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A STUDY ON PASSENGER MOTIVES FOR SELECTING CAB SERVICES IN HYDERABAD

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ABSTRACT

In India, cabs are increasing rapidly, and they are being frequently used by the travellers from all walks of life. The taxies provide many benefits to the users in terms of economy, comfort, safety and convenience. The purpose of the study is to examine the motives influenced towards selection of cab services and to examine the level of satisfaction of consumer on selection of cab services and to identify the motives influencing the people to select cab services. The motives such as Price, Time, Cultural, and Social are studied to know why Cab Service are opted rather than traditional taxies. Hyderabad city has been chosen purposively as the locale for this study. Individuals who are using cab services were purposively selected for the study by adopting convenient sampling technique. The primary data have been collected from 140 respondents through a structured questionnaire. The dependent variable is 'Customer Satisfaction' and independent variables are Price, Time, Social, Cultural and Motives. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like Structural Equation Modelling (SEM), correlation, regression and descriptive statistics, are used for data analysis. And also, study are mean, standard deviation and one sample t-test are applied here. It is found from the study that consumers Social, Cultural, and Motives are playing a vital role while selecting cab services. It is also revealed from the study that consumers motives are vital for customer satisfaction for cab services.

Keywords: Motives, Cab selection, Customer satisfaction, Travel.

1. INTRODUCTION

Since earlier decade the transportation conveniences in inner-city areas have undertaken sensational changes. Amongst numerous means of transportation, the cabs have been converted into tectonic mode of transportation in metropolitan and urban cities in India. The evolution of organized car rental industry is incessantly growing with the assistance of technology. The customers in the present era are using mobile apps to book a cab every time and from any place in urban areas.

Keeping aside of technology change people's mindset has been also the ultimate factor in the growth of radio cab market. But there are certain other aspects which are acting as the impediments in widening the radio cab market such as absence of car parks zone. Radio taxi companies must hit a perfect balance between growth drivers and challenges to move ahead.

In this regard I would like to study the motives of people before selecting cab in the Hyderabad region and at the same time to find a optimum customer satisfaction.

1.1 Origin of Taxi

A One day in in the early hours July 1894, two entrepreneurs from Hamburg named Bruhn and Westendorf joined a meeting at the Board of Trade in London about their device, known as a taximeter-fare indicator. In line with the Showed Police News of 7 July, the two men make clear that the tool revealed how many passengers were being carried, the fare to be given, the no of jaunts made by the cab and the miles pass through in the course of the day. They asserted it had already been adopted in cities such as Hamburg, Berlin, Bremen and Dresden and that local authorities were making its adoption a condition of granting permits.

The wheels turned slowly within the Board of Trade and is absolute was not til March 1899 that the main cabs fitted with them arose into frequent use in the capital. The lag was relatively the result of antagonism by the London Cab Drivers Union, which was extremely suspicious of the possible adverse implications for their affiliates livelihoods of precisely recording driver's grosses. Northern cities such as Liverpool, Bradford, Manchester and Leeds were ahead of London. Common public happiness with the meters was testified. Passengers favored the new taxameter-fitted cabs as they obviated fights with bullying cabbies about fares. Cabbies were ecstatic as dealings with customers had enhanced, their receipts had moved up and the intensity of tips had remained the same.

The German given name of Taxameter, initially take on board in Britain, was taken from Taxe, a charge or levy. Later the device became communal in Paris, the French produced the term taximètre for it, from taxe, a tariff (the e reformed to i through the influence of the eminent Hellenist Théodore Reinach in a note to Le Temps newspaper in 1906, in which he promoted going back to the conventional Greek taxis from which both the German and French words at last derived). Partway in value of chauvinistic attitudes, coupled with anti-German sentiment (the Yorkshire Post remarked sourly in June 1894 that it believed that a system for charging fares might be introduced "without it being found necessary to resort to a German arrangement"), the French term evidenced popular. In the Anglicized spelling taximeter, it was used in a London newspaper in 1898 even before the metropolitan meters, of the German type, had gone into action. Taximeter soon eternally switched to the German name.

These early on devices were, of course, equipped to horse-drawn hansom cabs or growlers. There was some dispute over what to name these new metered vehicles. While the formal name for any vehicle utilizing for hire was hackney carriage, everybody called them cabs. A metered hire vehicle was clearly enough a taximeter cab, but this was too bulky for daily use. Motorized vehicles set out to appear in sizeable numbers during the earliest decade of the new century, all being mounted with meters from the kick-off. In March 1907, the Daily Chronicle remarked that "Every columnist ... has his concept of what the automobile should be labeled" and went on to list motor-cab, taxicab, and taximo among the possibilities touted. By November 1907 the Daily Mail had arisen to refer to a "taxi", in inverted commas as befitted a colloquial term not yet conceded to the standard vocabulary. In February 1908, the Daily Chronicle stated that the matter had been answered: "Within the few months the 'taxi' has been the name offered to the motor-cab." Since then, of course, it has circulated significantly, though never ousting cab from the language.

2. REVIEW OF LITERATURE

- The Authors Rina Kashyap And Anjali Bhatia In Their Article Named-Taxi Drivers And Taxidars: A Case Study Of Uber And Ola In Delhi Have Studied And Found Out That An Overexploited Public Transport System And The Faults Of Other Traditional Market Providers Formed A Vacuum For Uber And Ola Beyond The "App;" Their Examination Also Revealed Some Shortcomings To The Nature Of Uber And Ola Employment That Undermine From Its Promised Prosperity. Though A Job With Uber Or Ola Enables These Entrants To Flee Debts, Eat 2 Square Meals Daily,14 Educate Their Kids, And Revel In A Point Of Consumptive Leisure, They Feel That This Can Be Solely The Primary Step Toward Their Final Goal Of Maximizing The Opportunities Of Prosperity And Entrepreneurship Created By Uber And Ola. Some Drivers, During A Bid To Extend Their Financial Gain And Move Out Of A Hard And Fast Remuneration Mode, Have Taken Loans To Shop For Their Own Automobile.
- The Authors Aniket Kulkarni And Gaurav Metha In Their Article Named-Understanding Of Unregulated Blue Ocean Strategy Have Studied And Located Out That How Ola And Uber Services Have Provided A A Good Different To The Standard Modes Of Transport Antecedently Obtainable And The Way It's Taken The Market Share Of The General Public Transport Service. And, How Ola And Uber Services Have Additionally Created Late Night Intra-City Transport A Lot Reliable And Safer By Taking Into Matter The Point Of View Of Both The Driver And The Client Of The Business Models Of Varied Transport Services In Pune. They Have Additionally Described How The Authority Is Charged By The Ola Or Uber Service Providers On Varied Ride Forms.
- Dr. Uthira. D In Her Paper A Diagnostic Study Of The Cab Aggregation Industry Using The Serviqual Gap Model Foundthat Ola And Uber Are Noticed To Be The Foremost Wide Used App-Based Cab Services. They Deliver Advantages To Their Customers By Giving Offers, Convenience, Low Cost, Etc. Significantly Customers Expect Superior Quality Of Service From The Service Provider In Areas Of Cleanliness, Gps Usage Awareness, Facility For Non-Smart Phone Users, Connectivity Issues, Surge Pricing, Booking Confirmation Etc. The Cab Aggregators Ought To Enhance Their Services Within The Mention Criteria, Which In The Long Run Is The Key To Customer Retention. The Cab Aggregators Will Thus Device A Way Shorter Route To The Destination, Which Is Able To Still Earn The Loyalty Of The Customers And Conjointly Prove Cost Effective.
- A Study On Factors Influencing The Consumers In Selection Of Cab Services D. Shanthi All Along With Her Fellow Professors A. Venkatasalam& P. Muthudineshhave Found Out That Because Of Skin-Tight Competition Within The Organized Cab Services Industry Organizations Got To Inspire Customers Through Coupons. The Inventive Behavior Of Consumers Helps To Download Mobile Applications And Further Motivates Them To Redeem Coupons While Booking Cabs. The Conclusions Of This Study Are Consistent With Earlier Exploration Studies As A Result It Is Found That Price Conscious Consumers Are Doubtless To Redeem Coupons. The Modern-Day Consumers Are Groundbreaking And At The Similar Time They Are Price Sensitive, So Coupon Redemption Helps For Customer Retention. The Brand Image Additionally Plays A Vital Role In Customer retention apart from offering coupons.

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OBJECTIVES:

1. To study the influencing factors on selection of cab services
2. To study the customer satisfaction level while using cab services
3. To analyze the motives are strong enough to build opinion on cab services
4. To suggest suitable model for cab services based on customer motives.

HYPOTHESIS OF THE STUDY:

H_1: Price has significant effect on customer motives while choosing cab services

H_2: Time has significant effect on customer motives while choosing cab services

H_3: Social behavior has significant effect on customer motives while choosing cab services

H_4: Cultural behavior has significant effect on customer motives while choosing cab services

H_5: Motives has significant effect on level of customer satisfaction while choosing cab services.

3. RESEARCH METHODOLOGY

Need For the Study

The organized cab service sources have been lengthened in the recent years. There is rigorous rivalry among a variety of operators like Ola, Yellow cabs, Radio cabs, Uber and Meru etc. In this regard it is vital to comprehend the consumer behavior regarding cab services is very crucial to articulate corporate strategies. This analysis helps the marketing directors in rental car services industry and apprentice to get intuitions about consumer behavior in relation to cab services.

Scope Of the Study:

The present research covers factors like price, time, social, and cultural. There may perhaps more factors influencing the consumers in selection of cab services that are not obscured in this study. This study had not included the sway of demographic characteristics on other psychographic variables.

Data collection method:

The contemporaneous work is conducted out in the city of Hyderabad. The organized car rental service which is providing in Hyderabad by domestic and intercontinental reputed entities like Ola and Uber etc. They respondents fit in to a mix of diverse communities and various income levels. Convenient Data sampling procedure is used for Statistics collection. The survey uses both primary data and secondary data. The primary data was accumulated by utilizing a well-designed questionnaire from 140 respondents. Secondary data come about collecting from articles, magazines, journals, websites, and books.

4. DATA ANALYSIS &INTERPRETATION

STRUCTURAL MODEL EVALUATION AND HYPOTHESISTESTING:

This research is applied to a two – step approach in the SEM analysis. First step, the measurement model evaluation was achieved by examining unidimensional, reliability and validity of latent constructs using confirmatory factor analysis. So, that structural model can be tested and examine the hypothesized relationships between the latent constructs. The hypothesized model (structural model) depicts the relationship among the latent constructs. It aims to specify which constructs directly or indirectly, influenced by the values of other constructs.

. MEASUREMENT MODEL SPECIFICATION ANDCONFIRMATORY FACTOR ANALYSIS (CFA) RESULTS

In this study, CFA (Confirmatory Factor Analysis) was performed on measurement model to review the unidimensional, reliability, and validity of measures. There are two broad approaches were used in this CFA (Confirmatory Factor Analysis) to evaluate the measurement model. First approach, contemplation of GOF (Goodness of Fit) criterion indices and second approach, evaluate the validity and reliability of measurement model.

RELIABILITY ANALYSIS

The six constructs are price, time, social, cultural, customer satisfaction and motives. The reliability test for the measurement scale is conducted through reckoning of Cronbach's alpha value. The alpha value for price, time, social, cultural, customer satisfaction and motives are 0.940, 0.851,0.934, 0.947, 0.940 and 0.929 which are above 0.70 which is threshold value according to Hair et al (2011).

PRICE - Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items

.940	.941	5

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.940 and Cronbach's alpha value based on standardized items is 0.941.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis.

Item Statistics			
	Mean	Std. Deviation	N
PRICE-Cheaper than filling petrol in car	3.91	1.103	140
PRICE-Like to negotiate	3.76	1.112	140
PRICE-Transparency should be improved	3.77	1.249	140
PRICE-Comparison of prices	3.84	1.088	140
PRICE-Pricing for cancellation	3.66	1.155	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "PRICE-Cheaper than filling petrol in car" is 3.91 and value of standard deviation is 1.103 Similarly the remaining variables like "PRICE-Like to negotiate", "PRICE-Transparency should be improved", "PRICE-Comparison of prices", "PRICE-Pricing for cancellation" are 3.76&1.112,3.77&1.249, 3.84&1.088, 3.66&1.155 respectively.

	Mean	Minimum	Maximum	Range	Maximum/ Minimum	Variance
Item Means	3.789	3.657	3.914	.257	1.070	.009
Item Variances	1.306	1.184	1.559	.375	1.317	.023
Inter-Item Correlations	.761	.694	.801	.107	1.154	.001

The above table gives us value of mean, variance and correlations for all the five items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PRICE-Cheaper than filling petrol in car	15.03	17.740	.797	.645	.934
PRICE-Like to negotiate	15.19	17.231	.855	.738	.924
PRICE-Transparency should be improved	15.17	16.172	.859	.741	.924
PRICE-Comparison of prices	15.10	17.429	.852	.732	.924
PRICE-Pricing for cancellation	15.29	17.026	.839	.715	.927

Final output of the mean value of accurate information is 0.933.Based on the result generated by SPSS, the significant value is 0.934 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.924 .Based on the result generated by SPSS, the significant value is 0.924 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.924 .Based on the result generated by SPSS, the significant value is 0.924 and it is less than 1 so accept null hypothesis , Final output of the mean value of worthy of using is 0.923.Based on the result generated by SPSS, the significant value is 0.924 and it is less than 1 so accept null hypothesis, Final output of the mean value of problem solving information is 0.927 .Based on the result generated by SPSS, the significant value is 0.927 and it is less than 1 so accept null hypothesis.

TIME – Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.851	3

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.851 and Cronbach's alpha value based on standardized items is 0.851.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis

Item Statistics			
	Mean	Std. Deviation	N
TIME-Time as a key	3.71	1.159	140
TIME- On time dropping issues	3.77	1.095	140
TIME-Cabs are on time	3.72	1.138	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "TIME-Time as a key" is 3.71 and value of standard deviation is 1.159 Similarly the remaining variables like "TIME-on time dropping issues", "TIME-Cabs are on time" are 3.77 & 1.095, 3.72 & 1.138 respectively.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.736	3.714	3.771	.057	1.015	.001
Item Variances	1.279	1.199	1.342	.143	1.119	.005
Inter-Item Correlations	.656	.583	.708	.125	1.214	.003

The above table gives us value of mean, variance and correlations for all the three items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TIME-Time as a key	7.49	3.950	.777	.606	.737
TIME- On time dropping issues	7.44	3.420	.706	.522	.806
TIME- Cabs are on time	7.49	3.338	.683	.479	.828

Final output of the mean value of accurate information is 0.737.Based on the result generated by SPSS, the significant value is 0.737 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.806 .Based on the result generated by SPSS, the significant value is 0.806 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.828 .Based on the result generated by SPSS, the significant value is 0.828 and it is less than 1 so accept null hypothesis.

SOCIAL – Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.934	.934	6

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.934 and Cronbach's alpha value based on standardized items is 0.933.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis

Item Statistics			
	Mean	Std. Deviation	N
SOCIAL-Travelling alone is more satisfactory	3.79	1.174	140
SOCIAL-Sharing makes you comfortable	3.98	1.147	140
SOCIAL-Communicating in other language	3.79	.973	140
SOCIAL-Sharing personal cars is better	3.96	1.137	140
SOCIAL- Sharing your own car	3.68	1.034	140
SOCIAL-Sharing with unknown people	3.82	1.189	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "SOCIAL-Travelling alone is more satisfactory" is 3.79 and value of standard deviation is 1.174 Similarly the remaining variables like "Sharing makes you comfortable", "SOCIAL-Communicating in other language", "SOCIAL-Sharing personal cars is better","SOCIAL-Sharing your own car", "SOCIAL-Sharing with unknown people" are 3.98 & 1.147, 3.79 & 0.973, 3.96 & 1.137, 3.68 & 1.034, 3.82 & 1.189 respectively.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.835	3.679	3.979	.300	1.082	.013
Item Variances	1.236	.947	1.414	.467	1.494	.035
Inter-Item Correlations	.704	.631	.771	.141	1.223	.002

The above table gives us value of mean, variance and correlations for all the six items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SOCIAL-Travelling alone is more satisfactory	19.22	23.066	.797	.642	.923
SOCIAL-Sharing makes you comfortable	19.03	22.647	.867	.755	.913
SOCIAL-Communicating in other language	19.22	23.907	.780	.621	.925
SOCIAL-Sharing personal cars is better	19.05	23.055	.832	.695	.918
SOCIAL- Sharing your own car	19.33	23.568	.761	.594	.927
SOCIAL-Sharing with unknown people	19.19	22.901	.801	.653	.922

Final output of the mean value of accurate information is 0.923.Based on the result generated by SPSS, the significant value is 0.923 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.913 .Based on the result generated by SPSS, the significant value is 0.913 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.925 .Based on the result generated by SPSS, the significant value is 0.925 and it is less than 1 so accept null hypothesis , Final output of the mean value of worthy of using is 0.918.Based on the result generated by SPSS, the significant value is 0.918 and it is less than 1 so accept null hypothesis, Final output of the mean value of problem solving information is 0.927 .Based on the result generated by SPSS, the significant value is 0.927 and it is less than 1 so accept null hypothesis.Final output of the mean value of problem solving information is 0.922.Based on the result generated by SPSS, the significant value is 0.922 and it is less than 1 so accept null hypothesis.

CULTURAL – Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.947	5

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.947 and Cronbach's alpha value based on standardized items is 0.947.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis

Item Statistics			
	Mean	Std. Deviation	N
CULTURAL-Selection based on experience	3.94	1.195	140
CULTURAL-Informing parents	3.62	1.063	140
CULTURAL-Felt safe at nighttime	3.92	1.157	140

CULTURAL-Ambience makes more comfortable	3.85	1.038	140
CULTURAL-Cabs are neatly cleaned	3.96	1.105	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "CULTURAL-Selection based on experience" is 3.94 and value of standard deviation is 1.195 Similarly the remaining variables like "CULTURAL-Informing parents","CULTURAL-Felt safe at nighttime", "CULTURAL-Ambience makes more comfortable", "CULTURAL-Cabs are neatly cleaned" are 3.62& 1.063, 3.92&1.157, 3.85& 1.038, 3.96& 1.105 respectively.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.857	3.621	3.957	.336	1.093	.019
Item Variances	1.239	1.078	1.427	.349	1.324	.021
Inter-Item Correlations	.780	.689	.881	.191	1.278	.004

The above table gives us value of mean, variance and correlations for all the five items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CULTURAL-Selection based on experience	15.35	15.596	.901	.834	.926
CULTURAL-Informing parents	15.66	17.404	.789	.680	.945
CULTURAL-Felt safe at nighttime	15.36	16.003	.884	.838	.929
CULTURAL-Ambience makes more comfortable	15.44	17.255	.834	.714	.938
CULTURAL-Cabs are neatly cleaned	15.33	16.524	.866	.782	.932

Final output of the mean value of accurate information is 0.926.Based on the result generated by SPSS, the significant value is 0.926 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.945 .Based on the result generated by SPSS, the significant value is 0.945 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.929 .Based on the result generated by SPSS, the significant value is 0.929 and it is less than 1 so accept null hypothesis , Final output of the mean value of worthy of using is 0.938.Based on the result generated by SPSS, the significant value is 0.938 and it is less than 1 so accept null hypothesis, Final output of the mean value of problem solving information is 0.932 .Based on the result generated by SPSS, the significant value is 0.932 and it is less than 1 so accept null hypothesis.

CUSTOMER SATISFACTION - Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.940	3

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.940 and Cronbach's alpha value based on standardized items is 0.940.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis

Item Statistics			
	Mean	Std. Deviation	N
CUSTOMER SATISFACTION-Referring your friends	3.81	1.229	140
CUSTOMER SATISFACTION-Satisfied or Dissatisfied	3.79	1.160	140
CUSTOMER SATISFACTION-Meet your daily needs	3.81	1.193	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "CUSTOMER SATISFACTION-Referring your friends" is 3.81 and value of standard deviation is 1.229 Similarly the remaining variables like "CUSTOMER SATISFACTION-

Satisfied or Dissatisfied", "CUSTOMER SATISFACTION-Meet your daily needs" are 3.79&1.160, 3.81&1.193 respectively.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.802	3.793	3.807	.014	1.004	.000
Item Variances	1.426	1.345	1.509	.164	1.122	.007
Inter-Item Correlations	.839	.820	.873	.053	1.064	.001

The above table gives us value of mean, variance and correlations for all the three items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CUSTOMER SATISFACTION-Referring your friends	7.60	5.047	.887	.794	.903
CUSTOMER SATISFACTION-Satisfied or Dissatisfied	7.61	5.490	.849	.721	.932
CUSTOMER SATISFACTION-Meet your daily needs	7.60	5.191	.890	.797	.900

Final output of the mean value of accurate information is 0.903.Based on the result generated by SPSS, the significant value is 0.903 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.932 .Based on the result generated by SPSS, the significant value is 0.932 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.900 .Based on the result generated by SPSS, the significant value is 0.900 and it is less than 1 so accept null hypothesis.

MOTIVES - Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.929	4

Above table shows that reliability coefficient-Cronbach's Alpha value for price is 0.929 and Cronbach's alpha value based on standardized items is 0.929.The high value of Cronbach's (0.943 > .05) of indicates that a factor analysis is useful for the present data. The resultant value test indicates that the present data is useful for factor analysis

Item Statistics			
	Mean	Std. Deviation	N
MOTIVES- Offers attracts me to book a cab	3.66	1.154	140
MOTIVES- On emergency cases I may prefer cab services	3.51	1.014	140
MOTIVES- Cab services comfortable rather than won driving	3.77	1.075	140
MOTIVES- Based on hedonic motives I may prefer cab services	3.74	1.075	140

The above table gives us the mean and standard deviation values of every single variable for total number of 140 respondents. The mean value for first variable i.e. "MOTIVES- Offers attracts me to book a cab" is 3.66 and value of standard deviation is 1.154 Similarly the remaining variables like "MOTIVES- On emergency cases I may prefer cab services", "MOTIVES- Cab services comfortable rather than won driving" "MOTIVES- Based on hedonic motives I may prefer cab services" are 3.51 & 1.104, 3.77 & 1.075, 3.74 & 1.075 respectively.

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Item Means	3.671	3.507	3.771	.264	1.075	.014
Item Variances	1.168	1.029	1.333	.304	1.295	.016
Inter-Item Correlations	.765	.694	.854	.159	1.229	.003

The above table gives us value of mean, variance and correlations for all the four items

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MOTIVES- Offers attracts me to book a cab	11.02	8.266	.874	.778	.894
MOTIVES- On emergency cases I may prefer cab services	11.18	9.558	.767	.592	.928
MOTIVES- Cab services comfortable rather than won driving	10.91	8.712	.871	.779	.894
MOTIVES- Based on hedonic motives I may prefer cab services	10.94	8.932	.826	.690	.909

Final output of the mean value of accurate information is 0.893.Based on the result generated by SPSS, the significant value is 0.894 and it is less than 1 so accept null hypothesis, Final output of the mean value of quality information is 0.928 .Based on the result generated by SPSS, the significant value is 0.928 and it is less than 1 so accept null hypothesis, Final output of the mean value of helpful information is 0.894 .Based on the result generated by SPSS, the significant value is 0.894 and it is less than 1 so accept null hypothesis , Final output of the mean value of worthy of using is 0.909.Based on the result generated by SPSS, the significant value is 0.909 and it is less than 1 so accept null hypothesis.

FACTOR ANALYSIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.958
Bartlett's Test of Sphericity	Approx. Chi-Square	4011.165
	Df	325
	Sig.	.000

The above table shows the Kaiser-Meyer-Olkin measure of sampling adequacy is 0.958. The high value of KMO (0.958> .05) of indicates that a factor analysis is useful for the present data. The significant value for Bartlett's test of sphericity is 0.000 and is less than .05 which indicates that there exist significant relationships among the variables. The resultant value of KMO test and Bartlett's test indicates that the present data is useful for factor analysis.

Total Variance Explained

(Table 3.3)

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	16.970	65.269	65.269	16.646	63.024	63.024	15.719
2	1.443	5.550	70.820	1.201	3.619	68.643	11.530
3	1.145	3.404	75.224	.814	3.130	71.773	11.117
4	.760	2.922	78.145	.738	3.121	73.682	10.358
5	.630	2.423	80.568	.694	2.58	76.518	9.0032
6	.562	2.163	82.732	.510	1.63	78.374	8.4831
7	.481	1.850	83.582				
8	.445	1.711	86.293				
9	.423	1.628	87.921				
10	.345	1.327	89.248				

11	.300	1.154	90.401				
12	.296	1.140	91.541				
13	.278	1.069	92.610				
14	.246	.946	93.556				
15	.223	.859	93.415				
16	.208	.798	95.213				
17	.187	.720	95.933				
18	.173	.664	96.597				
19	.149	.574	97.171				
20	.141	.541	97.712				
21	.129	.496	98.208				
22	.115	.442	98.649				
23	.109	.420	99.069				
24	.101	.387	99.456				
25	.084	.323	99.779				
26	.058	.221	100.000				

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

The rule of thumb is applied to choose the number of factors for which "Eigen Values" with greater than unity is taken by using Principal Component Analysis method. The component matrix so formed is further rotated orthogonally using Varimax rotation algorithm which is the standard rotation method (Kaiser, 1958). All the statement is loaded on the six factors.

The total variance accounted for, by all the six factors with the Eigen values. Among five factors, the first factors account for around 63.024 percent of variance, second factor accounts for around 68.643 percent of variance, third factor accounts for around 71.773 percent of variance, fourth factor accounts for around 73.682 percent of variance, fifth factor accounts for around 76.518 percent of variance. sixth factor accounts for around 78.374 percent of variance.

Pattern Matrix(Table 3.4)						
	Factors					
Cronbach's Alpha	**PRICE .940**	**TIME .851**	**SOCIAL .934**	**CULTURAL .947**	**CUSTOMER SATISFACTION .940**	**MOTIVES .929**
PRICE-Cheaper than filling petrol in car	.791					
PRICE-Like to negotiate	.800					
PRICE-Transparency should be improved	.814					
PRICE-Comparison of prices	.813					
PRICE-Pricing for cancellation	.783					
TIME-Time as a key		.767				
TIME-on time dropping issues		.739				
TIME-Cabs are on time		.669				
SOCIAL-Travelling alone is more satisfactory			.773			

SOCIAL-Sharing makes you comfortable			.867			
SOCIAL-Communicating in other language			.833			
SOCIAL-Sharing personal cars is better			.824			
SOCIAL- Sharing your own car			.755			
SOCIAL- Sharing with unknown people			.759			
CULTURAL-Selection based on experience				.871		
CULTURAL-Informing parents				.799		
CULTURAL-Felt safe at nighttime				.862		
CULTURAL-Ambience makes more comfortable				.844		
CULTURAL-Cabs are neatly cleaned				.885		
CUSTOMER SATISFACTION-Referring your friends					.804	
CUSTOMER SATISFACTION-Satisfied or Dissatisfied					.774	
CUSTOMER SATISFACTION-Meet your daily needs					.795	
MOTIVES - Offers attracts me to book a cab						.857
MOTIVES- On emergency cases i may prefer cab services						.728
MOTIVES- Cab services comfortable rather than won driving						.821
MOTIVES- Based on hedonic motives i may prefer cab services						.736
Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization.						
a. Rotation converged in 6 iterations.						

The above figure shows the Cronbach's Alpha values. Cronbach's Alpha value of PRICE is 0.940, TIME is 0.851, SOCIAL is 0.934, CULTURAL is 0.947, CUSTOMER SATISFACTION is 0.940, MOTIVES is 0.929.

Factor Correlation Matrix			
Factor	1	2	3
1	1.000	.703	.686
2	.703	1.000	.588
3	.686	.588	1.000
Extraction Method: Maximum Likelihood. Rotation Method: Promax with Kaiser Normalization.			

5. CONCLUSION OF THE STUDY

The study deliberates about the reasons due to which people use the taxi services. It was found that all the essential reasons are valuable and also statistically significant. As expected, the reasons such as Social behavior, Cultural behavior, Customer satisfaction are the most crucial reasons for using taxies.

The visitors have not given much importance to Time and Price negotiations and bargaining. In short cab companies such as Ola an Uber must take into consideration of the aspects emphasized above while upgrading their services. In adequate maintenance and improper behavior by staff may probably disengage their travelers from them. Likewise, the readiness of taxi and self-assurance is also equally important.

6. REFERENCES

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