

An Empirical Analysis on the Customer's Experience Related to the Usage of Uber Cab service in Tiruchirappalli District

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Abstract

This research paper explores the customer experience related to the usage of UBER cab services, focusing on understanding user satisfaction, convenience comfort levels. The study aims to examine how UBER fulfills the transportation needs of its customers and whether it meets their expectations for reliability, affordability and quality of services. By analyzing customer feedback, the paper evaluates key factors influencing user experiences such as ease of booking, ride affordability, driver behavior, safety and overall satisfaction. Additionally it identifies challenges faced by customers such as pricing fluctuations and service inconsistencies the findings provide valuable insights in to customer perception of UBER's services, highlighting the area of strength and potential improvement. The data was collected by issuing questionnaires among 50 respondents using simple random sampling method.

Keywords: UBER customer experience, Convenience, Comfort, ride-sharing, affordability, satisfaction, transportation services

I.INTRODUCTION

The taxi industry has come a long way since the days of standing on street corners, trying to flag down a passing cab with the advent of technology and the rise of the internet booking a cab has become an effortless task. Online cab booking platforms have revolutionized transportation by providing a convenient and efficient way to hail a taxi. In the early 2000s online cab booking started to emerge as a feasible alternative to traditional methods. Companies like UBER and Lyft appeared on the scene, offering app-based services that allow users to book a cab from their smart phones. This advancement was groundbreaking, as it eliminated the need for phone calls and physical booking. Customers could now request a ride with just a few taps on their screens. The first online cab service in India was launched in December 2010. UBER entered the Indian market a bit later launching its service in 2013.

Objectives

- To study the customer's experience and uses about UBER cabs
- To know the level of convenience and comfort with UBER cab service.

Area of the Study

The Area of the study has been confined to only customers from Tiruchirappalli District.

Statement of the Problem

This study aims to understand how safe customers feel when using UBER, assess the reliability of its service, and evaluate overall customer satisfaction, including driver interactions and app convenience. Additionally, it examines the impact of fare affordability on customer loyalty and compares UBER's performance with other similar services.

Research Methodology

The research is based on the primary data which is collected through structured questionnaire and the secondary data through various Websites and Journals.

Sampling Unit

Sampling unit of this study was individuals who are using UBER cabs

Sampling Size

Sampling size is the total number of units which covered in the study. The sample size of this study is 50 respondents.

Sampling Technique

Sampling Technique used in this study is Simple Random Sampling.

Statistical Tool

The data collected through questionnaire were analysed using Chi-square and Spearman rank correlation.

Limitations of the Study

- The study is restricted to customers located in Tiruchirappalli.
- The focus of the study is primarily on UBER Customers.
- The sample size is constrained by the availability of time and resources.

Review of Literature

Rajesh, R. (2021) – “Study of Customer Experience and Uses of Uber Cab Services in Mumbai” 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. 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.

Reddy, M. T. V., Sai, al. (2022) – “Big Data Analytics in Uber” With the help of their ride-sharing software and ability to avoid regulations, Uber has grown from a start-up to a worldwide behemoth that is competing with conventional taxis in more than 700 Metropolitan regions. The taxi business has significantly improved and expanded. One of the most well-known taxi firms in the world, Uber provides a wide range of services in several American cities, India, and European cities. It is the business that provides good employment for drivers and excellent services for passengers.

Analysis And Interpretation**Table 1: Gender wise classification**

Gender	No. of Respondents	Percentage
Male	16	32
Female	34	68
Total	50	100

Source: Primary data

The table displays the gender distribution of the 50 respondents. It reveals that 68% of the participants are female, while the remaining 32% are male.

Table 2: Age wise classification

Age	No. of Respondents	Percentage
Below 25 Years	39	78
25-35	5	10
35-45	5	10
Above 45 Years	1	2
Total	50	100

Source: Primary data

The table illustrates the age distribution of the 50 respondents. It shows that 78% are under 25 years old, 10% fall within the 25-35 age range, another 10% are in the 35-45 age group, and 2% are above 45 years old.

Table 3: Occupation

Occupation	No. of Respondents	Percentage
Professional	7	14
Private\Government employee	2	4
Student	38	76
Business	3	6
Total	50	100

Source: Primary data

The table illustrates the occupational distribution of 50 respondents, where 76% are students, 14% are professionals, 4% are private or government employees, and 6% are engaged in business.

Table 4: Monthly Income

Monthly Income	No. of Respondents	Percentage
Below Rs.10,000	38	76
Rs.10,000-20,000	2	4
Rs.20,000-30,000	5	10
Above Rs.30,000	5	10
Total	50	100

Source: Primary data

The table indicates the income levels of the 50 respondents. It reveals that 76% earn below Rs.10,000 per month, 10% earn above Rs.30,000 per month, another 10% have a monthly income ranging from Rs.20,000 to 30,000, and 4% earn between Rs.10,000 to 20,000 per month.

Table 5: Factors influencing to choose UBER cab

Factors influencing to choose UBER cab	No. of Respondents	Percentage
Fares	12	24
Safety	17	34
Convenience	9	18
Availability	12	24
Total	50	100

Source: Primary data

The table presents the reason for choosing UBER cabs among the 50 respondents. It indicates that 34% of the respondents prioritize safety, 24% choose UBER for its fares, another 24% for its availability, and 18% value UBER for its convenience.

Spearman Rank Correlation

The spearman rank correlation analysis shows the relationship between Age and factors influencing the respondents to choose UBER cab.

Correlation				
			age	Factors influencing choose uber cab
Spearman's rho	Age	Correlation Coefficient	1.000	.278
		Sig. (2-tailed)	.	.053
		N	49	49
	Factors influencing choose uber cab	Correlation Coefficient	.278	1.000
		Sig. (2-tailed)	.053	.
		N	49	50

Result

The correlation coefficient of 0.278 is statistically significant at the 0.01 level, indicating a “**moderate positive**” linear relationship between age and factors influencing the choice of using UBER cab.

Chi-Square

This following table shows the chi-square analysis between occupation and cost effectiveness of using UBER cab.

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.729 ^a	12	.030
Likelihood Ratio	24.982	12	.015
N of Valid Cases	50		

Result

The Pearson chi-square value is 0.030, which is less than the significance level of 0.05. Therefore, the alternative hypothesis is accepted, and the null hypothesis is rejected. This indicates a significant relationship between occupation and the cost-effectiveness of using UBER cabs.

Findings

- A notable portion, 68% of participants are female.
- The majority, 78% of respondents are under 25 years old.
- A large segment, 76% of the participants are students.
- Most respondents, 76% have a monthly income of less than Rs.10,000
- A significant portion, 34% of respondents prefer UBER cabs for safety considerations.

Suggestions

- UBER needs to increase its familiarity among the people.
- While comparing other cab services UBER provide their customers with affordable price but because of its unfamiliarity it try to reach many customers.
- UBER should try to improve their on-time customers Pickups.

II.CONCLUSION

Modern consumers are innovative; prefer convenient, comfortable, faster, safer, and cost-effective travellers. The innovative and tech-savvy behaviour of consumer now a day helps to download the mobile application of Uber cab services. It helps to book a car/cab for easy comfortable traveling in cities. The present study tried to examine the factors of customer experience and uses of 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, behaviour of drivers, quick booking of the cab were the most influential factors of Uber services.

III.REFERENCES

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