

# A STUDY ON USER'S SATISFACTION OF CALL TAXI SERVICES IN ERODE CITY

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## ABSTRACT

Call taxis are taxi services in India in several cities in India. In erode city, they operate under a regular taxi permit, they are treated as vehicles for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the motor vehicles Act. They are preferred as they are considered safer, more convenient than auto rickshaws and reliable.

There has generally been a legal struggle concerning the certification of motor vehicles to be call taxi, which take much more wear than a private car does. Bookings made for Call Taxi will arrive on time or even few minutes before and on that particular day, you may not have any time bound commitment .You begin to build a trust with the services offered. Hence the research focuses A Study on User's satisfaction towards travelling in call taxi in Erode city.

**Keywords:** *Call taxi, Services,Rate,*

## INTRODUCTION

A call taxi also taxi or cab, is a type of vehicle for hire with a driver, used by a single passenger or small group of passengers often for a non-shared ride. A call taxi conveys passengers between locations of their choice. In modes of public transport, the pick-up and drop-off locations are determined by the service provider, not by the passenger, although demand and share taxis provide a hybrid bus/taxi.

According to Government of India regulations, all call taxi is required to have a fare-meter installed. However, enforcement by authorities is lax and many taxis operate either without fare-meter or with defunct ones. In such cases, fare is decided by bargaining between the customer and driver. Call taxi face stiff competition from auto rickshaws in some cities. The normal taxi's which carry one or more passengers travelling to destination either in route to the final destination, or nearby the final destination. The passengers are charged according to the number of people with different destination. This study was set out to help in understanding various attitudes that have about the use of call taxi.

Call taxi use has been reported to be more frequent during day rather than night hours and during weekdays rather than weekends. Hence the research focuses A Study on User's satisfaction towards travelling in call taxi in Erode city.

## **STATEMENT OF THE PROBLEM**

An understanding of customer satisfaction towards durable goods is essential as it reflects the service, convenient, flexible, saves time, safety and price. To attract the customer the call taxi of service of their taxi based on value preference. The study of customer satisfaction is attempted to understand what is the purpose of selecting call taxi? Which time they preferred? Customer satisfaction reflects the today of customer's with respect of acquisition, service, time and idea by human decision making.

Based on the above concept an attempt is made to study on a customer satisfaction towards travelling in call taxi.

## **OBJECTIVES OF THE STUDY**

- To ascertain the customer satisfaction of call taxi in Erode city.
- To identify the type of call taxi preferred by customer.
- To examine whether the customer are influenced to travelling in call taxi.
- To find out and measure the satisfaction level of the customer and determine the factors that is most and least influencing their satisfaction.

## **SCOPE OF THE STUDY**

This study attempted to gain knowledge about customer satisfaction towards travelling in call taxi. It also aims to gather the information about the factors that motivates and affects the travelling attitude of the customer. The rational for carrying out this study is consideration for the environment could come only from well-informed citizens who are aware of and fully committed to their rights to environment. Therefore, customer attitude towards travelling in call taxi will be main agenda of this study. The customer opinion about the call taxi has also been studied.

## **RESEARCH METHODOLOGY**

The sampling design used in the study was non-probability sampling. Convenience sampling techniques are used for collecting the data. Field survey techniques was employed to collect primary data from the 100 selected sample respondents in Erode city. The task of the data collection begins after a research problem has been defined and charted out. Two types of data collection:

- Primary data.
- Secondary data.

Data collected through questionnaire were presented in a master table. From the master table, sub-table was prepared. For analysis and interpretation of the data simple statistical tools like chi-square test and percentage analysis were used.

- Percentage Analysis
- Chi- square Test
- Weighted Average

### LIST OF CALL TAXI IN ERODE CITY

- Harine call taxi, Fast track, Saravana track hall, Kumaran Cab, Dora Call Taxi, Erode Call Taxi, Apple Call Taxi, Ooyo taxi, Red taxi, Ero call taxi, Sun Call Taxi, Connect meter taxi, My taxi, Lemon call taxi, I taxi, Mango call taxi, Bharath taxi, King taxi, Krishna call taxi, Makkal taxi, Dora call taxi

### ANALYSIS AND INTERPRETATION

❖ **Table.1 Demographic Profile of Respondents –Percentage Analysis**

S.No.	Variables	Classification	Number of Respondents	Percentage (%)
1	Age	Less than 25 years	14	14
		26-35 years	22	22
		36-45 years	47	47
		Above 50 years	17	17
		<b>Total</b>	<b>100</b>	<b>100</b>
2	Gender	Male	54	54
		Female	46	46
		<b>Total</b>	<b>100</b>	<b>100</b>
3	Educational Qualification	Illiterate	7	7
		School level	8	8
		Graduation level	51	51
		Professional level	34	34

		<b>Total</b>	<b>100</b>	<b>100</b>
4	Occupational Status	Student	25	25
		Agriculture	6	6
		Employee/Employer	38	38
		Professional	13	13
		Self employed	18	18
		<b>Total</b>	<b>100</b>	<b>100</b>
5	Family Monthly Income	Less than Rs.10,000	17	17
		Rs.10,001-Rs.20,000	18	18
		Rs.20,001-Rs.40,000	30	30
		Rs.40,001-Rs.50,000	20	20
		Above Rs.50,000	15	15
		<b>Total</b>	<b>100</b>	<b>100</b>
6	Marital Status	Married	46	46
		Single	54	54
		<b>Total</b>	<b>100</b>	<b>100</b>
7	No.of Members in the Family	Below 3 members	25	25
		3-4 members	43	43
		4-5 members	21	21
		Above 5 members	11	11
		<b>Total</b>	<b>100</b>	<b>100</b>
8	Area of Residence	Rural	25	25
		Semi-urban	32	32
		Urban	43	43
		<b>Total</b>	<b>100</b>	<b>100%</b>

❖ *Source - Survey data*

❖ **Results of Percentage Analysis – (Table -1)**

From the above table it is inferred that,

- Majority (47%) of the respondents fall under the age group of 36-45 years.
- Majority (54%) of the respondents are Male.
- Majority (51%) of the respondents are Graduates.
- Majority (38%) of the respondents are Employer/Employee.
- Majority of the respondents Monthly Family Income is between Rs.20,001-Rs.40,000

- Majority (54%) of the respondents are Single.
- Majority (43%) of the respondents have 3- 4 members in their family.
- Majority (43%) of the respondents reside in Urban area.

❖ Table .2 Product Related Factor- Percentage Analysis

Factor	Classification	No. of Respondents	Percentage (%)
<b>Source of Awareness</b>	Advertisement	35	35
	Friends and Relatives	45	45
	Personal observation	20	20
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Purpose of Call Taxi Using</b>	Personal	31	31
	Professional	18	18
	Both	51	51
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Minimum Usage Time of Call Taxi</b>	15 minutes or less	17	17
	15 - 30 minutes	32	32
	30 - 60 minutes	33	33
	Over an hour	18	18
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Primary Destination</b>	Going to work	27	27
	Travelling to railway station/Bus stand	23	23
	Travelling to Hospitals	11	11
	To other local destination	39	39
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Booking of Call Taxi</b>	Calling a taxi company	36	36
	Through website	31	31

	Personal calling	33	33
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Satisfaction of Services</b>	Yes	49	49
	No	31	31
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Safety Regarding Journey</b>	Safety	56	56
	Neutral	14	14
	Not safety	30	30
	<b>Total</b>	<b>100</b>	<b>100</b>
<b>Facilities of Call Taxi</b>	AC coach	27	27
	Map address	43	43
	Emergency facilities	30	30
	<b>Total</b>	<b>100</b>	<b>100</b>

❖ *Source - Survey data*

From the above table it is inferred that,

- Majority (45%) of the respondent's source of awareness is Friends and Relatives.
- Majority (5%) of the respondents use call taxi for both personal and professional purpose.
- Majority (33%) of the respondent's minimum time of using call taxi is 30-60 minutes.
- Majority (39%) of the respondent's primary destination is Local area.
- Majority (36%) of the respondents book the taxi by calling to the call taxi company.
- Majority (49%) of the respondents are satisfied with the call taxi service.
- Majority (56%) of the respondents says their journey is safe in call taxi.
- Majority (43%) of the respondents ask for Map address facility.

❖ **TOTAL LEVEL OF SATISFACTION OF THE RESPONDENTS**

Satisfaction Level	No of respondents	Percentage of respondents
Satisfied	12	12
Neutral	83	83
Dissatisfied	5	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**Source: Primary data**

The above table shows that out of 100 respondents. A majority 12% of respondents satisfied travelling in call taxi, 83% of the respondents are neutral to travelling in call taxi and 5% of the respondents are dissatisfied to travelling in call taxi.

### Chi-square Test Analysis

The Chi-square test has been used to find out the relationship between the socio economic factors and satisfaction level of the sample respondents.

#### Hypothesis:

H<sub>0</sub>: "There is no significant relationship between various socio-economic variables (Age, Gender, Education, Occupation, Monthly Income, Marital status, Nature of the family, No. of members in the family) and satisfaction level of the respondents.

There hypothesis have been tested with chi-square test at 5% level of significance.

#### ❖ **Table:3 Chi-Square test Analysis**

Factor	Degrees of freedom	Calculate of value	Table value at 5% level	Ho accepted/rejected
Age	6	6.705	12.6	Accepted
Marital Status	2	1.292	5.991	Accepted
Educational Level	6	5.605	12.6	Accepted
Occupational Status	8	5.636	15.507	Accepted
Monthly Family Income	8	4.137	15.507	Accepted

Chi-square test shows that there is no significant relationship between respondents Age, Marital Status, Educational Qualification, Occupational Status & Monthly Family Income and satisfaction level of the respondents in using call taxi.

**PROBLEMS FACED BY THE RESPONDENTS WHILE TRAVELLING IN CALL TAXI**

Weighted Average Score(W)		5	4	3	2	1	Total Score	Weighted average	Rank
Rank		I	II	III	IV	V			
Factor									
Journey time is uncertain	X	17	29	30	16	8	335	22.33	1
	WX	85	116	90	32	8			
Price is based on journey time	X	27	15	19	24	15	315	21	2
	WX	135	60	57	48	15			
Uncomfortable	X	15	21	18	25	21	284	18.93	4
	WX	75	84	54	50	21			
The need to allow extra time for traffic	X	19	18	12	13	38	267	17.80	5
	WX	95	72	36	26	38			
Availability	X	23	17	22	21	17	308	20.53	3
	WX	115	68	66	42	17			

**INFERENCE**

From the survey it is evident that the ranking of the problems influencing to call taxi to the respondents is could be observed that maximum of respondents is ranked “Journey time is uncertain” as the first with a weighted scores of “22.33” points. The second rank given to a “Price is based on journey time” with a weighted scores “21” points. The third rank occupied “Availability” with weighted scores “20.53” points. The fourth rank occupied “Uncomfortable” with a weighted scores “18.93” points. The fifth rank occupied “The need to allow extra time for traffic” with the weighted scores “17.80” points.

It is concluded from the above analysis that the maximum of the respondents are influenced by the problems “Journey time is uncertain”.



## SUGGESTIONS

- ✓ It is suggested that to increase call taxi in many places. It helps to retain more customers.
- ✓ The price should be reduced, because it helps to stand regular customers of call taxi.
- ✓ It also should increase the advertising and awareness through different mode of communication. This will help in spreading call taxi among the common people.
- ✓ Most of customers prefer that safety. So safety precautions and taxi drivers have more knowledge about the routes.
- ✓ The taxi company may appoint taxi drivers must check their license and experience.
- ✓ Customer while travel uses the call taxi must know the details of driver and also the company.
- ✓ Customer use regularly in one call taxi that time to avoid the unnecessary problems.

## CONCLUSION

Call taxis provide mobility in urban areas and can play an important role in public transport. Taxis provide point-to-point, door to door or shared passenger transport services, with fares typically determined by taxi meters measuring the distance and the time the car has travelled.

Call taxi fares should cover all direct operational cost and taxi operation and ensure adequate taxi driver income. Safety and security and important concerns for all taxi drivers. The driver should pick up the customer in correct time at correct place. The driver should interact in a friendly manner with customers.

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