

STUDY OF CUSTOMER EXPERIENCE AND USES OF UBER CAB SERVICES IN MUMBAI

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Abstract

The mobile application based online taxi service business has been emerging in the metro cities of India. The growth of Ola, Uber taxi services has been capturing organized taxi market segmentation by providing convenient, comfortable traveling in city. The purpose of study is to understand the influencing factors of uses of Uber cab services. Understand the demographic factors of customers in Mumbai city. It also studied customer experience factors of online uber cab services. The paper opted for exploratory research by using the survey method. Data has been collected through a structured questionnaire includes factors of customer experiences, uses of services, demographic like gender, age, monthly income, duration and purpose of uses of online cab services. The sample consisted of a total of 104 respondents who used the services of the online uber cab in Mumbai. A convenience sampling method is used. Data analysis for non-parametric data tools like Mann Whitney Test, Kruskal Wallis Test was used to analyse with gender and age groups. The results showed, uber services are more convenient and faster, provide good cab service at a very effective cost in Mumbai city. The availability of offers & discounts, driver's behaviour and quick booking are most influential factors have been studied. Female customers have good experience of qualified well behaviour of driver. They feel safe during night time journey. Male customers have good experience in on-time pickup and overall services. The insight gained from the study will help marketers to develop marketing strategies for customers.

Keywords: Uber Cab, Online Taxi Services, Customer Experience, Consumer behavior.

Introduction

Uber online cab services have tremendously grown in the cities of India. It provides value proposition benefits to their customers by providing simple and convenient user-friendly mobile app, where riders can easily book the cab. The driver comes to the pick-up location and can easily track on the map. It provides safe pick up and drops, with benefits to choose several car options as per budget. It provides cashless payment where riders can pay through card or cash options. Uber services provide a professional experience to their riders, where drivers are encouraged to provide high-quality services to their customers. The customer gets the benefits of free rides on certain occasions and time to time discounts for rides.

The radio cabs business demand in the Indian transportation sector has emerged. This has been one of the fastest-growing businesses in metros cities. Companies, executives, international tourists prefer to travel in modern taxis were they ready to pay a slightly higher fare to travel in comfort. Due to cities enormous parking problems, resident preferred to call or SMS radio taxi to visit a shopping mall, beauty salons or to attend a late-night party.¹

As per Regalix Research Report 2017, Uber taxi services have grown at a faster rate than Ola taxi i.e. 82% per year and 67% per year respectively in the past two years. (Vohra & Hazra 2017). The reason for the growth was due to market expansion with the expense of local old taxis. Uber taxi services have been rated as favorite cab services and have been the number one mobile app for customer satisfaction, safety, economy & recommend to friends & family was attributed significantly in some of the cities. Price transparency, Convenience & Safety were the most important parameters for selecting a cab.²

Uber and OLA entered the taxi services as aggregators to provide mobile app-based taxi services to passengers in cities in India. Both offered passenger's comparatively cheaper fares for air-conditioned taxi services. Assured online taxi service at a doorstep it gives passengers the much-needed comfort at reasonable fares.³

As per the report of LiveMint June 2017,⁴ the adoption of growing uberPOOL services was very encouraging by customers. Millions were willing to share their rides and gives confidence to drive a positive change to reduce carbon footprint. The expert commented that the shared taxi segment in the online cab has emerged as a key for the customer acquisition model for Ola and Uber services in India. According to experts, low fares ride-sharing has emerged for customer acquisition for Ola and Uber services. Companies started getting accesses to a set of consumers were are young professional, cost-conscious, and use bus or auto-rickshaw daily.

As per case study UBER: Driving change in transportation, ⁵ Uber pursues to match passengers to their drivers with the platform were they able to track a user's GPS and coordinates with a uber driver within a minute. Unlike the taxi industry the experience of drivers, Uber does not employ or license their drivers they are independent contractors. Uber drivers receive ratings from their customers after the rides. The experience of the customer after the ride, customers were charged electronically, and traveling receipt with details of the trip was emailed immediately to them. The customer can rate the driver based on the experience of rides and check the map of the route taken.

According to Uber, the company pushes its limit in the transportation industry to create a simple, efficient, and more enjoyable car service experience to its customers. According to critics of uber, safety, predictable prices, and adequate insurance was important in public interest goals.

⁶Nistal and Regidor (2018), the experience of Uber creates a negative perception of the taxicab services but has higher user ratings for all services including vehicle condition and driver performance.

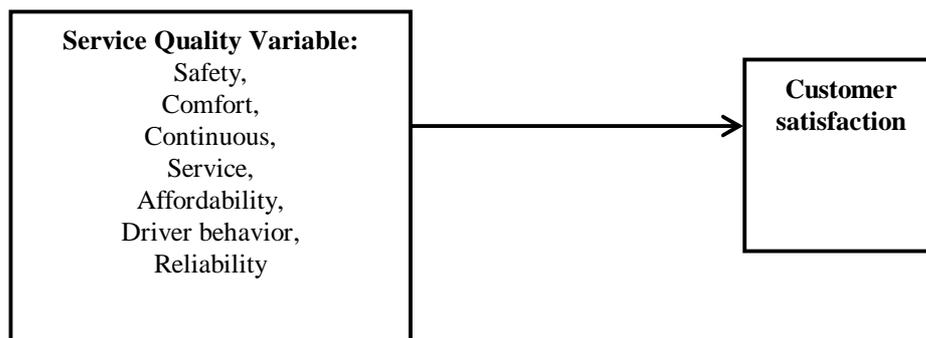
Literature Review

Singhania and Pinpale (2017) focused on opportunities and challenges faced by app-based taxi services from driver-based models to business models. A challenge faced by online taxi services was the reduction of incentives due to the increase of app-based taxi and cooperation of drivers for providing good services for customer satisfaction. **Hanumandlu (2017)** studied on urge pricing of Uber and Ola legal in India. They followed the strategy of expanding their operations and building a customer base in cities across India. The motive was to increase market share and economies of scale by providing customer satisfaction. It was suggested that to optimize the cost for all level by Ola and Uber, need to be more customer-centric, target-oriented, innovative, and keep delighting the customers. **Shukla et al (2017)** studied the dynamics of India's taxi market with various factors like pricing, market share, revenue models, etc. studied the comparative study of two daily commuters Ola and UBER for uses expansion strategy for their business operations and for building customer base across India. Suggested to operate in a competitive environment to optimize their costs at all levels, they need to be highly innovative and more customer-centric and target-oriented. **Hanif and Sagar (2017)**, focused on the cab services which have potential growth in Mumbai. Need for corporate and middle and affluent classes. Apart from facing parking problems in city people preferred to call up a taxi service for visiting a shopping mall, going out on a special occasion, and to attend a late-night party. The study showed the customer satisfaction level is very high, which is a positive point for growth and expansion of a business. **Saha SK, Kalita J, Saha S (2018)** studied the perceptives of consumer perception on cab services. People consider the cab service was a luxurious necessity and feel justified for the tariff charged by these companies who provides better facilities than auto-rickshaws and public buses. Employment opportunities for drivers will increase with the rise in the number of taxis in the city. **Pandya et al (2017)**, studied the impact of the private taxi companies on the public taxi market and carried out research with specific variables like technology trends, comfort, safety, price, ease of availability and the payment options are indeed affecting the public taxi market. **Kumar & Kumar (2016)**, Studied the factors which are influencing the consumers while selecting cab services. Analyze 'coupon redemption behavior' and 'innovativeness and price consciousness's'. This study showed that consumers were interested to redeem coupons while selecting cab services also revealed that they were comfortable to redeem coupons through mobile apps while booking cab services. The brand image played a role in customer retention. **Khupse (2017)**, studied the passenger motives for using app-based cab services. A large number of benefits like Wi-Fi services, comfortable traveling, safety, cashback services, quick availability, economical, offers and discounts availability motivate the riders to take the benefits of app-based taxi services day by day. **Kotler and Keller (2006)** defined customer satisfaction as "a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations". **According to Hansemark and Albinsson (2004)** "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire". **According to Rai A.K. (2008)** "Perception is defined as consumer's belief, concerning the service received or experienced". **V. Hemanth Kumar and K. Sentamilselvan (2018)** focused on customer satisfaction towards online call taxi service providers in the Chennai area. The study covered consumer's mindset for utilizing the call taxi services like the level of comfort, ease of access, tariff system, safety & convenience, promotion, and overall satisfaction towards the service quality. Suggestions provided to create the fullest satisfaction rather than delighting the customers and expand the market base. **Balchandran and Hamzah (2017)** Studied the factors affecting service quality of customer satisfaction on ride-sharing services in which tangibility, reliability, price, promotion, coupon redemption, and comfort to travel these factors have been studied and has positively influences the customer satisfaction of ride-sharing services. The study also recommended that ride-sharing providers should focus on price, promotion, and redemption of coupons because of less impact on customer

satisfaction. **Sharma & Das (2017)**, studied the customers of various radio cabs in India. The research addressed the practical aspects by understanding various variables on customer satisfaction. The objective was to identify the dimensions of service quality that influence customer satisfaction. **Vilakazi & Govender (2014)** studied the commuter's perceptions in public taxi service by using the RECSA model of service quality which constituted transport service quality attributes like reliability, efficiency, comfort, safety, and accessibility. **Horsu and Yeboah (2015)** examined the factors influence of service quality on customer satisfaction in minicab taxi services by applying the RECSA model of service quality. The study introduced the variable of driver's behavior along with other variables like reliability, continuous service, safety, comfort, and affordability has been studied. In this most influencing aspect were comfort, service reliability, and affordability while safety influences positively less on customer satisfaction. The driver's behaviors negatively influence customer satisfaction. **Vilakazi and Govender(2014)** studied the service quality of public buses by using SERVQUAL in public transport the version of the RECSA model. The service quality dimensions like reliability, the extent of service, comfort, safety, and Affordability (RECSA) has been studied. The study concluded that reliability, service, comfort, and safety was influencing the public bus commuter's perception of overall service quality.

Given the above, several studies have contributed to the dimensions of service quality SERVQUAL model by Parasuraman et al (1988), The RECSA model of service quality in the transport sector by McKnight et al (1986). The modified model of RECSA proposed by Horsu & Yeboah (2015) has been studied which indicates another dimension "Drivers behavior" as a parameter in his studies with reliability, the extent of service, comfort, safety, and affordability. Based on the modified RECSA model of service quality attributes proposed by Horsu & Yeboah (2015) shown in figure.1. In this paper, the researcher studied seven factors of service quality variables like good service, availability of cab services, offers and discounts, a tariff of a cab, quick booking, driver's behavior, and safety during night time. Hence study has been conducted in city area factors like 'safety during night time' for uber cab services plays an important role.

Figure 1: Clusters of Service Quality Attributes (Modified RECSA model)



Source: Emmanuel Nondzor Horsu & Solomon Tawiah Yeboah (2015)

Objectives of the study

The research is focused on assessing the influencing factors of customers' experience and uses of online Uber cab services. Based on a study of secondary data and literature review the objectives of the studies are as follows: -

- To understand the demographic factors of customers using uber cab services in Mumbai city.
- To study the factors of customer experience for online uber cab services.

To fulfill the objectives of the study, the following hypothesis has been studied.

- H_{01} : There is no significant difference between the male and female in the factors uses of Uber cab services.
- H_{11} : There is a significant difference between the male and female in the factors uses of Uber cab services.

- H_{02} : There is no significant difference between the age of customers and the factors responsible for cab services.
- H_{12} : There is a significant difference between the age of customers and the factors responsible for cab services.

- H₀₃: There is no significant factor in customer experience for online uber cab services.
- H₁₃: There is a significant factor in customer experience for online uber cab services.

Five scales Likert technique was implemented for studying seven major influencing factors of Uber cab services. It includes variables like good service, availability of cab services, offers and discounts available, a tariff of the cab, quick bookings, driver's behaviors, and safety during night time traveling. The frequency of using uber taxi service, duration of services, and reasons for preferring cab services was also a part of the studies.

Research Methodology

The research is focused on factors that are influencing the uses of online Uber cab services in the Mumbai area and their customer experiences have been studied. The demographics like age, gender, and monthly income of uber users have been investigated. Secondary data of the study was collected through various published journals, reports, articles, research papers, and websites.

The exploratory research method was used to describe the characteristics of the population of study which was used in research through observations and survey methods. A convenience sampling technique was used. Primary data was collected through a survey method where a Structural questionnaire was prepared for a survey through the Five Scale Likert Method. The sample size of data was collected from the Mumbai area. 104 respondents have been studied for research that uses the mobile application of Uber cab services. The study is limited to Mumbai area. Due to time constraints 104 sample have been studied for paper.

SPSS version 20 (statistical package for social sciences) is used for the analysis of data. The reliability score (Cronbach's Alpha) of the questionnaire is presented in table 1. The value calculated 0.808 which indicates a high level of reliability.

Table 1. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.808	7

Data Interpretation and Analysis:

Maan Whitney test was used since the data was not normally distributed shown in Table A in Annexure normality test of factors. Demographics of two groups (male and female) comparison has been studied with factors of uses of Uber cab services. Mean Rank of factors has been studied with gender which is shown in Table C in Annexure.

Kruskal-Wallis Test has been used since data were not normally distributed. Age of respondent (18- 25, 25-40, 40-60, 60& above) four groups studied with factors of Uber cab services. Mean Rank of factors has been studied with the age of respondents which is shown in Table D in Annexure.

The frequency with percentage has been used for interpretation of demographics profile of respondents which is shown in Table 2.

Table 2: Demographic profile of respondents

Sr.No	Variables	Characteristics	N	Percentage %
1	Gender	Female	49	50.96
		Male	55	57.2
2	Age	18-25	36	37.44
		25-40	33	34.32
		40-60	24	24.96
		60& above	11	11.44
3	Monthly Income of Family in Rs.	15000-20000	18	18.72
		20000-30000	44	45.76
		30000-50000	20	20.8
		50000& above	22	22.88
4	Duration of using Uber cab services	Less than 6 months	28	29.12
		6 to 12 Months	58	60.32
		More than a year	18	18.72
5	Frequency of Using Uber Cab Services	3 to 4 times a week	28	29.12
		4 to 5 times a week	18	18.72
		Once in 6 months	12	12.48
		Once in a day	8	8.32
		Once in week	14	14.56
		Once in a Month	24	24.96
6	Reasons for Using Uber Cab Services	Safety Method of transport	12	12.48
		Convenient/ comfortable and faster	32	33.28
		Cost-Effective	10	10.4
		Avoid parking Problem	22	22.88
		Need door to door access	10	10.4
		Do not have a car	18	18.72

Source: SPSS Output

Hypothesis Testing: -

I) Mann Whitney testing for factors uses for Uber Cab Services-

Seven variables score were checked for normality test by using Shapiro’s Wilk test described in Table A in Annexure where a value of less than 0.05 was achieved. So, it was found that all the variable was not normally distributed and therefore to compare this between the male and female Maan Whitney test was used.

H₀₁: There is no significant difference between the male and female in the factors uses of Uber cab services.

To compare the factors uses of uber cab services with male and female hypothesis H₀₁ has been tested (Table 3). It means all the factors are positively influencing both males and females for the uses of Uber Cab services. The ‘p’ value for independent factors is less than 0.05 which means the Null hypothesis has been accepted. An alternative hypothesis has been rejected.

Table 3: Maan Whitney Test

Test Statistics							
	cab availability	Offers and Discounts	Tariff	Quick Bookings	Drivers Behavior	Safety during late-night travel	good service
Mann-Whitney U	1245.500	1337.500	1274.500	1325.500	1239.500	1132.500	1291.500
Wilcoxon W	2470.500	2877.500	2499.500	2550.500	2464.500	2672.500	2516.500
Z	-.754	-.071	-.502	-.157	-.748	-1.563	-.404
Asymp. Sig. (2-tailed)	.451	.944	.616	.875	.454	.118	.686
Exact Sig. (2-tailed)	.452	.968	.619	.878	.463	.127	.697
Exact Sig. (1-tailed)	.226	.485	.313	.456	.231	.067	.348
Point Probability	.008	.021	.009	.033	.007	.011	.002
a. Grouping Variable: Gender							

Source: SPSS Output

There is no significant difference in the factors influencing male and female for the use of online uber cab services. The variables like good services, availability of cab, a tariff of a cab, quick booking services, driver behavior and safe during late-night travel, etc. have no significant differences between males and females of uber users.

II) Kruskal Wallis testing for factors responsible for Uber Cab Services-

Seven variables factors were not normally distributed and therefore to compare this with the age of customers Kruskal Wallis test was used.

H₀₂: There is no significant difference between the age of customers and the factors responsible for Uber cab services.

To compare factors of uses of online uber cab services with an age group of customers. Hypothesis H₀₂ has been tested (Table 4).The ‘p’ value for independent factors is less than 0.05. The null hypothesis is accepted and the Alternate hypothesis is rejected.It means all the factors of using for uber cab were positively influencing with all age groups of customers.

Table 4: Kruskal Wallis Test

Test Statistics							
	good service	cab availability	Offers and Discounts	Tariff	Quick Bookings	Drivers Behavior	Safety during late-night travel
Chi-Square	13.756	.957	2.481	15.433	1.213	6.913	1.384
Df	3	3	3	3	3	3	3
Asymp. Sig.	.003	.812	.479	.001	.750	.075	.709
Exact Sig.	.002	.814	.483	.001	.755	.072	.708
Point Probability	.000	.000	.000	.000	.000	.000	.000
a. Kruskal Wallis Test							
b. Grouping Variable: Age							

Source: SPSS Output

Therefore, it was concluded that there is no significant difference in the factors of uses of uber cab services with the age of customers.

III) Mann Whitney testing for customer experience factors of Uber Cab Services: -

Five variables score were checked for normality test by using Shapiro’s Wilk test described in Table B in Annexure where P value of less than 0.05 was achieved. So, it was found that all the variable was not normally distributed and therefore Maan Whitney test was used.

- H₁₃: There are significant factors of customer experience for online uber cab services.

To compare the experience of male and female customers for online uber cab services, hypothesis H₁₃ has been tested (Table 5). The results indicated that customers experience factors are positively influencing male and female customers. The ‘p’ value for independent factors is greater than 0.05 which means Null hypothesis has been rejected and Alternate hypothesis has been accepted.

Table 5: Maan Whitney Test

Test Statistics

	Driver Behavior	Reach on Time	Overall Services	Qualified Drivers	On-time pick up
Mann-Whitney U	1314.500	1024.500	1219.500	1294.500	1228.500
Wilcoxon W	2854.500	2249.500	2444.500	2834.500	2453.500
Z	-.232	-2.244	-.990	-.371	-.866
Asymp. Sig. (2-tailed)	.816	.025	.322	.710	.387

a. Grouping Variable: Gender

The experience about factors like driver’s behavior, overall services, qualified drivers experience, and on-time pickup services are positively influencing male and female customers of online uber cab services in Mumbai.



Figure 2: Customer Experience factors

Therefore, it has been concluded that females customers have good experience of uber services in terms of well qualified and behavior of drivers during traveling whereas males customers have good experience in the on-time pickup, reach on time, and overall good services. As per figure 2 Customer Experience factors, Female customers feel safe during night time journey as compared to male customers.

Conclusions:

Modern consumers are innovative; prefer convenient, comfortable, faster, safer, and cost-effective travellers. The innovative and tech-savvy behavior of consumer now a day helps to download the mobile application of online Uber cab services. It helps to book a car/cab/auto-rickshaw online for easy comfortable traveling in cities. The present study tried to examine the factors of customer experience and uses of online Uber cab services. The findings indicated that, Uber services are more convenient and faster, provides good cab service at a very effective cost. The availability of offers & discounts, behavior of drivers, quick booking of the cab were the most influential factors of Uber services. As the study focused on demographics of Uber cab users, it has been concluded that females customers have good experience of services in terms of well qualified and well behavior of drivers during their traveling hours whereas males customers have good experience in the on-time pickup and drop and overall good services. Similarly, 'safety during night time journey' in this attribute female's customer feels safe as compared to male's customers. The study identified, major reasons for traveling with Uber cab services was traffic problems, avoid car parking, and get access from office to home or home to the office easily.

The study identified the importance of customer experience in Uber cab services in Mumbai city. It is therefore recommended that, marketers of app based online mobile taxi services can tap the need for segmentation of online customers by providing online offers, discount coupons, monthly passes, easy options of making payments etc. Promotion offer for customers can decide based on the frequency of Uber rides and the amount of money spent for a particular period like (Monthly Pass). Marketers can implement their marketing strategies and relationship strategies based on the experience of customers.

It should be noted that, the study had a limitations which are due to its focus on Uber cab services and data collected from Mumbai city. Future study can focus on customer satisfaction in other cities and other app based online taxi services.

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⁵<http://fletcher.tufts.edu/~fletcher/MIB/pdfs/B236%20Student%20Case%20Studies/Uber%202014.pdf>

⁶<https://www.scribd.com/document/361613632/Nistal-Regidor-1>

Annexure

A) Normality test for Influencing Factors for users of Uber

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
good service	.263	102	.000	.727	102	.000
cab availability	.319	102	.000	.817	102	.000

Offers and Discounts	.245	102	.000	.798	102	.000
Tariff	.224	102	.000	.848	102	.000
Quick Bookings	.267	102	.000	.810	102	.000
Drivers Behavior	.270	102	.000	.806	102	.000
Safety during late-night travel	.297	102	.000	.788	102	.000

a. Lilliefors Significance Correction

B) Normality test for customer experience

Tests of Normality						
Experience of Customers	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Driver Behavior	.249	104	.000	.834	104	.000
On-time pick up	.295	104	.000	.800	104	.000
Reach on Time	.247	104	.000	.821	104	.000
Uber cab services	.329	104	.000	.765	104	.000
Qualified Drivers	.251	104	.000	.813	104	.000

a. Lilliefors Significance Correction

C) Mann-Whitney Mean Rank

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
cab availability	Female	49	50.42	2470.50
	Male	55	54.35	2989.50
	Total	104		
Offers and Discounts	Female	49	52.70	2582.50
	Male	55	52.32	2877.50
	Total	104		
Tariff	Female	49	51.01	2499.50
	Male	55	53.83	2960.50
	Total	104		
Quick Bookings	Female	49	52.05	2550.50
	Male	55	52.90	2909.50
	Total	104		
Drivers Behaviour	Female	49	50.30	2464.50
	Male	55	54.46	2995.50
	Total	104		
Safety during late-night travel	Female	49	56.89	2787.50
	Male	55	48.59	2672.50
	Total	104		
good service	Female	49	51.36	2516.50
	Male	55	53.52	2943.50
	Total	104		

D) Kruskal Wallis Mean Rank

KRUSKAL WALLIS TEST (FACTORS AND AGE) (MEAN RANK)

Ranks			
	Age	N	Mean Rank
good service	18-25	36	53.56
	25-40	38	61.26
	40-60	19	32.97
	60& above	11	52.50
	Total	104	
cab availability	18-25	36	54.61
	25-40	38	50.45
	40-60	19	55.18
	60& above	11	48.05
	Total	104	
Offers and Discounts	18-25	36	48.94
	25-40	38	53.13
	40-60	19	51.39
	60& above	11	63.86
	Total	104	
Tariff	18-25	34	44.15
	25-40	38	64.00
	40-60	19	36.82
	60& above	11	56.41
	Total	102	
Quick Bookings	18-25	36	49.89
	25-40	38	56.16
	40-60	19	49.66
	60& above	11	53.32
	Total	104	
Drivers Behavior	18-25	36	46.83
	25-40	38	60.82
	40-60	19	43.66
	60& above	11	57.59
	Total	104	
Safety during late-night travel	18-25	36	51.00
	25-40	38	53.82
	40-60	19	48.55
	60& above	11	59.68
	Total	104	

E) Mann-Whitney Mean Rank of customer experience

	Ranks			
	Gender	N	Mean Rank	Sum of Ranks
Do you feel safe when getting a cab on your own, during the night journey?	Female	49	55.28	2708.50
	Male	55	50.03	2751.50
	Total	104		
Your Experiences about Uber cabs? [On time pick up]	Female	49	50.07	2453.50
	Male	55	54.66	3006.50
	Total	104		
Your Experiences about Uber cabs? [Driver Behaviour]	Female	49	53.17	2605.50
	Male	55	51.90	2854.50
	Total	104		
Your Experiences about Uber cabs? [Reach on Time]	Female	49	45.91	2249.50
	Male	55	58.37	3210.50
	Total	104		
Your Experiences about Uber cabs? [Overall services]	Female	49	49.89	2444.50
	Male	55	54.83	3015.50
	Total	104		
Your Experiences about Uber cabs? [Qualified Drivers]	Female	49	53.58	2625.50
	Male	55	51.54	2834.50
	Total	104		