**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.

**INTRODUCTION:**

* 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. **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.

**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. Muthudinesh**have 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.

**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:**

**H1:** Price has significant effect on customer motives while choosing cab services

**H2:** Time has significant effect on customer motives while choosing cab services

**H3:** Social behavior has significant effect on customer motives while choosing cab services

**H4:** Cultural behavior has significant effect on customer motives while choosing cab services

**H5:** Motives has significant effect on level of customer satisfaction while choosing cab services.

**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.

**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.

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| **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.

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| --- | --- | --- | --- | --- | --- | --- |
|  | 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**

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| --- | --- | --- | --- | --- | --- |
|  | 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**

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| **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

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| **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.

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| --- | --- | --- | --- | --- | --- | --- |
|  | 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**

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| **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

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| **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.

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| --- | --- | --- | --- | --- | --- | --- |
|  | 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**

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| --- | --- | --- | --- | --- | --- |
|  | 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**

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| **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

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| **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**

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| **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

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| **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 MeansItem VariancesInter-Item Correlations | 3.8021.426.839 | 3.7931.345.820 | 3.8071.509.873 | .014.164.053 | 1.0041.1221.064 | .000.007.001 |

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**

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| **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

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| **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)

|  |  |  |  |
| --- | --- | --- | --- |
| Factor | Initial Eigenvalues | Extraction Sums of Squared Loadings | Rotation Sums of Squared Loadingsa |
| 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) |  |  |
| **Cronbach’s Alpha** | **Factors** |  |
| **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 cabMOTIVES- On emergency cases i may prefer cab servicesMOTIVES- Cab services comfortable rather than won drivingMOTIVES- Based on hedonic motives i may prefer cab services |  |  |  |  |  | .857.728.821.736 |
| 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. |

**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.

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