A Study on Factors Influencing Customersfor Using Uber Cab Booking Apps with Special Reference to Ernakulam District

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ABSTRACT: *Nowadays mobile app based taxies are tremendously increasing and they are being frequently used by the travelers in their day to day busy life. These taxies provide a lot of benefits to the users in terms of safety, comfort, service quality and availability at right time. This study is descriptive in nature and find the various factors influencing travelers for using Uber cab app. Data has been collected from 60respondents with questionnaire. Only those respondents have Uber mobile app in their phone and have used them at leastonce .statistical tools applied for this study are Likert scale, percentage and one sample t test..*
KEYWORDS: *Uber taxi, cashless option, coupon Redemption*

I.   INTRODUCTION

Nowadays, convenience is one of the most important factors for people who live in the cities especially people who does not have car or often in use public transportation. Taxi is one mode of such transportations. People choose taxi to make their life more convenient, faster and easier to reach their destination. The customers in the present era are using mobile apps to book a cab at anytime and from any place in urban areas. Taxicab conveys passengers between locations of their choice. The pricing strategy, safety. Cashless payment are the positive factors that influenced the customers for using cab based apps from traditional way. As a result of which many of the car rental industries have been undergone a transformation with internet technology. The customers can access different cab based apps at a fair price due to heavy competition among the different cab operators. In this regard the present paper identifies the factors that influenced the customers for using Uber based cab apps.

Significance Of The Study

The organized cab service operators has increased in the present era. There is a tough competition among various cab operators like Ola, Uber, Radio cabs etc. In this regard it was necessary to identify what factors influenced customers for using Uber cab apps among these different cab apps. This study helps car service industry as well as academicians to know the various factors that influenced the customers andalso to know whether these factors are strong enough to attract the customers.

Objectives

(i) To study various factors influencing the customers to use UBER cab app.
(ii) To analyze whether the factors has influenced the customers.

HYPOTHESIS

H0: The services provide by Uber are not strong enough to attract the customers.

II.   RESEARCH METHODOLOGY

The present study find various reason that influenced travelers for using Uber cab app. The sample size of this study is 60. The primary data were collected through structured questionnaire and secondary data were collected through various magazines, websites, books etc. The geographical location of the respondents is at Ernakulum, Kerala. The judgmentalsampling is used where, only those respondents were chosen who have at-least2-3 times in a month traveled by app based taxi and have Uber app in their phone. The sampling tools used for the study is Likert 5 scale to know what factors influenced the customers for using Uber cab app like Strongly Agree – 5; Agree – 4; Neither Agree nor disagree – 3; Disagree – 2; Strongly Disagree – 1and one sample t test to analyze whether the factors has influenced the customers.

III. LITERATURE REVIEW

FINANCIAL TIMES (2017) : A new study has revealed a gap between the fare that Uber charges passengers and the metered fare that it reports to drivers, raising questions over whether the transportations company is profiting from the different.

KUMAR AND KUMAR (2016) : Found that there is a stringent competition in the organized cab services industry therefore organization need to motivate consumers through coupons.

VENKATESH AND EASAW (2015):Found that the technology has played a greater role effective alignment of demand and supply in cab aggregator service.

RAFI MOHAMMED (2015): Taxi companies need to realize that technology now plays an important role as people love using smart phone and ridesharing model is also based on apps through which people book cabs.

HEN (2014): Had explained that mobile apps help both drivers and passengers to find each other's. At present the mobile apps are helps the customers to find cabs.

ANTONIO NELSON (2011): Taxis are used as a substitute for private vehicles in developed countries by passengers, where as in developing countries taxis are used as a substitute for private vehicle by passengers who use this service for their convenience

IV. DATA ANALYSIS AND INTERPRETATION
Table I DEMOGRAPHIC CHARACTERISTICS

SL.NO	Variable	Characteristics	Percentage(%)
1	Gender	MALE FEMALE	55 45
2	Age	Below 25 25-35 35-45 Above 45	38.3 26.7 20 15
3	Occupation	Employed Professional Students Others	31.7 33.3 23.3 11.7
4	How often you use Uber Cab App	Everyday Every week Every Month Less than 2-3 Months	5 16.7 38.3 40

Source: Primary Data

Table I shows that about 54% of respondents are Male and 46% are female.39% of respondents belong to age group 25-35, 26% belong to 35-45 and only 12 % of respondents are above About 32% of respondents are professionals, 31% of them are employed. Most of the respondents use Uber cab app every month

TABLE II PERCEPTIONS OF CUSTOMER

SERVICE	Minimum	Maximum	Mean	Std. Deviation
Availability	1.00	5.00	3.7766	.98060
Safety	1.00	5.00	3.8667	.74712
Price	1.00	5.00	3.7033	.83345
Service quality	2.00	5.00	3.7000	.67145
Taxi cleanliness	1.00	5.00	3.6677	.83090
Promotion	1.00	5.00	3.5833	.69603

Drivers knowledge of places	2.00	5.00	3.4833	.70089
Driving skill	2.00	5.00	3.5667	.68807
Refunding system	2	5	3.7165	.68548
Cashless option	2	5	3.7687	.69548

Source: spss

INTERPRETATION:

The above table shows the satisfaction level of the respondents. Safety with a mean value of 3.8667, Availability and taxi cleanliness with a mean value of 3.776, Service quality with a mean value of 3.7687, Refunding with mean value 3.7165,price with mean value 3.7033.They moderately agree with the statement of drivers knowledge with a mean value of 3.48 and drivers skill with 3.5833.

H0: The services provide by Uber are not strong enough to attract the customers.

H1: The services provide by Uber are strong enough to attract the customers.

TABLE NO III ONE SAMPLE T TEST

Factors Influencing Customers	T	Degree of freedom	Sig. (2-tailed)	Mean Difference
Availability of Uber	7.459	59	.000	.51667
Safety of Uber	6.272	59	.000	.40000
Price of Uber	7.537	59	.000	.55000
Service of Uber	9.331	59	.000	.68333
Promotion activities	19.201	59	.000	1.36667
Cleanliness of Uber	16.212	59	.000	1.51667
Drivers knowledge of place	19.272	59	.000	1.60000
Drivers skill	16.924	59	.000	1.65000
Refunding system of Uber	10.399	59	.000	.85000
Cashless option of Uber	8.956	59	.000	.73333

V. FINDINGS SUGGESTIONS AND CONCLUSIONS.

The study discussed about the factors that influenced the customers for using Uber Cab app.it was found that the factors are strong enough to attract the customers, but out of the factors safety, availability, cashless option, and refunding system have attracted them mostly.it was recommended that the agency should take necessary steps to improve the knowledge regarding the different places. It is also suggested that government should also support to provide services like Uber eats, Uber rust etc. The study concludes that due to various services provided to travellers, app based taxi are becoming very popular in metro cities of India and also other urban areas

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