**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE CAB BOOKING IN COIMBATORE CITY**

**PROJECT REPORT**

Submitted in partial fulfillment of the requirements for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATION**

At theBharathiar University



By

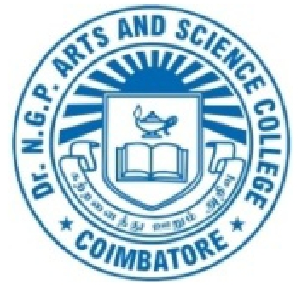
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Under the Guidance of

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**Dr. N.G.P. ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

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**MAY - 2022**

**DECLARATION**

**Mr. R.DHARUN KUMAR (Reg. No.: 191BM108)** hereby declare that the project report entitled “**A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE CAB BOOKING IN COIMBATORE CITY”** submitted to Bharathiar university in partial fulfillment of the requirement for the award of the degree of **Bachelor of Business Administration,** is a record of original project work done during the period of study under the supervision and guidance of **Mr.R.Govindaraju MCA., M.PHIL.., Department of Management Studies with Computer Application, Dr.N.G.P. Arts and Science College, Coimbatore - 48**, and it has not formed on the basis of award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

**(Mr. R.DHARUN KUMAR)**

**Reg. No.: 191BM108**

**Place: Coimbatore**

**Date:**

**CERTIFICATE**

This is to certify that the project entitled **“A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE CAB BOOKING IN COIMBATORE CITY”** submitted to Bharathiar university, Coimbtore-46 in partial fulfillment of the requirement for the award of degree of **BACHELOR OF** **BUSINESS ADMINISTRATION WITH COMPUTER APPICATION**is a record of original project work done by **Mr. R.DHARUN KUMAR (Reg. No.: 191BM108)** during the period (2019-2022) of his/ her study in **Department of Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore-48** under my supervision and guidance, and the project has not formed the basis for the award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

Govindaraj.R Dr. S.Mohan (Prof. Dr. V. Rajendran)

Project Guide Professor and Head Professor and Principal

Place: Coimbatore

Date:

Viva-voce Examination held on…………………

**Internal Examiner External Examiner**

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**CHAPTER I**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE CAB BOOKINGNI IN COIMBATORE CITY**

**INTRODUCTION:**

**1.1 INTRODUCTION OF THE STUDY**

In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transportation the cabs have become important mode of transportation metropolitan cities and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at any time and from one place in urban areas, the pricing strategy of cab operators had been positively influencing customers book a cab instead of traditional mode of transportation like autos and local buses etc., like most of the industries the car rental industries had underwent lot of transformation with internet technology. The customers are able to access book cabs at competitive prices because of tough competition among the original cab operators.

Call taxis are the services in India in several cities in India. In some cities, they operate under a regular taxi permit, while in some cities; they are treated as tourist vehicle for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the water vehicles act. They are proffered as they are considered as safer as, more convenient than ordinary taxis or auto rickshaws and reliable. In Mumbai, ordinary taxi cabs can be booked over the internet or with a phone.

A call taxi is a type of vehicle for hire with a driver, used by a single passenger or small group of passenger for a non-shared ride. A call taxi conveys passenger’s location by the services provider, not by the passenger, although demand and share taxis provide a hybrid taxi mode.

Ola in particular, has been grown explosively over the past years. Aimed at solving the intra city commuting problems of, customers, these radio cab services have perfectly capitalized on the growing engagement with the smart phones and the need for convent to commute to different destinations at different times of the day, by offering car rides at prices lower than the fairer charges charged by auto rickshaws. Earlier cabs were mostly used for airports rides that as changes now because of the unrivalled ease of access offered by mobile apps.

All the large companies including Ola and Uber get a majority of their business form mobile based apps. Establishing a number one position in the taxi market and maintaining it indicates that Ola has service to offer to the market which are better than the other services provides form the same segment. The customer satisfaction is the term often used in marketing concept. It is a measure of how products and services supplied by a company meets or exceed customer expectation. Thus, expectation of the customers is the key factor behind the level of satisfaction.

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 cowered 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.

Ola cabs service was started in 2010 in Mumbai by ANI Technologies Pvt. Ltd. based on online cab aggregator concept. Ola offers range of affordable transportation service staring from superior luxury cars to Ola auto. Currently it is available on 102 cities and approximately 450,000 vehicles are available with them1. While Uber Technologies Inc. is an American worldwide online transportation Network Company founded as Uber Cab by Garrett Camp in 2009. In August 2013 Uber expanded to Indian market by launching its services in Bangalore

**1.2 STATEMENT OF THE PROBLEM:**

Coimbatore has the lot of call taxis which are facing tough competition in our today’s world. Nowadays, the customers can prefer any call taxi but the important thing is that they want to like the service rendered by them. In order to maintain its brand, expectation and the level of satisfaction of its customers should be considered more. So the necessity has arises the identify the level of customers satisfaction towards Ola cabs and to know about the psychology of the people in preferring the Ola cabs.

**1.3..SCOPE OF THE STUDY**:

This study is helpful in knowing the factors responsible are gaining customer satisfaction towards cabs services in Coimbatore city. It focuses on the opinion of the resonance regarding cab services. Research is also helpful in understanding the customer satisfaction of the different people in Indian society especially Coimbatore city towards cabs services.

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.

* Factors that steer the growth of the e-hailing business industry
* Rise of on-demand cab booking service
* The startup trend of the on-demand online taxi app transportation service
* Rise in Job opportunity
* The rise in trends of MaaS (Mobility as a service)
* Top features that make the taxi app more comfortable

**1.4 OBJECTIVE OF THE STUDY**

Considering the growing number of online cab users in Mumbai this research is designed to understand the difference between Ola and Uber users. Research is specifically focused on working professionals. The sub objectives of this study are

* To analyses the customer satisfaction towards cabs in Coimbatore city.
* To study the factors which influence people to use cabs in Coimbatore City.
* To ascertain the customer view towards the driver behavior
* To know the problem faced by customers while using cabs in Coimbatore city.
* To find out the satisfaction towards safety of cab using

**2. RESEARCH METHEDOLOGY:**

Research methodology is the sysmatic gain to solve research problems. It is science of study how research is to be carried out. Its aim is to give work plan of research. The following topic includes in it.

**AREA OF STUDY:**

This study was undertaken in Coimbatore city.

**Sample size:**

This study was conducted with the sample size of 120 respondents in Coimbatore city.

**Sampling method:**

The convenient sampling method was adopted to conduct the research.

**Source of data:**

The study is based on both primary and secondary data.

**Primary data:**

The primary data is the source of data observed or collected directly forms the first-hand experience. Data have been collected through structured questionnaires. To analyses the

Customer satisfaction towards cabs, 150 respondents were selected within the Coimbatore city. The respondents include students, business people, employees and home makers.

**Secondary** **data**:

This is a data that have been already collected by and readily available other sources. In this study, the data have been collected form the following sources:

* Journals
* Magazines
* Books
* Websites

**CHAPTER III**

**REVIEW OF LTERATURE**

**Mr. MAI NGOC KHUONG** and **NGO QUANG DAI**, **(2016)** entitled in “The Factors affecting customer satisfaction and customer loyalty. A study of local taxi companies in Ho Chi Minh city, Vietnam. They have followed on; one of their key challenges they face is how to manage service quality, which is provided for satisfaction customers, retaining them and creating loyalty among customers. The satisfy the basic mobility need of the individual, the demand for transport services come into play. The business of transportation is developed with severe competitions, fluctuations, and new challenges. Nowadays, consumer becomes wiser and they require not only high quality but also better, more professional in service. The local companies are facing with the new companies which are Uber, Grab and Easy.

**Mr. DIPESH BHAWANANI, ASHISH SANWLANI, HARESH AHUJA, DIMPLE BOHRA (2015),** entitled in “Big Data Analytics on cab company’s customer dataset using Hive and Tableau", The company has focused on analysing the dataset of the customer which help in analyse their frequent customers, The company has understand and provided the offers to them and they also analysed travel and package used by the customers. Cab companies will be able to manage its vendors and about Customer cancellations. Their goal is to reduce their cost. The company could make necessary arrangement of particular cab like small cabs, luxury cabs, buses etc.

**UTSAV PANDYA, RISHI RUNGTA, GEETHA LYER (2017)** entitled in “IMPACT OF USE OF MOBLIE APPS OF OLA CABS AND TAXI FOR SURE ON YELLOW AND BLACK CABS” They have focused on, the taxi market in India. Private taxi and public taxi companies they have more different. Public taxi they are very old and little comfort and safety and private companies are modern and more safety and comfort. The technology trends, comfort, safety, price, ease of availability and the payment options are indeed affecting the public taxi market as the radio taxi operators had a competitive edge over them, they managed to analyze the changing market trends and introduced. The mobile apps which were developed helped them to take the advantage of the technology trends like GPS tracking which enhanced the safety of the users& also along with the availability of various payment options like mobile wallets, debit/credit cards, they highly impacted the public taxi market& were able to capture a major amount of the overall taxi market share.

**ANIKET KULKARNI AND GAURAV METHA GSE Red (2018)** entitled in OLA/UBER: UNDERSTANDING OF UNREGULATED BLUE OCEAN STRATEGY, Focused on The online taxi services which in modest terms have brought a revolution in the industry all across the globe. Most prominent from India stand point are OLA AND UBER. Ola and Uber services have provided a great alternative to the conventional modes of transport previously available and it has taken the market share of the public transport service in Pune. And they also explained how the consumer is charged by the Ola and Uber services providers on various ride types. Ola and Uber service have also made late night intra-city transport more reliable and safe. And also during the day time some auto driver are reluctant to go certain places in the city for various reasons making Ola and Uber more preferable service to customer facing such problems.

**THADPHOOTHON, JANPHA FACULTY OF ART, DHURAKIJ PUNDIT UNIVERSITY, BANGKOK, THAILAND (2017)** entitled in “A study on that taxi driver’s cross-cultural communication problems and challenges. They have focused on they are teaching the communication skill. Effort to improve their English skills needs to take into consideration the nature of their work and their work conditions. And they improving the English skills need to take in consideration the nature of their work and their work condition they improving the English language, culture, and attitude. The taxi drivers have problems and challenges in cross-culture communication in three areas: English language, culture and attitudes. Considering the fact that bas high as 70% of them have to encounter foreign customer per day and their role driving the economy, it essential that they are equipped with language and cross-cultural communication skills.

**Ms RUCHIKAMALIK**, (2017) entitled in “Managing partner Performance, Engagement & Retention. They have focused on increasing demand, keeping the driver happy is key to the success of these companies”. The strategies adopted by the taxi hailing company-Ola to reward the drivers, the issues faced in keeping them motivated and the measures taken to resolve their grievance in order to build a loyal base of driver’s partner. Ola has always understood the needs and aspirations of its partners. While connecting them with a larger pool of customers seamlessly, it had also provided them with various support systems like family medical Insurance, education assistance for children, discounted car services, fuel saving card, and grocery vouchers.

**RASHI GOEL, PUSHIT JAIN, RAJAT SINGHAL, RIDDHI JHUNJHUNWALA, RITHIKA DOSHI, (2018)** entitled in Uber and ola logistics optimization, They focused on Uber and ola are the most faster growing in taxi industry. The Uber has a higher rate of large pricing than Ola due to lesser availability of cabs. Both Uber and Ola, so as to understand the working and the shortcoming of both the firms on whole. Ola and Uber had a customer acquiring spree in India since the past few years because of many reasons such as inadequate public transport system of the country, the ambiguous law of our country and law car ownership. Surge price optimization is a crucial factor that affects the demand and cost of the taxi aggregator industry.

**Ms. SHARON SOPHIA, J.J CLEMENT SUDHAKAR, JOSEPH VARGHES (2019)** entitled in “Antecedents of E-trust in cab services market customer are using online cab booking because of their effiency and comfort. The security is most important for female customer on physical aspect & information security. Consumers decide to go for online cab booking among available physical resources, presumably, because of efficiency and comfort. The primary antecedent such as Perceived Usefulness, Information Quality and security which are parlaying key drivers for the customer trust of online cab services markets namely, Ola, Uber, Red taxi, etc.., Online cab aggregators and the research was conducted in Coimbatore city, Tamil Nadu, India among young travellers availing cab services.

**A.LEO, K.ARUNA, S.SUDHAKAR, EBENEZER SIYARAM**, (2019) entitled in “A cramming on online reservation plea proffer hackney cab fever and its smack on Fledgling Brain, their Attitudes, Perception and Behaviour, they have focused on for the cab booker they have provided various factors, best prices, different variety, possibly travel more easily, easy price comparison, no crowds and no pressures. The effect of E-commerce on the perceived and delegated variable is also a validation. To observe the various attitudes and behaviour cab users through various cab booking application. To analyze the various issues which are facing by the online cab user from the booking application with special reference to the women users.

**V.HEMANTH KUMA AND K. SENTAMILSELVAN Sri Sairam Institution of Management Studies, Sri Sairam Engg College, Chennai. vhk.sai@gmail.com Dept, of Management Studies, SRM Valliammai Engg. College, Chennai. (2018)**Entitled in “Customer satisfaction towards all taxi service a study with reference to Chennai. They have focus on customer mind-set towards the various brand of utilized the call taxi services the level of comfort, ease of access, tariff system, promotion, safety and continence and overall satisfaction towards their service. The call taxi provided services on tariff, comfort, and convenience and service quality. 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 consumer. There is a mushroom growth of taxi service providers like, Bharathi, Golden, Ola, Uber, Meru, Yellow, Fast track, Friends Track, Royal friends, etc..,

**Dr. ASHOK KUMAR PANIGRAHI, SHAMBHAVISHALI, AMARSINGH RATHORE, (2018)** entitled in “Success story of a start up a case study of OLA cabs. They have focused on start-up has failed because the founders get boxed, discouraged or something else. Ola has seen a tremendous growth in taxi market. It is the largest cab in the country. As the competition in the Radio Taxi market is increasing at a very faster rate where several brands are providing cabs to the customer as per the requirements, this paper is designed to study the success story of Ola cabs which has the greater market share and provides services in an efficient manner along with customer satisfaction. Ola picked Facebook over advanced media implies in light of the fact that it has biggest client base crosswise over India. Today it is the largest, cab service provider in the country.

**PARVEER S GHUMAN (2017)** entitled in “Analysis of competition cases against Uber across the globe the focused on it has led to several legal disputes across the global and the case of Uber is particularly prominent in this regard. Uber are part or are they a part of a different market altogether which merely provided a platform for users to connect with each other. Uber has been under the radar of traditional taxi providers, drivers as well as consumers who have filed complaints/lawsuits against the company levying allegations of anticompetitive behaviours. The growing importance of the sharing economy has created a situation where in the online marketplace has distorted the understanding of economic relations between businesses, producers and consumers.

**Mr. SAI KALYAN KUNAR SARVEPALLI, Dr. N.R. MOHAN PRAKASH (2016)** entitled in “Cab aggregation industry in Indian an overview, current scenario, issues and possible for consolidation. They focused on there are usually referred to as taxi aggregates, cab aggregators or car aggregators and management research termininology. The arrival of Uber and Ola service become very popular in all major cities. The taxi aggregation industry in India how the aggregation innovatively provided the solution innovatively using technology.

**AMIT VASHISTHA, ROHIT GOYAL, AMAN CHAUDHARY, PRABU S** (**2018)** ENTITTLED IN CAB BOOKING APPLICATION” They have focused on, the cab services app is solving transport problem. Many people don’t have their own vehicles and many don’t like to travel in government vehicles for that cab series is very useful. They can chose their driver or cab which they feel comfort especially in urban areas. The cab services app is a two-way tool that encourages both the customer in need of a ride as well as taxi owners and cab services app providers to register with the app, thus diminishing the distance between customers and taxi owners. Mobile application for taxicab bookings one of the basic needs of the general population nowadays, especially in urban areas since this application picks up significance among the general population.

**FANG HE , XIAOLEI WANG, XI LIN, XINDI TANG**, **(2017**)entitled in PRICING AND PENALTY COMPENSATION STRATEGIES OF A TAXI-HAILING PLATFORM, They focused on the connect customers and taxi driver, taxi-hailing apps charges different rates for completed order and penalize resevation-cancllation behaviour’s with different fines. The proposed equilibrium model, an optimal design problem of taxi-hailing platform's pricing and penalty/compensation strategies is formulated and solved by the penalty successive linear programming algorithm. To demonstrate the practicability of the proposed solution algorithms and the optimal pricing and penalty/ compensation schemes, large-scale numerical examples are presented based on a realistic taxi network of Beijing.

**CHAPTER IV**

**DATA ANALYSIS AND INTERPRETATION OF THE STUDY**

**4.1 PERCENTAHGE ANANLYSIS**

The percentage analysis is mainly used to specify the number of respondents in the sample falling in each category. Further, it is also used as a standard for comparison purpose

A number of respondents distribution shows the number of frequencies in various classes, which helps to get preliminary idea with respect to objectives under study. Therefore, as a first step, number of respondents for various variables under this study constructed. To interpret the results comprehensively percentage value are computed.

**FORMULA:**

Number of respondents

Percentage analysis = \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_X 100

Total number of respondents

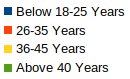
**TABLE NO: 4. 1.1 SHOWS**

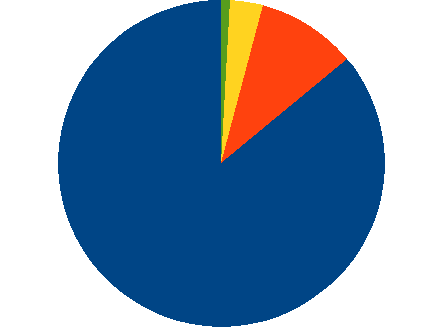
**AGE OF THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. NO** | **AGE** | **NO OF**  **RESPONDENTS** | **PERCENTAGE** |
| 1 | Below 18-25 Years | 105 | 86 |
| 2 | 26-35 Years | 12 | 10 |
| 3 | 36-45 Years | 4 | 3 |
| 4 | Above 40 Years | 1 | 1 |
|  | Total | 120 | 100 |

**INTERPRETATION:**

The above table 4.1.1 shows that out of total 120 respondents, 86% of the respondents are below 18 years and 10% of the respondents are between 18-30 years and 3% of the respondent are between 31-40 years and 1% of the respondent are above 40 years.

**CHART 4.1 SHOWS**

**AGE OF THE RESPONDENT**

**TABLE NO: 4.1.2 SHOWS**

**GENDER OF THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Gender** | **No of Respondents** | **Percentage** |
| 1 | Male | 50 | 41 |
| 2 | Female | 72 | 59 |
|  | Total | 120 | 100 |

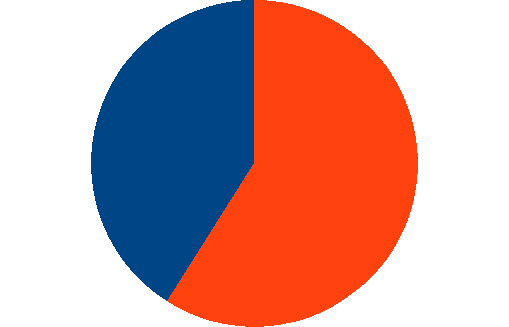
**INTERPRETATION**

The table 4.1.2 shows that out of total 120 respondents, 41% of the respondents are male and 59%of the respondents are female.

**Majority 59% of the respondent are Female.**

**CHAPTER 4.1.2 SHOWS**

**GENDEROF THE RESPONDENT**

****

**TABLE NO: 4.1.3 SHOWS**

**MARITAL STATUS OF THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Marital Status** | **No.of Respondent** | **Percentage** |
| 1 | Married | 15 | 14 |
| 2 | Unmarried | 105 | 86 |
|  | Total | 120 | 100 |

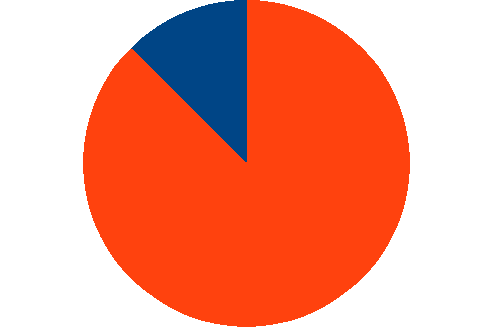
**INTERPRETATION:**

The table 4.1.3 shows that out total 120 respondent 14% of the respondents are married and 86% of the respondent are unmarried.

**Majority 86% of the respondent are Unmarried.**

**CHART 4.1.3 SHOWS**

**MARITAL STATUS OF THE RESPONDENT**

****

**TABLE NO: 4.1.4 SHOWS**

**EDUCATIONAL QUALIFICATION OF RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S .No** | **Education Qualification** | **No. Of Respondents** | **Percentage** |
| 1 | **Illiterate** | 0 | 0 |
| 2 | **10/12** | 11 | 9 |
| 3 | **Under Graduate** | 88 | 72 |
| 4 | **Post Graduate** | 23 | 19 |
|  | **Total** | 120 | 100 |

**INTERPRETATION:**

The table 4.1.4 shows that out of total 120 respondents, 0% of the respondents are Illiterate, 9% of the respondents are 10/12, 72% of the respondents are Graduate and 19% of the respondents are others like.

**Majority 72% of the respondents are Under Graduates.**

**CHART 4.1.4 SHOWS**

**EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

**TABLE NO: 4.1.5 SHOWS**

**OCCUPATION OF THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Occupation | No. of Respondents | Percentage |
| 1 | Govt. employees | 4 | 3 |
| 2 | Self-employees | 44 | 36 |
| 3 | Professional | 47 | 38 |
| 4 | Agriculture | 27 | 23 |
|  | Total | 120 | 100 |

**INTERPRETATION:**

The table 4.1.5 shows that out of total 120 respondents, 3%of the respondents are doing , 36% of the respondent are doing , 38% of the respondents are doing , 23% of the respondents are doing.

**Majority 38% of the respondents are Professional.**

**CHART 4.1.5 SHOWS**

**OCCUPATION OF THE RESPONDENT**

**TABLE NO. 4.1.6 SHOWS**

**ANNUAL INCOME OF THE RESPONDENT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Annual Income** | **No. of Respondents** | **Percentage** |
| 1 | Less than Rs100000 | 67 | 55 |
| 2 | Rs.2-3 lakhs | 39 | 32 |
| 3 | Rs.3-5 lakhs | 10 | 8 |
| 4 | Above Rs.5lakhs | 6 | 5 |
|  | **Total** | 120 | 100 |

**INTERPRETATION:**

The table 4.1.6 shows that out of total 120 respondents, 55% of the respondent are upto RS. 32% of the respondents are RS. , 8% of the respondents are RS, and 5% of the respondents are above RS.

**Majority 55% of the respondents’ Annual income is less than Rs100000.**

**CHART 4.1.6 SHOWS**

**ANNUAL INCOME OF THE RESPONDENT**

**TABLE 4.1.7**

**SHOWS THAT NATURE OF FAMILY OF RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Nature of family | No. of Respondents | Percentage |
| 1 | Joint family | 44 | 36 |
| 2 | Nuclear | 78 | 64 |
|  | Total | 120 | 100 |

**INTERPRETATION:**

The table 4.1.7 shows that out of total 120 respondents, 36% of the respondent are Joint family, 64% of the respondents are Nuclear family.

**Majority 64% of the respondents’ are Nuclear Family.**

**CHART 4.1.7**

**SHOWS THAT NATURE OF FAMILY OF RESPONDENTS**

**TABLE NO: 4.1.8 SHOWING**

**RESPONDENTS’ WHICH TAXI BOOKING DO YOU USE**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Which taxi** | **No of Respondents** | **Percentage** |
| 1 | **Ola cab taxi** | 66 | 55 |
| 2 | **Uber cabs taxi** | 19 | 15 |
| 3 | **Red taxi** | 26 | 21 |
| 4 | **Fast track taxi** | 11 | 9 |
|  | **Total** | 120 | 100 |

**INTERPRETATION:**

The table 4.1.7 shows that out of 120 respondents, 55% of the respondents are aware of Ola cabs, 15%of the respondents are aware of Uber cabs taxi, 21% of the respondents are using Red taxi, and 9% of the respondents are using Fast track.

**Majority 55% of the respondents are aware of Ola taxi.**

**CHART 4.1.8 SHOWING**

**RESPONDENTS’ WHICH TAXI BOOKING DO YOU USE**

**TABLE 4.1. 9 SHOWING**

**RESPONDENTS BOOKING THROUGH**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Booking Through** | **No. of Respondents** | **Percentage** |
| 1 | **Customer Care** | 18 | 15 |
| 2 | **Taxi company Website** | 12 | 10 |
| 3 | **Taxi app** | 82 | 67 |
| 4 | **Others** | 10 | 8 |
|  | **Total** | 120 | 100 |

**INTERPRETATION**

Table 4.1.12 shows that out of 120 of the respondents normally booking 15% through customer care, 10% of the respondents are normally booking through taxi company website, 67% of the respondents are normally booking through taxi app, 8% of the respondents are normally booking through others.

**Majority 67% of the respondents is normally booking through taxi app.**

**CHART 4.1.9 SHOWING**

**RESPONDENTS BOOKING THROUGH**

**TABLE NO. 4.1.10 SHOWING**

**HOW OFTEN THE RESPONDENTS ARE TRAVEL BY TAXI**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Travel taxi | No. of Respondents | Percentage |
| 1 | Daily | 3 | 2 |
| 2 | Weekly Once | 10 | 8 |
| 3 | Monthly Once | 23 | 19 |
| 4 | Few hours | 86 | 71 |
|  | Total | 120 | 100% |

**INTERPRETATION**:

The table 4.1.1 shows that out of 120 respondents, 2% of the respondents are daily travel by taxi, 8% of the respondents are weekly once travel by taxi, 19% of the respondents are Monthly once travel by taxi, 71% of the respondents are occupationally travel by taxi.

**Majority 71% of the Respondents are use Few hours.**

**CHART 4.1.10 SHOWING**

**HOW OFTEN THE RESPONDENTS ARE TRAVEL BY TAXI**

**TABLE NO: 4.1.11 SHOWING**

**AVERAGE JOURNEY TIME OF THE RESPONDENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| S. No | Average journey time | No of Respondents | Percentage |
| 1 | Less than 1 hours | 55 | 45 |
| 2 | 1 to 2 hours | 52 | 43 |
| 3 | 2 to 3 hours | 7 | 6 |
| 4 | More than 3 hours | 8 | 6 |
|  | Total | 120 | 100% |

**INERPRETATION**

The table 4.1.1 shows that out of 120 respondents, 45% of the respondents are average journey time are less than 1 hours, 43% of the respondents average journey time are 1 to 2 hours, 6% of the respondents average journey time are 2 to 3 hours, 6% of the respondents average journey time are more than 3 hours.

**Majority 45% of the Respondents average journey time are less than 1 hours.**

**CHART 4.1.11 SHOWING**

**AVERAGE JOURNEY TIME OF THE RESPONDENTS**

**TABLE NO. 4.1.12 SHOWING**

**THE RESPONDENTS USING TAXI FOR PERSONAL OR**

**PROFESSIONAL TRAVEL**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No.** | **Purpose of using taxi series** | **No. of Respondents** | **Percentage** |
| 1 | Personal travel | 62 | 51 |
| 2 | Professional travel | 17 | 14 |
| 3 | Both | 43 | 35 |
|  | Total | 120 | 100 |

**INTERPRTATION:**

The table 4.12 shows that out of 120 respondents 38% of the respondents are using taxi for personal travel, 21% of the respondents are using for professional travel, and 41 % of the respondents are using both personal and professional use.

**Majority 51% of the Respondents average travel is personal travel.**

**CHART 4.1.12 SHOWING**

**THE RESPONDENTS USING TAXI FOR PERSONAL OR PROFESSIONAL TRAVEL**

**TABLE NO: 4.1.13 SHOWING**

**REASON FOR USING TAXI SERVICES**

|  |  |  |  |
| --- | --- | --- | --- |
| **S.NO** | **Reason for use taxi services** | **No of respondents** | **Percentage** |
| 1 | Need door to door access | 36 | 30 |
| 2 | Convenient | 53 | 43 |
| 3 | Avoids parking problem | 26 | 21 |
| 4 | Others | 7 | 6 |
|  | Total | 120 | 100 |

**INTERPRETATION:**

The table 4.1.13 shows that out of 120 respondents, 30% of the respondents are use taxi for need door to door access, 43% of the respondents are use taxi for convenient, 21% of the respondents are use taxi for avoids parking problem and 6% of the respondents are use taxi for others way**.**

**Majority 43% of the respondents are using taxi for convenient.**

**CHART 4.1.13 SHOWING**

**REASON FOR USING TAXI SERVICES**

**TABLE NO: 4.1.14 SHOWING**

**THE RESPONDENTS THAT THEY CAN SUBMIT COMPLAINS ON THE CUSTOMER FEEDBACK LINE 1800 000 001**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Customer feedback line** | **No of Respondents** | **Percentage** |
| 1 | Yes | 76 | 38 |
| 2 | No | 46 | 62 |
|  | Total | 120 | 100 |

**INTERPRETATION:**

The table 4.1.14 shows that the out of 120 respondents, 38% of the respondents are said yes, 62% of the respondents are used No.

**Majority 62% of respondents are say no they are not known about customer feedback line.**

**CHART 4.1.14 SHOWING**

**THE RESPONDENTS THAT THEY CAN SUBMIT COMPLAINS ON THE CUSTOMER FEEDBACK LINE 1800 000 001**

**TABLE 4.1.15 SHOWING**

**SHOWS THAT RESPONDENTS PREFER IN TRANSPORT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Respondents prefer** | **No of Respondents** | **Percentage** |
| 1 | **No A/C** | 49 | 40 |
| 2 | **A/C** | 73 | 60 |
|  | **Total** | 120 | 100 |

**INTERPRETATION:**

The table 4.1.15 shows that out of 120 Respondents, 40% of the Respondents are prefer No A/C, 60% of the Respondents prefer A/C.

**Majority 60% of the respondents are said that they prefer A/C.**

**CHART 4.1.15**

**SHOWS THAT RESPONDENTS PREFER IN TRANSPORT**

**TABLE 4.1.16**

**SHOWS THAT THE FACTORS THAT RESPONDENTS CONSIDER**

**WHILE CHOOSING A TRANSPORT**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Factors choosing transport** | **No. of respondents** | **Percentage** |
| 1 | Price | 122 | 100 |
| 2 | Brand Reputation | 0 | 0 |
| 3 | Comfort level | 0 | 0 |
| 4 | E-booking | 0 | 0 |
|  | Total | 122 | 100 |

**INTERPRETATION:**

The table 4.1.16 shows that out of 120 respondents, 100% of the respondents are choosing price, 0% of the respondents are choosing Brand Reputation, 0% of the respondents are choosing Comfort level, 0% of the respondents are choosing E- booking.

**Majority 100% of the Respondents are said that the respondents are choosing.**

**CHART 4.1.16**

**SHOWS THAT THE FACTORS THAT RESPONDENTS CONSIDER WHILE CHOOSING A TRANSPORT**

**TABLE NO. 4.1.17**

**SHOWS THAT DO YOU RETURN BACK MONEY AFTER CANCELLING TAXI**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Return back money** | **No of respondents** | **Percentage** |
| **1** | **Yes** | 88 | 72 |
| **2** | **No** | 34 | 28 |
|  | **Total** | 120 | 100 |

**INTREPRETATION:**

The table 4.1.20 shows that out of 120 respondents, 72% of the respondents said Yes, 28% of the respondents said No.

**Majority 72% of the respondents said that they return back money after cancelling taxi said Yes.**

**CHART 4.1.17**

**SHOWS THAT DO YOU RETURN BACK MONEY AFTER CANCELLING TAXI**

**TABLE NO. 4.1.18**

**SHOWS THAT WHICH TAXI YOU LIKE MORE AND USE MOST**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Which you like more and most** | **No. of respondents** | **Percentage** |
| **1** | **Ola** | 66 | 54 |
| **2** | **Uber** | 20 | 16 |
| **3** | **Red** | 25 | 21 |
| **4** | **Fast Track** | 11 | 9 |
|  | **Total** | 120 | 100 |

**INTERPRETATION:**

The table 4.1. 20 shows that out of 120 respondents 54% of the respondents said Ola, 16% of the respondents said Uber, 21% of the respondents said Red, 9% of the respondents said Fast track.

**Majority 54% of the respondents are said Ola.**

**CHART 4.1.18**

**SHOWS THAT WHICH TAXI YOU LIKE MORE AND USE MOST**

**TABLE NO.4.1.19**

**SHOWS THAT RESPONDENTS MOSTLY PREFER TO RIDE IN**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Mostly prefer to ride in** | **No. of respondents** | **Percentage** |
| **1** | **Micro** | 25 | 20 |
| **2** | **Mini** | 33 | 27 |
| **3** | **Prime** | 40 | 33 |
| **4** | **Share** | 17 | 14 |
| **5** | **Rentals** | 4 | 3 |
| **6** | **Outstation** | 3 | 3 |
|  | **Total** | **120** | **100** |

**INTREPRETATION:**

The table 4.1.22 shows that out of 120 respondents, 20% of the respondents are said travel in Micro, 27% of the respondents are said Travel in Mini, 33% of the respondents are said to travel in Prime, 14% of the respondents are said to travel in Share, 3% of the respondents are said to travel in Rentals, 3% of the respondents are said to travel in outstation.

**Majority 33% of the Respondents are said to travel in Prime.**

**CHART 4.1.19**

**SHOWS THAT RESPONDENTS MOSTLY PREFER TO RIDE IN**

**LIKERT SCALE ANALYSIS**

**TABLE 4.2.1**

**SHOWS THAT CAB ARRIVES AT DESTINATION TIME**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. NO** | **FACTORS** | **NO. OF RESPONDENTS** | **LICKER SCALE** | **TOTAL SCALE** |
| **1** | **Strongly agree** | 16 | 5 | 80 |
| **2** | **Agree** | 64 | 4 | 256 |
| **3** | **Neutral** | 39 | 3 | 117 |
| **4** | **Disagree** | 3 | 2 | 6 |
| **5** | **Strongly disagree** | 0 | 1 | 0 |
|  | **Total** | 120 |  | 459 |

**FORMULA:**

**Likert scale = ∑ (FX)/Total number of respondents**

**F = Number of Respondents**

**X = Likert Scale Value**

**(FX) = Total Scale**

**=3.76**

**INTERPRETATION**

From the above table about the level of satisfaction regarding the cab arrives at destination time is easy shows Likert Scale value is 3.85 which are greater than the mid value (3). Hence the customer are most of the members are agree.

**CHART 4.2.1**

**SHOWS THAT CAB ARRIVES AT DESTINATION TIME**

**TABLE NO 4.2.2**

**SHOWS THAT CAB TRAVEL CONVENIENT TO CUSTOMERS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No** | **Factors** | **No. of respondents** | **Likert scale value** | **Total scale** |
| **1** | **Strongly agree** | **17** | **5** | **85** |
| **2** | **Agree** | **56** | **4** | **224** |
| **3** | **Neutral** | **46** | **3** | **138** |
| **4** | **Disagree** | **2** | **2** | **4** |
| **5** | **Strongly Disagree** | **1** | **1** | **1** |
|  | **Total** | **122** |  | **452** |

**FORMULA:**

**Likert scale = ∑ (FX)/Total number of respondents**

**F = Number of Respondents**

**X = Likert Scale Value**

**(FX) = Total Scale**

**=122+452**

**=4**

**INTERPRETATION:**

Likert scale value is 4 is greater than mid value (2) so the respondents are agree.

**Hence the customers is agree about the travel convenient.**

**CHART 4.2.2**

**SHOWS THAT CAB TRAVEL CONVENIENT TO CUSTOMERS**

**TABLE NO. 4.2.3**

**SHOWS THAT INFORMATION ABOUT FACILITIES AND SERVICES CAB BOOKING IS EASY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No** | **Factors** | **No. of respondents** | **Likert scale value (x)** | **Total scale** |
| **1** | **Strongly agree** | 18 | 5 | 90 |
| **2** | **Agree** | 66 | 4 | 264 |
| **3** | **Neutral** | 32 | 3 | 96 |
| **4** | **Disagree** | 6 | 2 | 12 |
| **5** | **Strongly disagree** | 0 | 1 | 0 |
|  | **Total** | 120 | 15 | 462 |

**FORMULA:**

**Likert scale = ∑ (FX)/Total number of respondents**

**F = Number of Respondents**

**X = Likert Scale Value**

**(FX) = Total Scale**

**= 462/120**

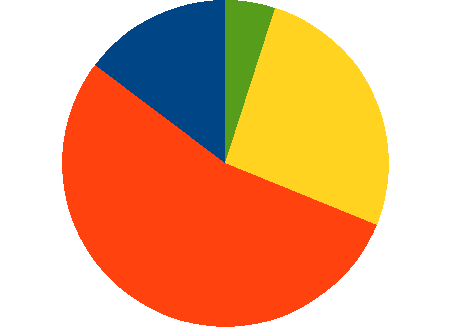
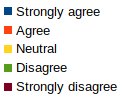
**=3.85**

**INTERPRETATION:**

From the above table about the level of satisfaction regarding the Information about facilities and services cab booking is easy shows Likert Scale value is 3.85 which are greater than the mid value(3). Hence the customer are most of the members are agree.

**CHART 4.2.3**

**SHOWS THAT INFORMATION ABOUT FACILITIES AND SERVICES CAB BOOKING IS EASY**

****

**CHAPTER V**

**FINDINGS, SUGGESSIONS AND CONCLUSION**

**5.1 FINDINGS**

* Majority 86%of the respondents are between years old of below 18-25 Years.
* Majority 59% of the respondent are Female.
* Majority 86% of the respondent are Unmarried.
* Majority 72% of the respondents are Under Graduates.
* Majority 38% of the respondents are Professional.
* Majority 55% of the respondents’ Annual income is less than Rs100000.
* Majority 64% of the respondents’ are Nuclear Family.
* Majority 55% of the respondents are aware of Ola taxi.
* Majority 67% of the respondents is normally booking through taxi app.
* Majority 71% of the Respondents are use Few hours.
* Majority 45% of the Respondents average journey time are less than 1 hours.
* Majority 51% of the Respondents average travel is personal travel.
* Majority 43% of the respondents are using taxi for convenient.
* Majority 62% of respondents are say no they are not known about customer feedback line.
* Majority 60% of the respondents are said that they prefer A/C.
* Majority 100% of the Respondents are said that the respondents are choosing.
* Hence the customer are most of the members are agree.
* Hence the customers is agree about the travel convenient.
* Majority 72% of the respondents said that they return back money after cancelling taxi said Yes.
* Majority 54% of the respondents are said Ola.
* Majority 33% of the Respondents are said to travel in Prime.
* Hence the customer are most of the members are agree.

**5.2 SUGGESSIONS:**

* Respondents have suggested their valuable comments in questionnaire. The following are the list of suggested comments by respondents,
* The service providers can have audio recording service to ensure safety and discipline. May accommodate Motion sensors or heart rate monitors may not breach passenger’s privacy but provide security in extreme conditions.
* May cabs can avoid high prices for short rides and Avoid Peak time over charge.
* Cab providers to improve availability of cars in rural areas and Improve customer services.
* Need to improve taxi availability at 24/7 duration and transparent fare system when compared to various other providers.
* Driver should be more responsible in taking the passengers to destinations.
* Every driver should respect women and also need special care for women and kids. So, Lady driver should be allotted. Concentrate more on security special consideration should be taken for women during night travel.
* Passengers should have option to cease engine remotely in case of emergency while travelling in cabs.
* Provide your services continuously even during heavy rains and at same available pricing.

**5.3 CONCLUSION:**

On the whole only Cab providers are excellently providing quality service to travellers. Customers using cabs attitude are changing consistently and expecting many more addon benefits in future. As per survey on Taxi industry revenues are gradually declining in Indian Society. In Coimbatore half of the passengers are ready to access cabs than using public transport mode and they are not considering the cost charged by cab services. Customers are always kings in every business. So, cab providers have to run in the race and adopt to offer many innovative facilities for customers to increase revenue in this industry.

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.

Customers can use an online booking system to rent cabs. Customers may use this online system to browse available taxis, view profiles, and book cabs. Taxi booking is a typical kind of transportation that is offered by a number of different transportation firms in a particular city. The bulk of people rely on taxi services for their daily transportation needs. The company must be registered and fulfil all of the transportation department's requirements and security requirements.

This paper demonstrates an effective taxi booking system. This project included a wide variety of topics, from corporate principles to computer science, and required the completion of a number of courses in order to reach the deadline.

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**7. APPENDIX**

**A STUDY ON CUSTOMER’S SATISFACTION TOWAREDS ONLINE CAB BOOKING WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**QUESTIONNAIRE**

1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Gender:

a. Male b. Female

3. Age:

a.18-25 Years b. 26-35 Years

c. 36-45 Years d. Above 45 Years

4. Marital status:

a. Married b. Unmarried

5. Nature of family?

a. Joint family b. Nuclear

6. Occupation?

a. Govt. employee’s b. Self-employment

c. Professional d. Agriculture

7. Education Qualification:

a. Illiterate b. 10/12

c. Under Graduate d. Post Graduate

8. Annual income:

a. Less than Rs.1 lakhs b. Rs.2-3 lakhs

c. Rs.3-5 lakhs d. Above Rs.5 lakhs

9. Which taxi booking are you aware?

a. Ola cab booking b. Uber cab booking

c. Red cab d. Fast track cab booking

10. How do you normally book taxi?

a. Customer care b. Taxi company website

c. Taxi app d. Others

If others, specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

11. How often do you use cab booking?

a. Daily b. Weekly once

c. Monthly once d. Occasionally

12. What is your average taxi journey time?

a. Less than 1 Hour b. 1-2 Hours

c. 2-3 Hours d. More than 3 Hours

13. Do you use cab for personal or professional travel?

a. Personal travel b. Professional travel

c. Both

14. Why do you use cab services?

a. Need door to door access b. Convenient

c. Avoid parking problems

15. Which type of transport service do you prefer?

a. Non A/C b. A/C

16. What are the factors that you consider while choosing a transport service?

a. Price b. Brand Reputation

c. Comfort level d. E-booking

17. The cab always arrives at the destination time?

a. Strongly agree b. Agree

c. Neutral d. Disagree

e. Strongly disagree

18. How would you Rank the following services of cab?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Factors | Highly  Satisfied | Satisfied | Neutral | Dissatisfied | Strongly  Dissatisfied |
| Price |  |  |  |  |  |
| Services |  |  |  |  |  |
| Reaching destination on time |  |  |  |  |  |
| Comfortless |  |  |  |  |  |
| Offers |  |  |  |  |  |

19. Cab travel operating hours are convenient to all their customers?

a. Strongly agree b. Agree

c. Fully satisfied d. Fully disagree

20. Do you return the money back after cancelling the booking?

a. Yes b. No

If no give reason\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

21. Which taxi you like more and use most?

a. Ola b. Uber

c. Red d. Fast track

22. Mostly you prefer to ride in?

a. Micro b. Mini

c. Prime d. Share

e. Rentals e Outstation

23. Getting information about the facilities and services of cab booking is easy?

a. Strongly agree b. Agree

c. Neutral d. Disagree

e. Strongly disagree

24. Did you know that you can submit complaint on the customer fed back 1800000001?

a. Yes b. No

If yes how? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

25. Suggestions\_\_\_\_\_\_\_\_\_\_\_