPRETATION

from the above table we can observe that among 140 of respondents 95 of them male & 45 of them female.

INFERENCE

Majority (67.9%) of the respondents are male

TABLE 4.1.2: SHOWING THE AGE GROUP OF RESPONDENTS

Age	No of respondents	Percentage
18-25	27	19.2%
25-30	32	22.8%
30-35	50	35.7%
35and Above	31	22.1%
Total	140	100%

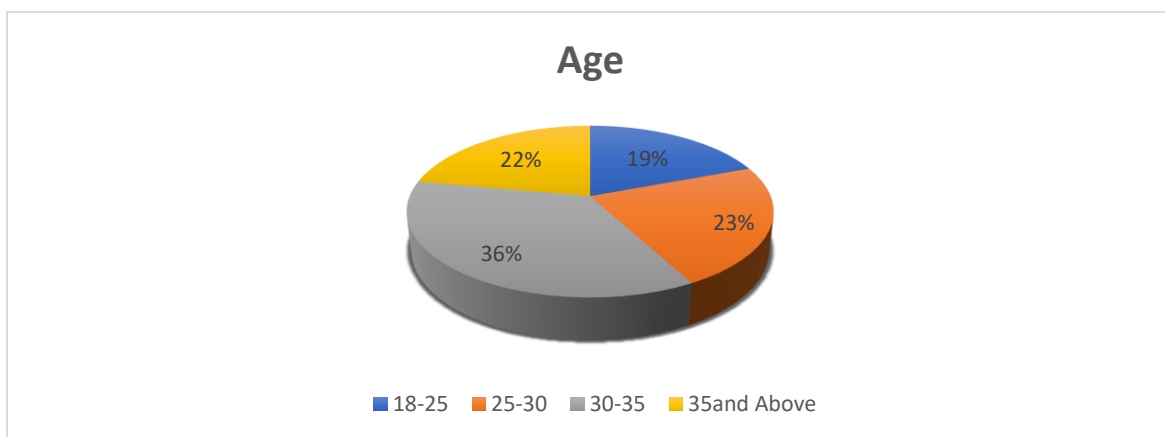


CHART:4.1.2. SHOWING THE AGE OF RESPONDENTS

INTERPRETATION

Form the above table it is interpreted that 35.7% of the respondents are 18-25 ade,22.1% of them are 25-30,19.3% of them are 30-35,2.9% of them 35 & above.

INFERENCE

Majority (35.7%) of the respondents are 18-25.

TABLE 4.1.3 SHOWING THE OCCUPATION GROUP OF RESPONDENTS

Occupation	No of respondents	Percentage
Student	38	27.1%
Employee	65	46.4%
Business	26	18.5%
Home maker	11	7.1%
Total	140	100%

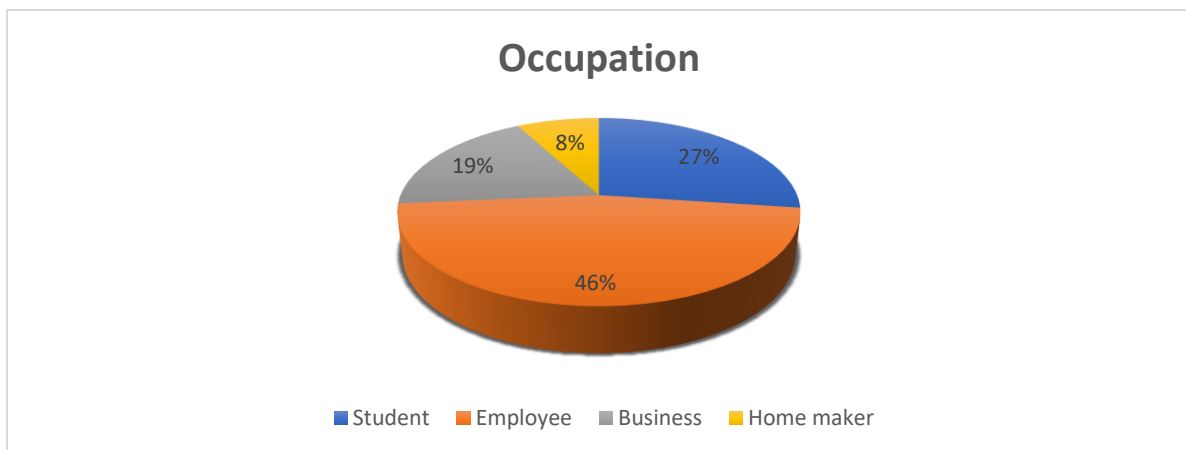


CHART 4.1.3. SHOWING THE OCCUPATION OF RESPONDENTS

INTERPRETATION

When respondents were asked about their occupation is observed from the following the student 27.1%, employee 46.4%, business 18.6%, home maker 7.1%, other 0.7%.

INFERENCE

Majority employee of the respondents of 65(46.4%)

TABLE 4.1.4 SHOWING THE ANNUAL INCOME GROUP OF RESPONDENTS

Annual income	No of respondents	Percentage
Below 3 lakhs	55	39.3%
3lakhs-6lakhs	16	11.4%
6lakhs-9lakhs	36	25.7%
9lakhs-12 lakhs	18	12.9%
Above 12 lakhs	15	10.7%
Total	140	100%

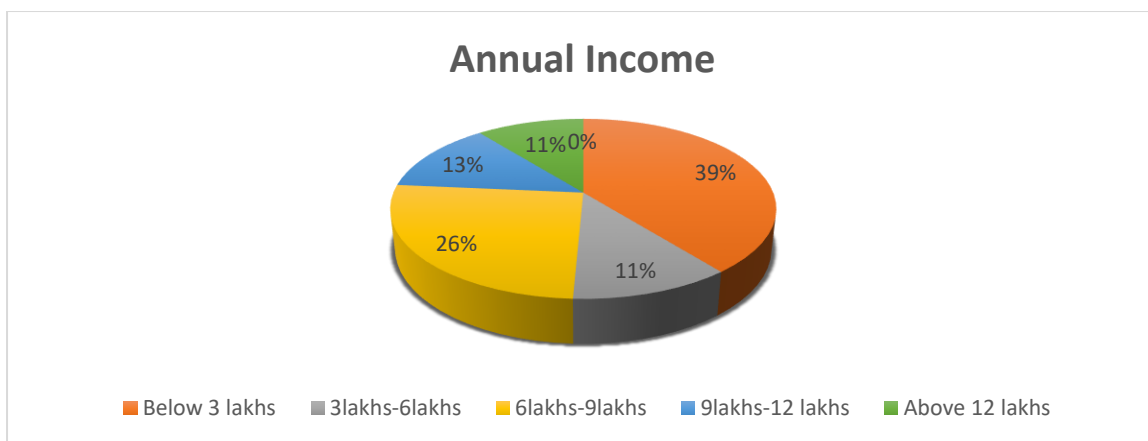


CHART:4.1.4. SHOWING THE ANNUAL INCOME OF RESPONDENTS

INTERPRETATION

When respondents are asked about annual income below 3lakhs 39.3%,3lakhs-6lakhs 11.4%,6lakhs-9lakhs 25.7%,9lakhs-12 lakhs 12.9%, Above 12 lakhs 10.7%.

INFERENCE

Majority 6lakhs-9lakhs annual income selected 36(25.7%)

TABLE 4.1.5 SHOWING THE COUNT OF AMOUNT SPEND PER MONTH ON CAB SERVICES

How much would you spend on cab services in a month	No of respondents	Percentage
Less than 1000	52	37.4%
1000-2000	58	41.7%
2000-3000	22	15.8%
3000-above	8	5.4%
total	140	100%

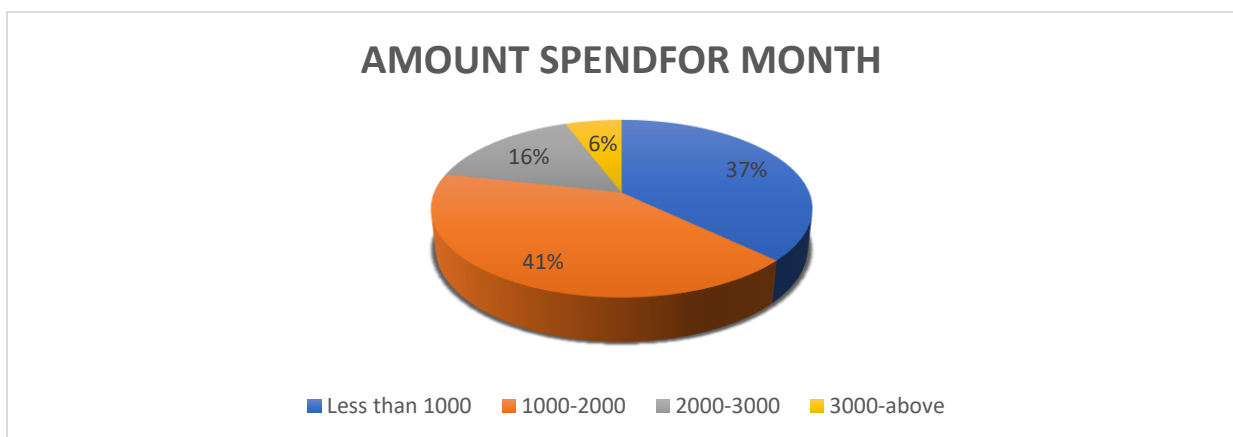


CHART:4.1.5. SHOWING THE AMOUNT SPEND PER MONTH ON CAB SERVICES

INTERPRETATION

When the respondents are the spend on cab services less than 1000 37.4%, 1000-2000 of 41.7%, 2000-3000 of 15.8%, 3000-above of 5.4%

INFERENCE

Majority 1000-2000 58 people of respondents (41.7%)

TABLE 4.1.6 SHOWING THE COUNT OF PREFERRED MODE OF PAYMENT GROUP OF RESPONDENTS

Preferred mode of payment	No of respondents	Percentage
Cash	91	66.5%
Card	1	0.7%
UPI (Google pay, phone pay)	46	33.1%
Others (uber money, ola cash)	2	1.4%
Total	140	100%

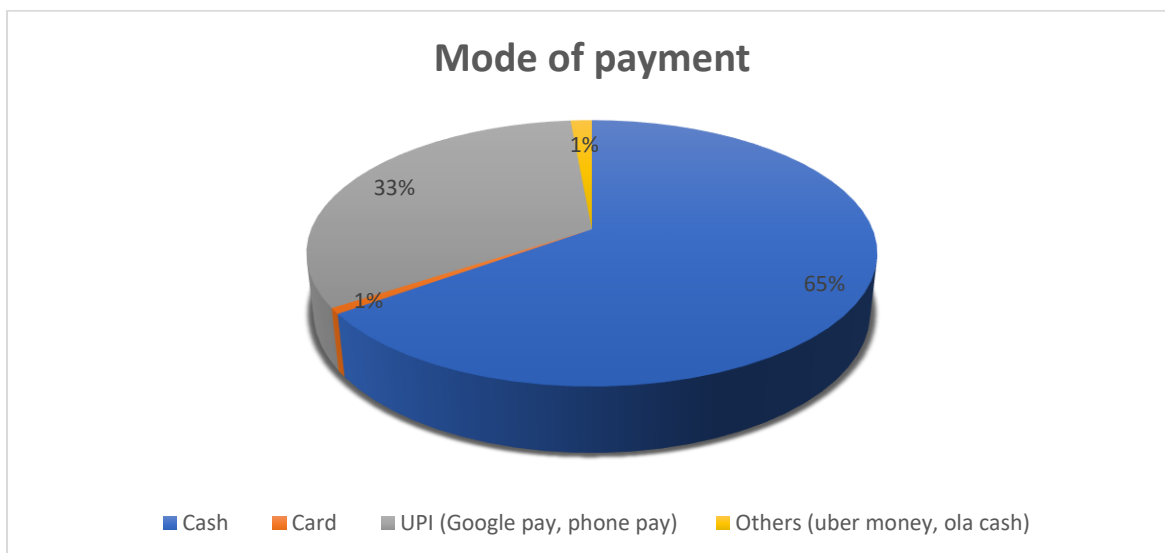


CHART:4.1.6. SHOWING THE PREFERRED MODE OF PAYMENT OF RESPONDENTS

INTERPRETATION

Above the table show the respondents of preferred mode of payment such as cash 66.5%, card 0.7%, UPI (Google-pay, Phone pay) 33.1%, Other (uber money, ola cash) 1.4%.

INFERENCE

Majority of respondent preferred the cash mode of payment 91 of respondents (66.5%)

TABLE 4.1.7 SHOWING THE USAGE CAB SERVICES GROUP OF RESPONDENTS

usage cab services	No of respondents	Percentage
Daily	5	3.6%
At least once in the week	30	21.7%
At least once in the month	45	32.4%
Occasionally	60	43.5%
Total	140	100%

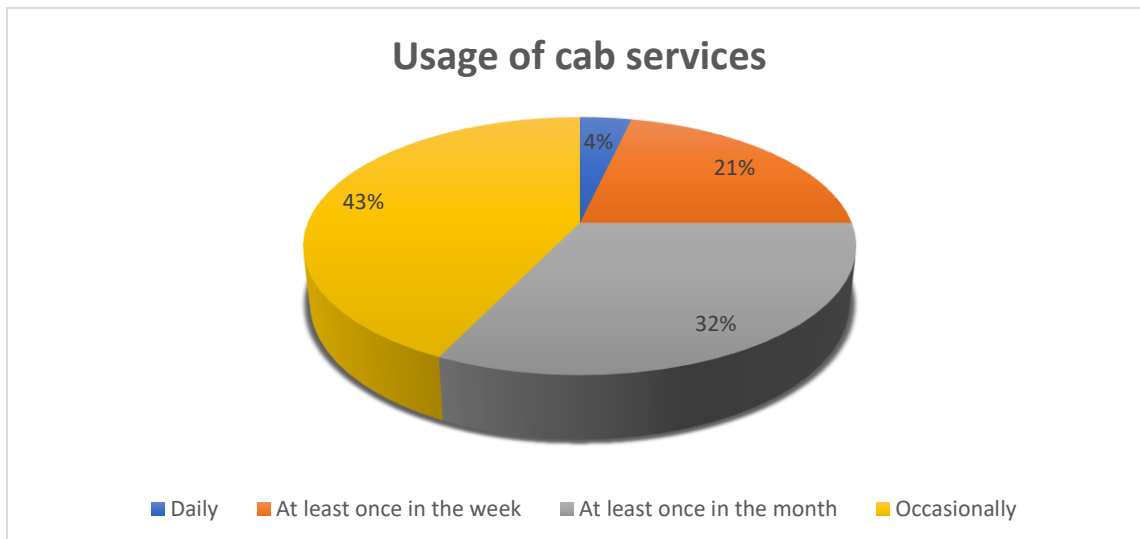


CHART:4.1.7. SHOWING THE USAGE CAB SERVICES OF RESPONDENTS

INTERPRETATION

Above the table respondent's usage cab services Daily 3.6%, At least once in the week 21.7%, at least once in the month 32.4% , Occasionally 43.5%.

INFERENCE

Majority of the respondents most of them choose Occasionally 60 of respondents (43.5%).

TABLE 4.1.8 SHOWING RESPONDENTS OPINION ON THE FARE OF CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	69	42.8%
UBER	31	22.1%
fast track	29	20.7%
Chennai taxi	4	2.8%
drop taxi	1	0.7%
taxio	10	7.1%
best and best call taxi	4	2.8%

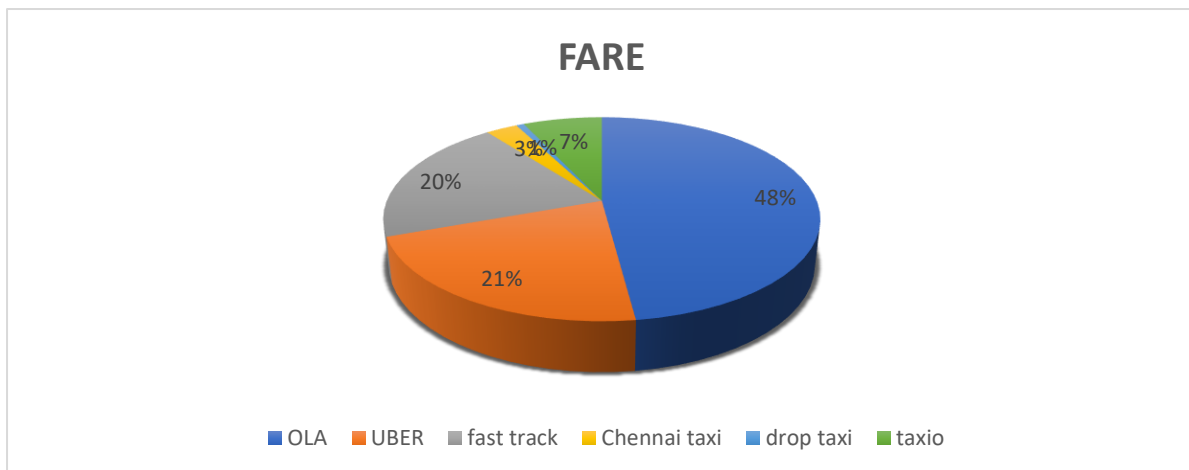


Chart: 4.1.8 Fare on cab services

INTERPRETATION

Above the table the show the respondent's option of the Fare on cab services in Chennai OLA 42.8%, UBER 22.1%, fast track 20.7%, Chennai taxi 2.8%, drop taxi 0.7%, taxio 7.1%, best and best taxi 2.8%

INFERENCE

Majority of the respondents most of them choose on Fare OLA 42.8%

TABLE 4.1.9 SHOWING RESPONDENTS OPINION ON THE SAFETY SERVICES OF CABS IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	26	18.5%
UBER	70	50%
FAST TRACK	26	18.5%
CHENNAI TAXI	6	4.2%
DROP TAXI	5	3.5%
TAXIO	2	1.4%
BEST AND BEST CALL TAXI	5	4.2%

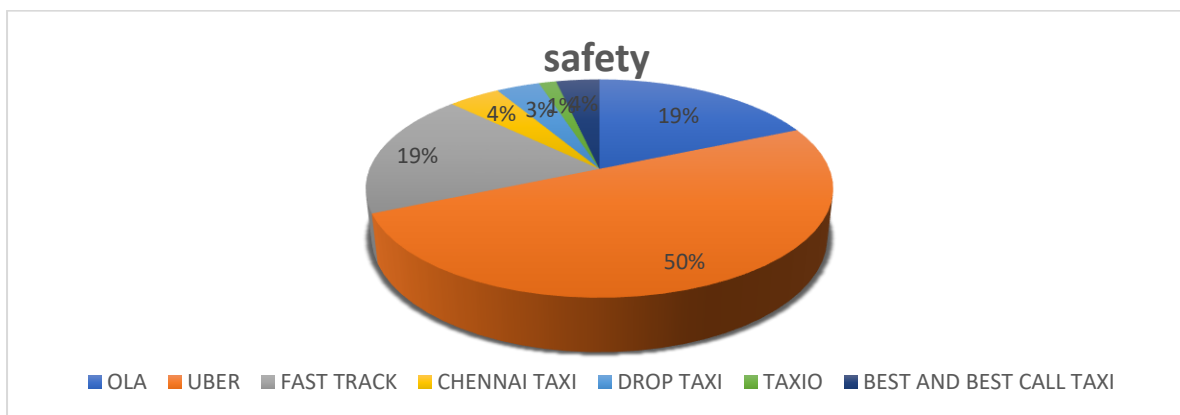


Chart :4.1.9 Safety on cab services

INTERPRETATION

Above the table the show the respondent's option of the Safety on cab services in Chennai OLA 18.5%, UBER 50%, fast track 18.5%, Chennai taxi 4.2%, drop taxi 3.5%, taxio 4.1%, best and best taxi 4.2%.

INFERENCE

Majority of the respondents most of them choose on Safety OLA 50%.

TABLE 4.1.10 SHOWING RESPONDENTS OPINION ON THE AVAILABILITY OF CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	56	40%
UBER	28	20%
FAST TRACK	31	22.1%
CHENNAI TAXI	11	7.8%
DROP TAXI	5	3.5%
TAXIO	6	4.2%
BEST AND BEST CALL TAXI	3	2.1%

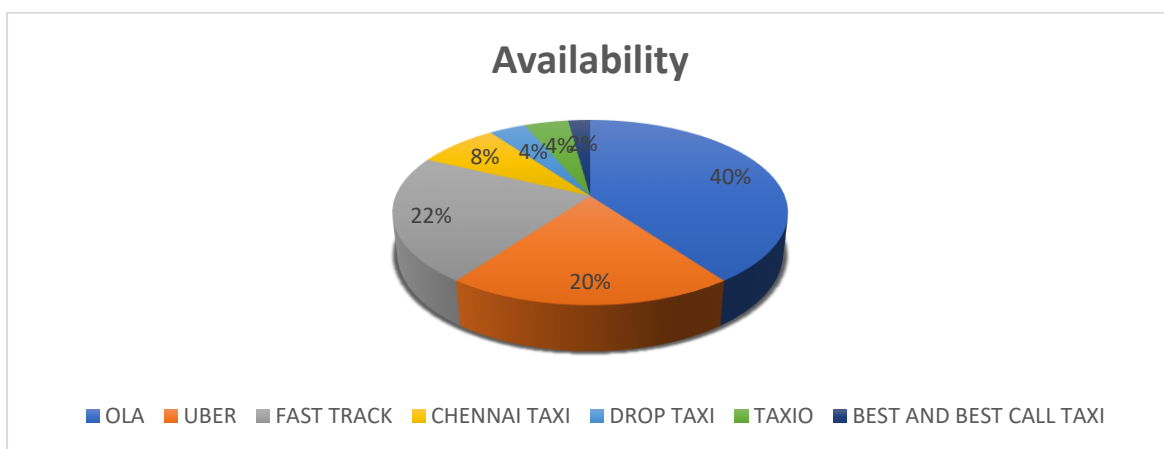


Chart :4.1.10 Availability on cab services

INTERPRETATION

Above the table the show the respondent's option of the Availability on cab services in Chennai OLA 40%, UBER 20%, fast track 22.1%, Chennai taxi 7.8%, drop taxi 3.5%, taxio 4.2%, best and best taxi 2.1%.

INFERENCE

Majority of the respondents most of them choose on Availability OLA 40%.

TABLE 4.1.11 SHOWING RESPONDENTS OPINION ON WIFI AND TAB FACILITY GIVEN BY CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	38	27.1%
UBER	28	20%
FAST TRACK	26	18.5%
CHENNAI TAXI	23	16.4%
DROP TAXI	7	5%
TAXIO	10	7.1%
BEST AND BEST CALL TAXI	8	5.7%

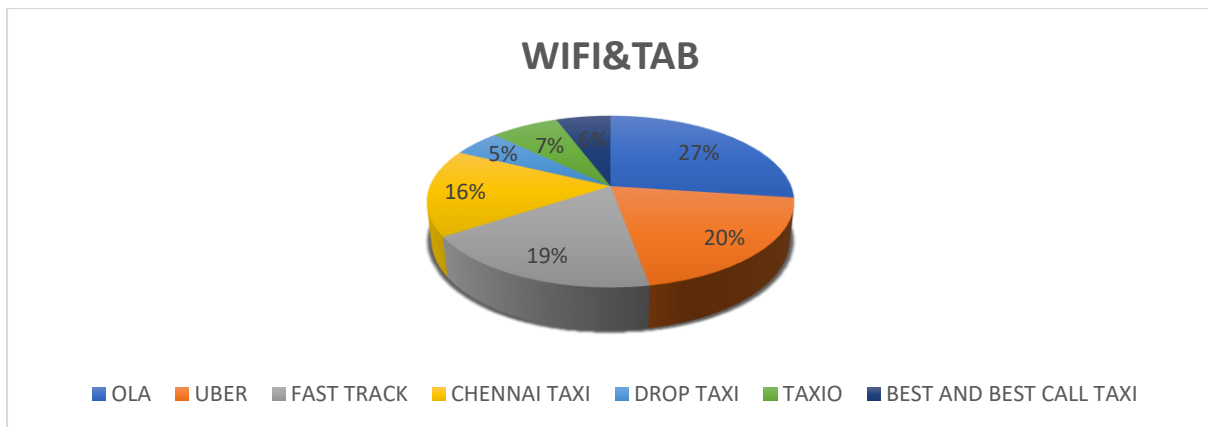


Chart:4.1.11 WIFI & TAB on cab services

INTERPRETATION

Above the table the show the respondent's option of the WIFI&TAB on cab services in Chennai OLA 27.1%, UBER 20%, fast track 18.5%, Chennai taxi 16.4%, drop taxi 5%, taxio 7.1%, best and best taxi 5.7%.

INFERENCE

Majority of the respondents most of them choose on WIFI&TAB OLA 27.1%.

TABLE 4.1.12 SHOWING RESPONDENTS OPINION ON THE BOOKING APP INFORMATION GIVEN BY ONLINE CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	31	22.1%
UBER	39	27.8%
FAST TRACK	34	24.2%
CHENNAI TAXI	9	6.4%
DROP TAXI	13	9.2%
TAXIO	10	7.1%
BEST AND BEST CALL TAXI	4	2.8%

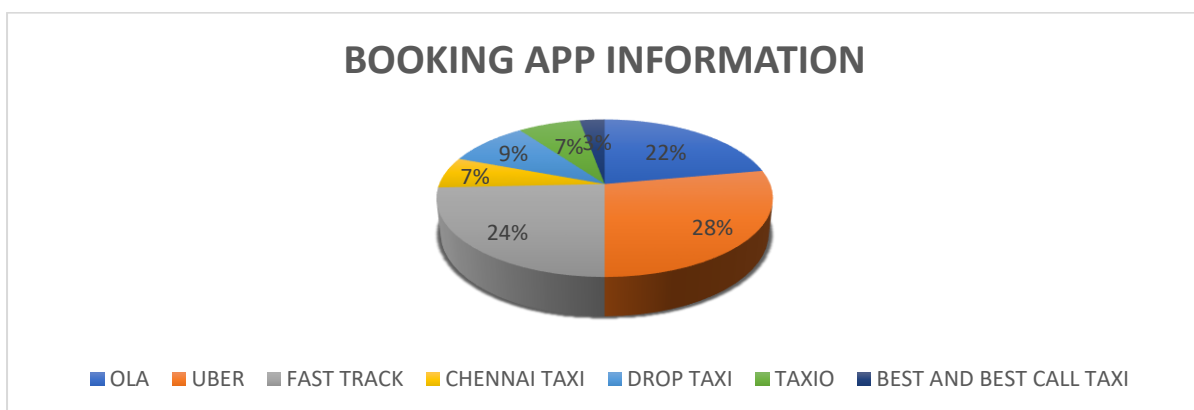


Chart:4.1.12 Booking app information on cab services

INTERPRETATION

Above the table the show the respondent's option of the Booking App Information on cab services in Chennai OLA 22.1%, UBER 27.8%, fast track 24.2%, Chennai taxi 6.4%, drop taxi 9.2%, taxio 7.1%, best and best taxi 2.8%.

INFERENCE

Majority of the respondents most of them choose on Booking App Information OLA 22.1%.

TABLE 4.1.13 SHOWING RESPONDENTS OPINION ON THE INSURANCE FACILITY GIVEN BY ONLINE CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	33	23.5%
UBER	41	29.2%
FAST TRACK	28	20%
CHENNAI TAXI	10	7.1%
DROP TAXI	4	2.8%
TAXIO	10	7.1%
BEST AND BEST CALL TAXI	14	10%

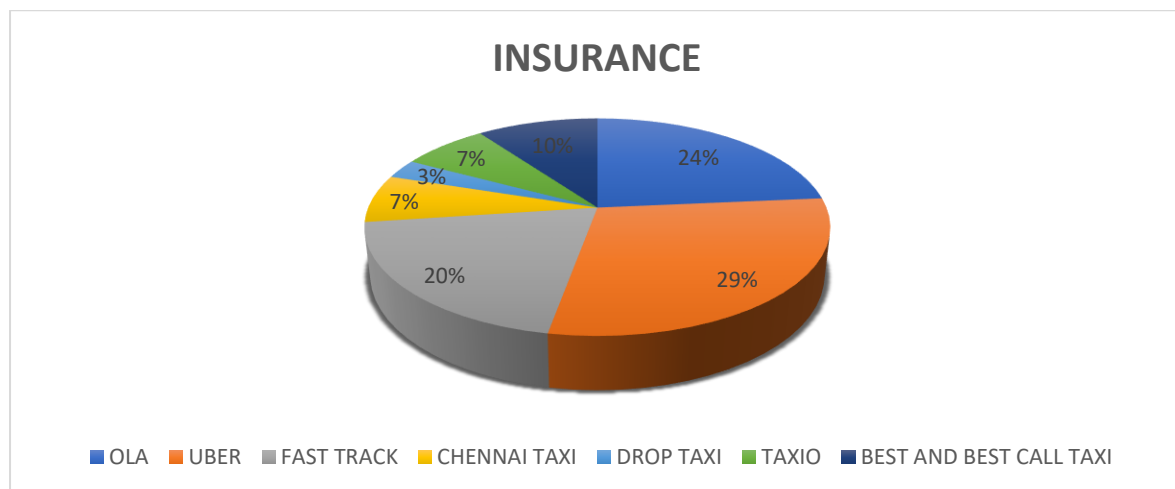


Chart:4.1.13 Insurance on cab services

INTERPRETATION

Above the table the show the respondent's option of the Insurance on cab services in Chennai OLA 23.5%, UBER 29.2%, fast track 20%, Chennai taxi 7.1%, drop taxi 2.8%, taxio 7.1%, best and best taxi 10%.

INFERENCE

Majority of the respondents most of them choose on insurance OLA 23.5%.

TABLE 4.1.14 SHOWING RESPONDENTS OPINION ON THE MULTIPLE PAYMENT OPTIONS GIVEN BY ONLINE CAB SERVICES IN CHENNAI.

CAB SERVICES	No of respondents	Percentages
OLA	43	30.7%
UBER	35	25%
FAST TRACK	26	18.5%
CHENNAI TAXI	15	10.7%
DROP TAXI	3	2.1%
TAXIO	9	6.4%
BEST AND BEST CALL TAXI	9	6.4%

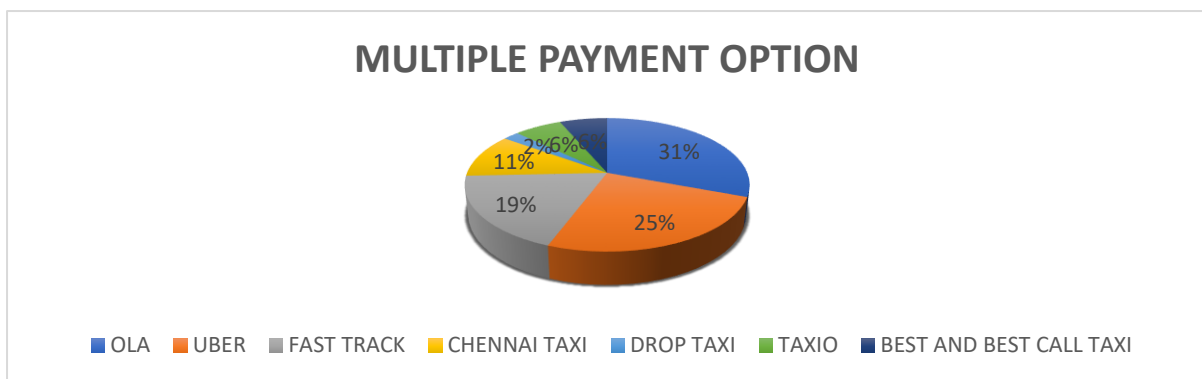


Chart:4.1.14 showing the multiple payment option on cab services

INTERPRETATION

Above the table the show the respondent's option of the Multiple payment option on cab services in Chennai OLA 30.7%, UBER 25%, fast track 18.5%, Chennai taxi 10.7%, drop taxi 2.1%, taxio 6.4%, best and best taxi 6.4%.

INFERENCE

Majority of the respondents most of them choose on Multiple Payment Option OLA 30.7%.

TABLE 4.1.15 SHOWING THE SAFETY SERVICES FOR COVID -19 GIVEN BY CAB SERVICES AFTER CORONA PANDEMIC GROUP OF RESPONDENTS

Services	Agree	Neutral	Disagree	Total
safety Precautions	101	29	10	140
Zero contact with driver	45	75	20	140
Cashless transaction	55	57	28	140
sanitizer before and after ride	60	51	29	140

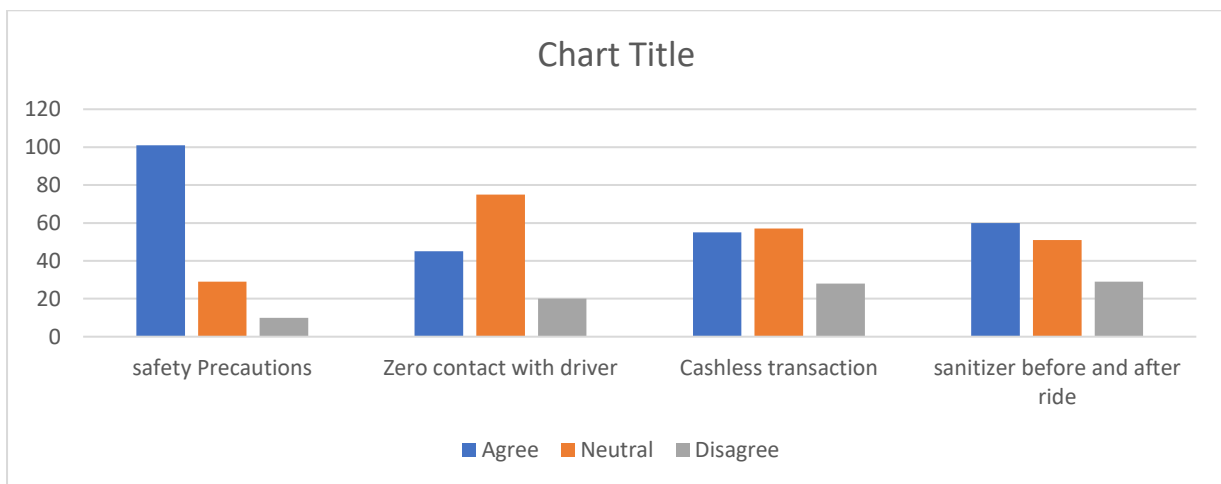


Chart:4.1.15 showing the cab services after corona pandemic of respondents

INTERPRETATION

Form the above table it is interpreted that 101 of respondents agree the safety precaution, 75 of the respondents is neutral in zero contact with driver, 57 of the respondents are neutral in cashless transaction, 60 of the respondents is agreeing the sanitizer before and after ride in cab services at Chennai.

INFERENCE

Majority of the respondents agree the on-safety Precautions, Majority of the respondents Neutral Zero contact with driver, Cashless transaction, sanitizer before and after ride.

TABLE 4.1.16 SHOWING THE RESPONDENTS OPINION ON THE APPLICATION USED BY CAB BOOKING SERVICE IN CHENNAI.

App facilities	Uber	Fast track	Ola	Drop taxi	taxi services Chennai	Orange Call Taxi	RR Cabs Chennai	Best and Best Call Taxi	Total
User guide	67	3	37	16	8	2	1	6	140
Effortless sign-up process	26	14	40	37	11	2	5	5	140
User-centric booking process	25	11	66	18	8	4	5	3	140
User-friendly UI with location tracking	25	9	39	28	19	5	5	10	140
Estimated time of arrival	27	9	40	27	18	10	7	2	140
Cab confirmation	30	13	44	28	14	5	6	0	140
Transparent booking process	27	13	42	24	19	3	5	7	140
Ride details	23	13	45	27	16	2	2	10	140
Ride feedback	28	19	38	15	3	3	6	10	140
Live tracking	24	15	37	22	17	11	2	12	140
In-app messenger	23	16	35	27	15	8	3	13	140
My rides	27	11	36	25	15	10	10	6	140
Emergency contact	27	18	35	22	12	10	10	6	140

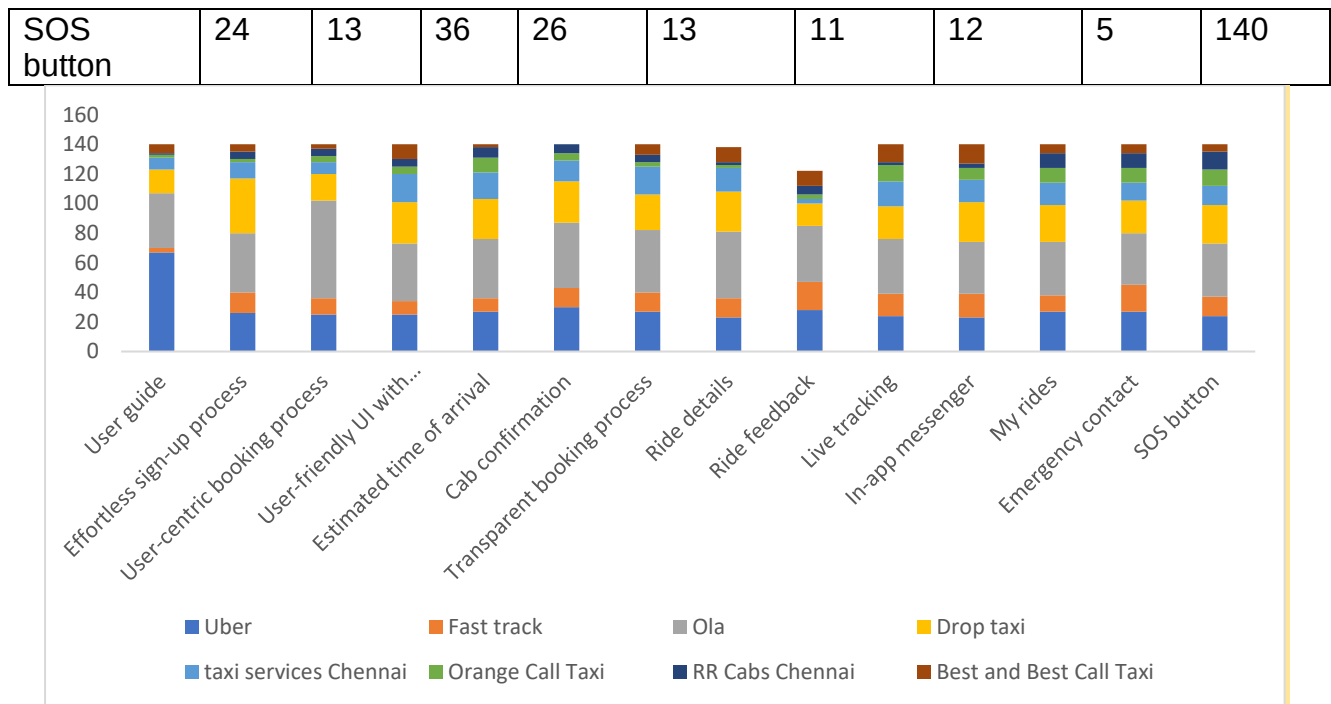


chart: 4.1.16 showing the cab booking service app you prefer as per your satisfaction of respondents

INTERPRETATION

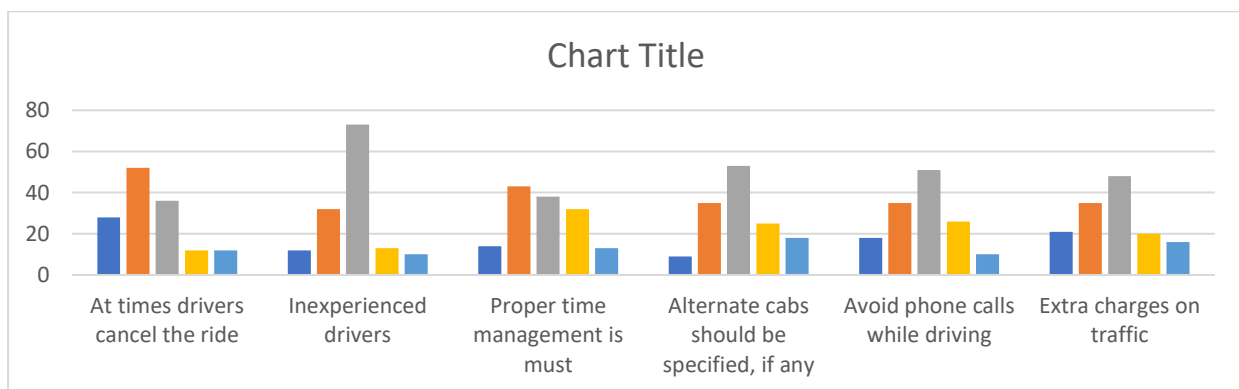
From the above table show the services app you prefer as per your satisfaction on user guide option 67 of the respondents Uber, Effortless sign-up process option 40 of the respondents Ola, User-centric booking process 66 of the respondents Ola, User-friendly UI with location tracking 39 of the respondents Ola, Estimated time of arrival 40 of the respondents Ola, Cab confirmation 44 of the respondents ola, Transparent booking process 42 of the respondents Ola, Ride details 45 of the respondents Ola, Ride feedback 38 of the respondents Ola, In-app messenger 35 of the respondents Ola, My rides 36 of the respondents Ola, Emergency contact 35 of the respondents Ola, SOS button 36 of the respondents Ola.

INFERENCE

Majority of the respondents' Effortless sign-up process, User-centric booking process, User-friendly UI with location tracking, estimated time of arrival, cab confirmation, Transparent booking process, Ride details, Ride feedback, Live tracking, In-app messenger, my rides, Emergency contact, SOS button preferred on OLA. User guide preferred on UBER

TABLE 4.1.17 SHOWING THE COUNT OF RANK THE RANGE OF DIFFICULTY FACED FROM LEAST TO MOST (1 TO5) GROUP OF RESPONDENTS

RANK	RANK-1	RANK-2	RANK-3	RANK-4	RANK-5	TOTAL
At times drivers cancel the ride	28	52	36	12	12	140
Inexperienced drivers	12	32	73	13	10	140
Proper time management is must	14	43	38	32	13	140
Alternate cabs should be specified, if any	9	35	53	25	18	140
Avoid phone calls while driving	18	35	51	26	10	140
Extra charges on traffic	21	35	48	20	16	140



4.1.17 chart: showing the range of difficulty faced from least to most (1 to5) of respondents

INTERPRETATION

Form the above table show the respondents are rank the difficulty faced from least to most (RANK 1 – RANK 2). on the at times drivers cancel the ride option 52 of the respondents are with rank-2, Inexperienced drivers' option 73 of the respondents are with rank-3, Proper time management is must option 43 of the respondents are with rank-2, Alternate cabs should be specified, if any option 53 of the respondents are with

rank-3, Avoid phone calls while driving option 51 of the respondents are with rank-3, Extra charges on traffic option 48 of the respondents are with rank-3.

INFERENCE

Majority of the respondents are rank-2 for At times drivers cancel the ride, rank-2 for Inexperienced drivers', rank-3 for Proper time management is must, rank-2 for, Alternate cabs should be specified, if any, rank-3 for Avoid phone calls while driving, rank-3 for Extra charges on traffic given by the 140 respondents.

STATISTICAL ANALYSIS

4.2. CHI SQUARE TEST

TABLE 4.2.1: TABLE SHOWING THE SIGNIFICANT DIFFERENCE BETWEEN OCCUPATION OF RESPONDENTS AND THEIR FREQUENCY OF USAGE OF CAB SERVICES

Null Hypothesis (H0) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Null Hypothesis (H1) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Case processing summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How Often Would You Use Cab Services? * Occupation	140	100%	0	0.0%	200	100%

Chi Square Test				
	value	df	Asymptotic significance (2-sided)	
Pearson Chi-Square	21.56	15	0.005	
Likelihood Ratio	28.68	15	0.002	
N of Valid Cases	140			

Chart:4.2.1. showing the association between Occupation and Usage Cab.

INTERPRETATION:

Since p value is (0.005) lesser than 0.05, we accept Alternate Hypothesis and Reject Null Hypothesis. Therefore, there is association between Occupation and How Often Would You Use Cab Services.

4.3. ANOVA

Table 4.3.1 Table showing association between age of respondents and their preferred mode of payment for the online cab services in Chennai.

Null Hypothesis (Ho): there is no **association between age of respondents and their preferred mode of payment for the online cab services in Chennai**

Alternate Hypothesis (H1): there is **association between age of respondents and their preferred mode of payment for the online cab services in Chennai.**

ANOVA					
Risky					
	Sum of squares	df	Mean square	F	Sig.
Between groups	28.132	5	5.625	6.408	<.001
Within groups	117.661	134	.878		
Total	145.793	139			

Fig:4.3. Association between age of respondents and their preferred mode of payment for the online cab services in Chennai

INTERPRETATION:

Since p value (0.001) is lesser than 0.05, we accept alternate hypothesis and reject null hypothesis. Therefore, there is association between age of respondents and their preferred mode of payment for the online cab services in Chennai

CHAPTER-5

FINDINGS & SUGGESTION AND CONCLUSION

5.1 FINDINGS:

1. Most of the respondents are male (69.7%)
2. Most of the respondents are 30-35 (35.7%) years old.
3. Most of the respondents are Employees (46.4%).
4. Most of the respondents are annual salary is Below 3 lakhs (39.3)
5. Most of the respondents are 1000-2000 Rs (41.7) spend on cab services.
6. Most of the respondents are Preferred mode of payment is cash (66.5%)
7. Most of the respondents are you use cab services Occasionally (43.5%)
8. Preferred fare on OLA 69(42.8) of respondents
9. Preferred safety on UBER 70(50%) of respondents
10. Preferred Availability on FAST TRACK 56(40%) of respondents
11. Preferred WIFI&TAB on UBER 38(27.1) of respondents
12. Preferred Booking APP Info on UBER 39(27.8%) of respondents
13. Preferred Insurance to Customer on UBER 41(29.2%) of respondents
14. Preferred mode of Payment Option on UBER 43(30.7) of respondents
15. Most of the respondents are preferred on cab services after corona pandemic
 - ✓ Preferred safety Precautions on Agree 101(72.1%) respondents
 - ✓ Preferred Zero contact with driver 75(53.5%) respondent Neutral
 - ✓ Preferred Cashless transaction 57(40.7%) respondent Neutral
 - ✓ Preferred sanitizer before and after ride 60(42.8%) respondent Agree
16. Most of the respondents are preferred on pick the service app you prefer as per your satisfaction
 - ✓ Preferred User guide on Uber 65(46.4%) of respondents
 - ✓ Preferred Effortless sign-up process on Ola 45(32.1%) of respondents.
 - ✓ Preferred User-centric booking process on Ola 66(47.1%) of respondents

- ✓ Preferred User-friendly UI with location tracking on Ola 39(27.8%) of respondents.
- ✓ Preferred Estimated time of arrival on 40 Ola (28.5%) of respondents.
- ✓ Preferred Cab confirmation on 44(31.4) Ola of respondents.
- ✓ Preferred Transparent booking process on 42(30%) Ola of respondents
- ✓ Preferred Ride details on 45(32.1%) Ola of respondents
- ✓ Preferred Ride feedback on 38(27.1%) Ola of respondents
- ✓ Preferred Live tracking on 37(26.4%) Ola of respondents
- ✓ Preferred In-app messenger on 35(25%) of Uber respondents
- ✓ Preferred my rides on 36(25.7%) Ola of respondents
- ✓ Preferred Emergency contact on 35(25%) Ola of respondents
- ✓ Preferred SOS button on 36(25.7%) Ola of respondents

17. Most of the respondents preferred on of rank the range of difficulty faced from least to most

- ✓ Preferred At times drivers cancel the ride of 2-Rank of 52 (37.1%) respondents
- ✓ Preferred Inexperienced drivers of 3-Rank of 72(51.4%) respondents
- ✓ Preferred Proper time management is must of 3- Rank of 38 (27.1%) respondents
- ✓ Preferred Alternate cabs should be specified, if any of 3-Rank of 53 (37.8%) respondents
- ✓ Preferred Avoid phone calls while driving of 3-Rank of 51 (36.4%) respondents
- ✓ Preferred Extra charges on traffic of 3- Rank of 48(34.2%) respondents

5.2 SUGGESTION:

The online cab services as the maturity of the respondents said the cab services are useful to their day-day. Their life but in the fare of cab charge to being higher of day-day so they will manage to employee, students, homemakers. After the corona the cab services are not follow the rules & regulation of the government (Zero contact with driver, Cashless transaction)

5.3 CONCLUSION:

The study reveals the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care will be most preferred on the **ola cab services**. As the employee are to mostly preferred on the **ola cab services for their Fare management system**. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the call taxi in the Chennai market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, its sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image in the market.

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QUESTIONNAIRE:

1. Name (Optional) :
2. Gender : (a)Male (b)female
3. Age : (a)Below 15 (b)20-25 (c)25-30 (d)30-35 (e)Above 40
4. Marital Status : (a) Married (b) Unmarried
5. Occupation : (a)Employee (b)Business (c)Student (d)Home maker (e)other
6. What Is Your Income Per Annum? (a)Below 3 lakhs (b)3 lakhs-6 lakhs (c)6 lakhs -9 lakhs (d)9 lakhs -12 lakhs (e)Above 12 lakhs
7. How much money do you spend on an average in online cab services? a)Less than Rs.1000 b)Rs.1000 to Rs.2000 c)Rs.2000 to Rs.3000
8. What is your preferred mode of payment?
 - (a) Cash
 - (b) Card
 - (c) UIP (Google-pay, Phone pay)
 - (d) Other (uber money, ola cash)
9. How often do you use cab services?
 - (a) Daily
 - (b) At least once in the week
 - (c) At least once in the month
 - (d) Occasionally

Pick the cab with best amenities

Amenities	OLA	UBER	FAST TRACK	CHENNAI TAXI	Drop taxi	Taxi	Best and Best Call Taxi
Fare							
Safety							
Availability							
WIFI&TAB							
Booking APP Info							

Insurance to Customer							
Payment Option							

Pick the service app you prefer as per your satisfaction

application	Uber	friend ride	Ola	Drop taxi	taxi services Chennai	RR Cabs Chennai	Best and Best Call Taxi
User guide							
Effortless sign-up process							
User-centric booking process							
User-friendly UI with location tracking							
Estimated time of arrival							
Cab confirmation							
Transparent booking process							
Ride details							
Ride feedback							
Live tracking							
In-app messenger							
My rides							
Emergency contact							
SOS button							

Cab services after Corona pandemic?

Cab services	Agree	Neutral	Disagree
safety Precautions			
Zero contact with driver			
Cashless transaction			
sanitizer before and after ride			

Rank the range of difficulty faced from least to most (1 to5)

	RANK-1	RANK-2	RANK-3	RANK-4	RANK-5
At times drivers cancel the ride					
Inexperienced drivers					
Proper time management is must					
Alternate cabs should be specified, if any					
Avoid phone calls while driving					
Extra charges on traffic					

Give your suggestion to improve our services in the online cab apps:

A STUDY ON CUSTOMERS'S PREFERENCE FOR ONLINE CAB SERVICES IN CHENNAI CITY

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ABSTRACT

India is a developing country with more than 1.38 billion people. Majority on them are working and belong to middle class or upper middle class. It is also well-known fact that majority of the Indian women living in cities are working and contribute to the GDP of the country. The working women mostly depend on the public services finding it to be the safest and the cheapest mode of transportation to their work places. The introduction of online cab services has replaced the usage of public transportation because of ease of booking, cheaper fares and safe mode of transport. Online taxi booking not only helps you with best prices but also helps you with the convenience of paying through multiple payment options (like Debit Card, Credit Card, E-Wallets etc.). You can easily compare prices and choose various categories of cabs like Hatchback cars, Sedan and SUV. This study is focused to identify the preference of customers towards the various cab services at Chennai. In Chennai city the lot of employee are work for different districts, State, country so the no possible to being with there own vehicle. So there cheap & best option will the cab services. For the purpose of study data has been collected from 140 respondents and the demographical profile of respondents has been studies considering their age category, occupation, gender tec., the objective of the study is understanding the preference of customers towards the various facilities of cab services and their preference for various brands of online cabs. The finding of the study could be useful to the cab service providers to give a better service in future.

INTRODUCTION

Concept of organized rental cab was introduced to Indian consumer in 2004 when Meru cab service was launched in major metro cities of India and then almost after six years App based rental cab service was introduced in Indian market. 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. Slowly this convenient mode of travel started gaining popularity and competition became dense after Uber's launch in 2013.

OBJECTIVE OF STUDY

Considering the growing number of online cab users in Chennai, this research is designed to understand the difference cab user prefer the best one. Research is specifically focused on working professionals. The sub objectives of this study are:

PRIMARY OBJECTIVE:

To analyze the various cab services at Chennai.

SECONDARY OBJECTIVE:

- To compare the various cab services & their comfortability to customers.
- To analyse the issues faced by the customers towards booking process.
- To analyse customer needs and comforts.
- To analyse the best and cheap cab services in Chennai city.

REVIEW OF LITERTURE

Geeta Kesavaraj (2013), A study on customer relationship management of call **taxi will be allow the cab are important to everyone there as to being lot of social science** which are to people choice. It will research show the important of cab services.

Dr. P. Kishore Kumar Dr. N. Ramesh Kumar the purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behavior' and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services

J. Senthil Velmurugan, R. Shruthi, S. V. Raj Kamal This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyse the customers perception and upcoming improvements about Ola services.

Kumar, Kishore & Namavaram, Ramesh. (2016). This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyses the customers perception and upcoming improvements about Ola services.

Dr. Rupali Rajesh (2012) This study is focused on identify the difference between Ola and Uber customers and for this data has been collected with the help of structured questionnaire. Data was collected from Mumbai and specifically from working professionals. After data collection, statistical analysis showed that female prefer Uber service over Ola but while it comes to safety consumer feel safer with Ola than Uber. Result of this study may help the taxi service industry to design their future marketing strategies.

RESEARCH METHODOLOGY

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of Descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study. The Convenience sampling method is followed in-order to collect the data through the structured questionnaire from the respondents. The sample size so arrived at is **140 respondents** forming part of customers of call taxi service in Chennai.

This research is focused on cab services at Chennai area and specifically targeted to working professionals. After literature review gaps have been identified and questionnaire has been designed to collect the data. Primary data for the study was collected through online survey method, using a structured questionnaire which was designed based on literature review. All the responded were from Chennai and data was collected from January 2021 – March 2021. To full fill the Objectives and based on literature review following hypothesis and sub hypothesis have been designed.

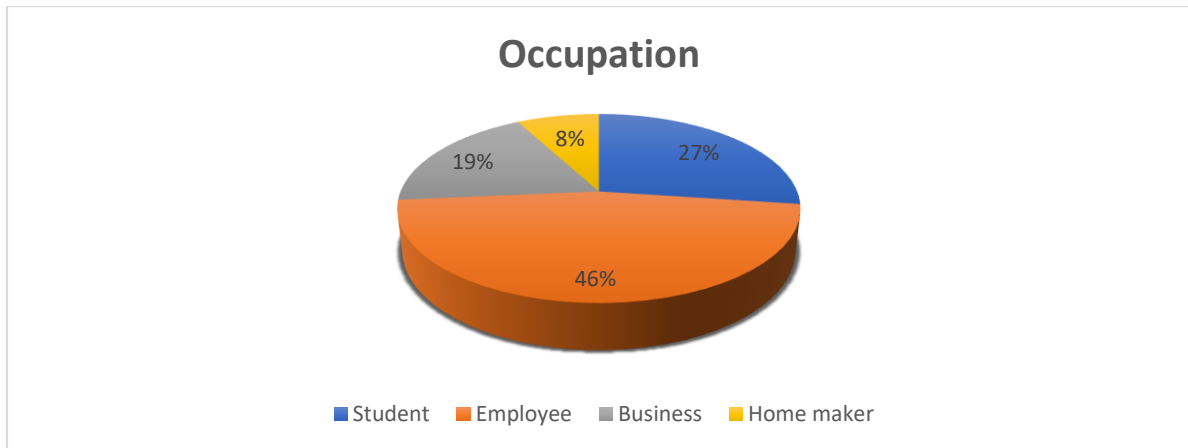
ANALYICAL TOOLS

The present study uses the following statistical tools for analyzing the collected data, Percentage, Anova, Chi-square analysis are used for this research.

PERCENTAGE ANALYSIS

SHOWING THE OCCUPATION GROUP OF RESPONDENTS

Occupation	No of respondents	Percentage
Student	38	27.1%
Employee	65	46.4%
Business	26	18.5%
Home maker	11	7.1%
Total	140	100%



SHOWING THE OCCUPATION OF RESPONDENTS

INTERPRETATION

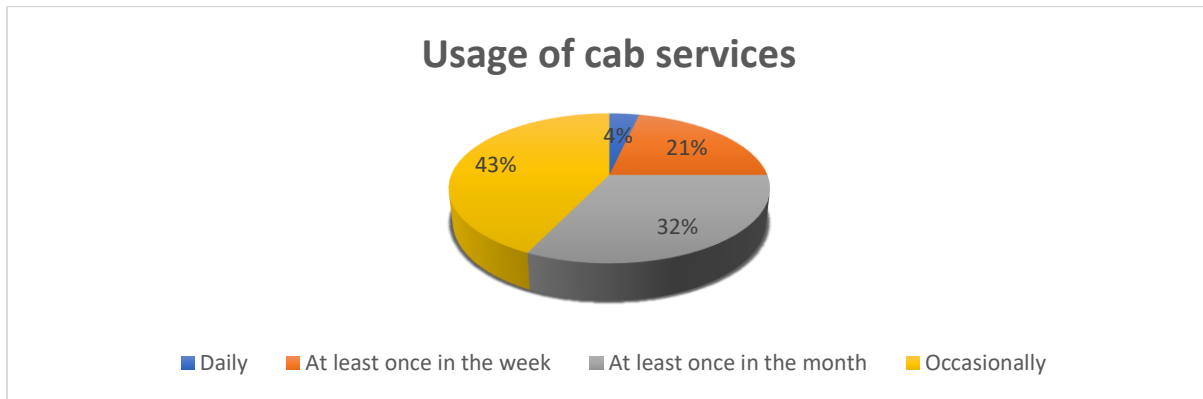
When respondents were asked about their occupation is observed form the following the student 27.1%, employee 46.4%, business 18.6%, home maker 7.1%, other 0.7%.

INFERENCE

Majority employee of the respondents of 65(46.4%)

SHOWING THE USAGE CAB SERVICES GROUP OF RESPONDENTS

usage cab services	No of respondents	Percentage
Daily	5	3.6%
At least once in the week	30	21.7%
At least once in the month	45	32.4%
Occasionally	60	43.5%
Total	140	100%



SHOWING THE USAGE CAB SERVICES OF RESPONDENTS

INTERPRETATION

Above the table respondent's usage cab services Daily 3.6%, At least once in the week 21.7%, at least once in the month 32.4% , Occasionally 43.5%.

INFERENCE

Majority of the respondents most of them choose Occasionally 60 of respondents (43.5%).

CHI SQUARE TEST

TABLE SHOWING THE SIGNIFICANT DIFFERENCE BETWEEN OCCUPATION OF RESPONDENTS AND THEIR FREQUENCY OF USAGE OF CAB SERVICES

Null Hypothesis (H_0) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Null Hypothesis (H_1) – There is no **significant difference between occupation of respondents and their frequency of usage of cab services**

Case processing summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How Often Would You Use Cab Services? * Occupation	140	100%	0	0.0%	200	100%

Chi Square Test			
	value	df	Asymptotic significance (2-sided)
Pearson Chi-Square	21.56	15	0.005
Likelihood Ratio	28.68	15	0.002
N of Valid Cases	140		

table showing: The association between Occupation and Usage Cab.

INTERPRETATION:

Since p value is (0.005) lesser than 0.05, we accept Alternate Hypothesis and Reject Null Hypothesis. Therefore, there is association between Occupation and How Often Would You Use Cab Services.

ANOVA

Table showing association between age of respondents and their preferred mode of payment for the online cab services in Chennai.

Null Hypothesis (H_0): there is no association between age of respondents and their preferred mode of payment for the online cab services in Chennai

Alternate Hypothesis (H_1): there is association between age of respondents and their preferred mode of payment for the online cab services in Chennai.

ANOVA					
Risky					
	Sum of squares	df	Mean square	F	Sig.
Between groups	28.132	5	5.625	6.408	<.001
Within groups	117.661	134	.878		
Total	145.793	139			

Table showing: Association between age of respondents and their preferred mode of payment for the online cab services in Chennai

INTERPRETATION:

Since p value (0.001) is lesser than 0.05, we accept alternate hypothesis and reject null hypothesis. Therefore, there is association between age of respondents and their preferred mode of payment for the online cab services in Chennai

SUGGESTION:

The online cab services as the maturity of the respondents said the cab services are useful to their day-day. Their life but in the fare of cab charge to being higher of day-day so they will manage to employee, students, homemakers. After the corona the cab services are not follow the rules & regulation of the government (Zero contact with driver, Cashless transaction)

CONCLUSION:

The study reveals the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care will be most preferred on the **ola cab services**. As the employee are to mostly preferred on the **ola cab services for their Fare management system**. This will help the service providers as an important input to

understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the call taxi in the Chennai market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, its sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image in the market.

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