

Demographic Perception towards E-Hailing Application

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Abstract

In the information era, digital as well as information and communication technology has been gaining tremendous advances. These advances have attracted many people towards mobile phones having several advance features, commonly known as smartphones. The technological advances in wireless services such as Wi-Fi and 4G have enabled smartphone users to have a variety of services through software components, generally known as apps (Application referred as app generally). People now-a-days want to have information without any impediment immediately, wherever and whenever they need it. The adoption of digital and information technology has brought remarkable change in the expectations and wants of the users significantly. It is playing an important role in both the personal and occupational life of the modern society. The widening use of such digital and information technologies have led to a change in lifestyle of the users.

With the drastic change in the demands and needs of the consumers, companies are now compelled to adapt their business models to provide the consumers more flexible and convenient services through mobile apps. Use of mobile apps for making payments online through Paytm, PayUmoney, Juspay etc.; for shopping goods online through Myntra, Amazon, Flipkart etc.; for booking tickets online for watching movies, for travelling etc.; and so on is becoming popular in the digital age. Various service providers do not function through manual stores, but carry out the business exclusively via websites and mobile apps.

Key Words

E-Hailing Applications, Age, Gender, Occupation, OLA, UBER

INTRODUCTION

Technological advancements related to Global Positioning System (GPS)

have led to the growth of automated transport systems. The most innovative mode of travelling is a cab/taxi which can be booked through E-hailing apps using smartphone. The development of E-hailing apps in the Taxi industry in India is one of the other technological innovations in the recent past.

E-Hailing Apps

E-hailing apps refer to the advanced mobile applications through which users can send requests to avail transportation facility using internet as well as geo-location and track the service provided and also make the payments due for the service availed. Such application enables both the driver and the passenger searching for available cabs/taxis in a given area to identify the location(s). According to Wikipedia, e-hailing is the process of ordering a car, taxi, limousine, or any other form of transportation pick up via a computer or mobile device. The E-stands for electronic and hail refers to the traditional process of signaling an approaching taxi cab to stop.

Growth of Organized Taxi Market in India

Radio taxi service market is growing at rapid pace in India. It was emerged with Mega taxi launching their service in 2003. Presently in India Ola, Uber, EasyCabs, Meru Cabs, Mega Cabs, Fast Track Call Taxi, NTL Taxi, etc., are some popular radio taxi companies operating under the ownership and aggregation model. But still nearly 88% share of Indian taxi market is covered by unorganized sector and under organized sector just 7% is covered by radio cabs and 5% by aggregators and affiliators. This present great opportunity for growth to new entrepreneurs in organized taxi market. So, new models are emerging for matching supply and demand, which are concentrating on use of technology and affordable travelling. The most successful among them are the aggregators as they need not to incur capital expenditures. They have to incur only on providing the technology infrastructure

REVIEW OF LITERATURE

In this, the researcher identified and reviewed research papers. To develop a thorough understanding of the empirical research in the field of E-Hailing Applications review of literature related to it was undertaken. For proper understanding of research work, sincere efforts have been made to review the related literature. The review of literature serves as guidance for any study. It helps to eliminate the duplication of what has already been done.

Technology Acceptance Model (TAM) has been adapted from TRA with the objective "to provide an explanation to the determinates of computer acceptance in general, capable of explaining user behavior across a broad range of end-user computing technologies and user populations, while at the same time

being both parsimonious and theoretically justified" (Davis *et al.*, 1989). The model has been designed to explain the user's intention to adopt information technology.

Lu *et al.* (2005) conducted a research to test the relationships among various latent constructs such as social influences, personal innovativeness, and intention to adopt wireless mobile technology. For this purpose they constructed a model integrating important elements from TAM. 388 MBA students were surveyed online and offline enrolled in a regional university in Texas. The survey questionnaire was adopted for data collection. Structural equation modeling analysis showed the strong causal relationships between the personal innovativeness, social Influences and the belief constructs - usefulness and ease of use, which in turn affect adoption intentions.

Hallegatte *et al.* (2006) conducted a research to assess the impact of perceived ease of use, perceived usefulness and trust in a website on the consumer intention to return to that website. Firstly an experimental study was conducted in laboratory setting on 110 subjects and then they were asked to fill a questionnaire to measure their attitude towards using the website and intention to return to that website. Model fitting was tested by using structural equation modeling (SEM). The results of the study revealed that trust in the website directly affects the intention to return to the website. It also affects the perceived usefulness and perceived ease of use which in turn affect the intention to return to the website.

Khalifa *et al.* (2006) conducted a cross-sectional survey study in Hong Kong to examine the determinants of m-commerce adoption within the framework of incorporating well established technology adoption theories, i.e., Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). Random sampling technique was used to select a sample of 220 mobile device users who did not adopt m-commerce. Partial Least Squares PLS was used to analyze the data. The empirical results indicated that perceived usefulness and self-efficacy play an important role in influencing the intentions to adopt m-commerce. Subjective norms and self-efficacy were found as important additions to TAM.

Hong *et al.* (2008) in their research model that was based on decomposed theory of planned behavior studied the factors that affect behavioral intention of existing consumers to use mobile data services. They categorized mobile data services in four parts i.e., information content, entertainment, communications and commercial transactions. Their study involved online survey of 811 consumers of mobile data services which was conducted in Hong Kong.

Lu *et al.* (2008) investigated in their research the factors affecting adoption of wireless mobile data services (WMDS) in China. They proposed a research model and examined the simultaneous effects of five factors i.e., social

environment, trust awareness, wireless mobile technology, personal innovativeness, and the facilitating conditions on beliefs in the context of wireless mobile data services. Survey was conducted to collect data from 1432 respondents in five metro cities across China. SEM was used to test the research hypotheses using AMOS. Comparing the said five factors, WMDS technology was found to be the important predictor of belief constructs i.e., perceived usefulness and ease of use. The factor 'facilitating conditions' was found to have significant influence on user perceived usefulness of WMDS but it had no significant impact on perceived ease of use.

Kim *et al.* (2009) in their empirical research analyzed the influence of factors on the intention of different types of users to use mobile payment. Their study proposed an m-payment research model. It consists of two types of factors i.e., user-centric factors (m-payment knowledge and personal innovativeness) and four m-payment system characteristics (reachability, mobility, convenience and compatibility).

Li *et al.* (2011) conducted an empirical study to investigate the factors influencing user adoption on mobile securities services. They developed a research model that was based on TAM. They collected data through 174 valid questionnaires which were got filled from post graduate students of business administration and engineering in School of Business Administration of South China University of Technology. The data was analyzed using structural equations model (SEM). In their study perceived usefulness was found to be most influential factor affecting user adoption on mobile securities service.

Azadavar, Shahbazi *et al.* (2011) examined the role of security in customer's perception towards online shopping. For the purpose of study the data was collected from those people who access the internet. Collected data was analyzed by the tool of factor analysis. The results of the study showed that trust, price of products, service, customer's income were the more important factors while purchasing online. While making online transactions security of transactions was the main important factor. High level of security in online marketing of products and services had potential to growth more and encourage people to reduce time and cost of transactions.

Nardal and Sahin (2011) examined ethical problems treat to customer privacy. They also examined how ethical problems influence consumer's online buying behavior. Ethical problems like security, privacy, reliability were core issues that limit the growth of online retailing. Online retailers forced to determine about what type of privacy protection policies they will have to use. Most of the companies adopt strict privacy policies and realized to get success in e-commerce; efforts must match with customers need related to security. Ethical issues were important in e-commerce to maintain secure and confident environment.

Hu *et al.* (2014) in their paper selecting TAM as a base model explored critical factors affecting user adoption of location based services (LBS). They considered social environment as well as characteristics of LBS as the variables. To collect the data online survey was conducted and questionnaires were got filled from 386 respondents. Validity of the proposed model was tested using structured equation modeling (SEM).

Peng *et al.* (2014) stated that with the rapid development of mobile commerce, call-taxi app is encountering an expeditious growth. They integrated three existing "attitude-intention-behavior" models i.e., TAM, IDT and TPB, and proposed a research model including some external variables to explore the factors influencing the user adoption of call-taxi app. Questionnaire survey through internet was conducted to collect the data from 238 users of call-taxi app in China. They tested the model fitting by using structural equation modeling (SEM). Results of the study demonstrated that user attitude was indirectly and positively influenced by compatibility, perceived ease of use and perceived usefulness; subjective norm had positive and perceived risk had negative impact on behavioral intention; perceived price level had negative impact on both user attitude and behavioral intention toward using.

Amin *et al.* (2014) conducted an empirical research with a purpose to examine the influence of customers' perception of usefulness, ease of use, and trust on their satisfaction with mobile website. A research model was developed on the basis of TAM and study was conducted in Malaysia. Purposive sampling technique was used to conduct a survey and collect data from 302 respondents. Structural equation modeling (SEM) was used to determine the model fit. The results of the study showed that trust positively affects the customers' satisfaction with mobile services. The relationships between all dependent and independent variables of the study were found to be significant.

Zhou (2015) conducted a research in China with the objective of understanding users' behavior in the context of location based services from a dual perspective of enablers and inhibitors. Enablers in the research were perceived usefulness and trust and inhibitor was privacy risk. He stated that when users use location based services they are concerned not only with the benefits but also with their privacy concern as location based services collect and utilize their location information which may increase their perceived risk. Data was collected through structured questionnaire from 278 customers of two tele-communication operators in China. For examining the structural model and testing research hypotheses partial least square (PLS) was adopted. The results indicated that the perceived usefulness was affected mainly by the ubiquitous connection, whereas trust by the contextual offering. Privacy concern and trust significantly affect the privacy risk and trust also affects perceived usefulness.

Lu *et al.* (2015) the self- service mobile technologies helps the commuters to access lot of data about cab services and such technologies had changed the role of both customers and companies. The adoption of call taxi app (CTA) is impacted perceived usefulness, perceived ease of use, subjective norms and perceived playfulness.

Prof. Manjunath G. (2015) has come up with a study on Brand awareness and Customers Satisfaction towards OLA cabs in Bengaluru. The objective of the study was to know about the customer satisfaction towards OLA Cabs. The Chi-Square test was used to analyze the data. The result of study was OLA is a popular mobile app for personal transportation in India. OLA started as an online cab aggregator in Mumbai, now based out of Bengaluru and is among the fastest growing businesses in India.

Kumar *et al.* (2016) in their review paper proposed a research model based on TAM to study the factors influencing the adoption of Mobile banking in India. They found the Self efficacy, 24x7 hours availability and Apps compatibility as the antecedents of Perceived Ease of Use; Transaction cost and Efficient transaction as the primary factors leading to Perceived Usefulness; and Privacy Risk and Transaction Risk as the leading factors of Perceived Risk towards users' intention of using mobile banking.

P. Kishore Kumar, N. Ramesh Kumar (2016) conducted a study on Factors Influencing the Consumers in selection of Cab Services. The objective of the study was to ascertain the role of innovativeness of the consumers in the selection of Cab services. The reliability analysis and Chi-Square test was applied to test the study on its objectives. Sample size for the study was 120 respondents. The result was the study was found that the three factors selected for the study as price consciousness, coupon redemption behavior, and innovativeness are influencing the consumers in their selection of cab services.

Roy *et al.* (2017) conducted a research to explore the influence of technology readiness on perceived ubiquity including the TAM constructs perceived ease of use and perceived usefulness that subsequently affects m-commerce adoption. Moderating effect of privacy concerns was also checked on the relation between perceived ubiquity and m-commerce adoption. The conceptual model was developed using qualitative research. It was tested using two questionnaire-based surveys consisting of 372 and 431 respondents each in India. The study found a significant effect of technology readiness on perceived ubiquity and perceived ubiquity on m-commerce adoption. It also found a significant effect of technology readiness on perceived usefulness and perceived ease of use. Lastly, they also found a significant moderating effect of privacy concerns on m-commerce adoption.

Ruchi Shukla, Ashish Chandra & Ms. Himanshi Jain (2017) conducted a

study on OLA VS UBER: The Battle of Dominance. An analysis was done considering various parameters for both the E-Hailing Applications. The result of study was concluded as. They have to optimize their costs at all levels; need to be more customer-centric & target oriented; highly innovative; resistant to pressure from the authorities and keep delighting their customers as "customer is the king"

NEED OF THE STUDY

The above literature shows that the popularity of online booking of taxis through mobile apps is increasing day by day. Also the share of organized sector in taxi industry is increasing. As already stated, the increasing growth in the adoption of aggregator model in India has provided profitable opportunities to the unorganized taxi operators as well. As a result, it is expected that in coming years the market share of unorganized taxi services will decline. Such e-hailing services were initially started in metropolitan and other Tier I cities of India but various reports show that the demand for such services has been increasing across Tier II and Tier III cities as well in the country. Such increasing demand can be credited to various innovative and attractive offerings such as ease of booking through mobile applications, 24×7 customer support, various cash and online payment options, electronic fare meters, GPS enabled vehicles, etc. Therefore, such increasing demand for e-hailing services offers a big challenge to the managers, operators and service providers in this sector to understand the factors that influence e-hailing apps adoption. Thus, the need arises to understand the perception of e-hailing app usage and subsequently their effect on the users of these apps. So, such need provides opportunity to the researchers, analysts and practitioners to study on this issue. So the objective of the study is to map the profile of e-hailing applications users on the basis of demographic variables.

RESEARCH METHODOLOGY

Research methodology is the way in which research problem formulated for the research study is solved systematically. It consists of research design, scope of the study, sources of data collection, sampling technique, sample size and data analysis tools to be used.

RESEARCH DESIGN

A research design is the master plan consisting of techniques and procedures to be used in collecting and analyzing the measures of the information needed in the research problem. It defines the type of the study required to solve the research problem. Based on the stated objectives of the

study the researcher will initially use exploratory design but later on the research will mainly depend on descriptive design.

SCOPE OF THE STUDY

As the purpose of this research is to map the profile of E-hailing applications (OLA, UBER etc.) users on the basis of demographic variables, it is confined to the users who use mobile applications to book a cab or taxi. The study covered the cities of Punjab mainly Jalandhar, Ludhiana and Patiala.

(The time period of the study is before COVID-19 Pandemic)

Sampling Technique & Size

Sampling design is a plan for obtaining a sample from a given population. It refers to the technique and the procedure the researcher would adopt in selecting items for the sample. Sample design is determined before data are collected. Since, the sample is designed to map the profile of E-hailing applications users on the basis of demographic variables. The present study is based on Snowball Sampling Technique to collect data for the analysis of study. An optimum sample is one that fulfills the requirements of efficiency, reliability and flexibility. For the purpose of the study only 185 respondents from large population of Punjab were selected, those who were accessing the E-Hailing applications. Due care has been taken during the sampling process to ensure sufficient representation of respondents from different gender, age, education, occupation and income groups.

TOOLS & TECHNIQUES

The data collected from the survey have been analyzed with the help of statistical tool i.e. Chi-Square Test using SPSS software 16.0 version.

STUDY OF DEMOGRAPHIC VARIABLES USING CHI-SQUARE ANALYSIS

It gives the detail about the demographic profile of the respondents and includes the detailed study of the analysis, which will present the results of the statistical test that were performed on the data. The analysis of the study includes the demographic perception of the customers on the basis of gender, age and occupation attributes of respondents towards the services of e-hailing applications.

Null and Alternative hypotheses were framed on the basis of gender, age and occupation attributes to check whether there is significant association between respondents and their attributes.

H_0 : No Association between the respondents and their attributes

H_1 : Association between the respondents and their attribute

1. Gender : How often do you use taxis?

| | | | How often do you use taxis? | | | Total |
|--------|--------|------------|-----------------------------|--------|-------------------|--------|
| | | | Daily | Weekly | On rare occasions | |
| Gender | Male | Count | 5 | 10 | 55 | 70 |
| | | % of Total | 2.7% | 5.4% | 29.7% | 37.8% |
| | Female | Count | 0 | 2 | 113 | 115 |
| | | % of Total | .0% | 1.1% | 61.1% | 62.2% |
| Total | | Count | 5 | 12 | 168 | 185 |
| | | % of Total | 2.7% | 6.5% | 90.8% | 100.0% |

Table 1.1
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 20.632 | 2 | .000 |
| Likelihood Ratio | 22.139 | 2 | .000 |
| Linear-by-Linear Association | 19.618 | 1 | .000 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H0 : Gender and Use of Taxi's has no association between each other

H1 : Gender and Use of Taxi's has association between each other

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of gender male, 2.7% daily use, 5.4% weekly use and rest 29.7% use Taxi's on Rare Occasions.

The 62.2% of the total respondents of gender Female, no use on daily basis, 1.1% weekly use and rest 61.1% use Taxi's on Rare Occasions.

The chi square test applied on the results shown in above Table which reveals that there is no association between the gender and use of Taxi's as the value of chi square (0.00) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

2. Gender : How do you arrange a taxi journey?

| | | | How do you arrange a taxi journey? | | | Total |
|--------|--------|------------|------------------------------------|----------------------------------|---------------------------|--------|
| | | | Hail the taxi on the street | Book the taxi using the internet | Phone the driver directly | |
| Gender | Male | Count | 4 | 44 | 22 | 70 |
| | | % of Total | 2.2% | 23.8% | 11.9% | 37.8% |
| | Female | Count | 47 | 35 | 33 | 115 |
| | | % of Total | 25.4% | 18.9% | 17.8% | 62.2% |
| Total | | Count | 51 | 79 | 55 | 185 |
| | | % of Total | 27.6% | 42.7% | 29.7% | 100.0% |

Table : 1.2

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 30.329 | 2 | .000 |
| Likelihood Ratio | 34.845 | 2 | .000 |
| Linear-by-Linear Association | 10.852 | 1 | .001 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Gender and Arranging of Taxi's has no association between each other.

H_1 : Gender and Arranging of Taxi's has association between each other.

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of gender Male, 2.2% Hail the taxi on street , 23.8% Book the taxi using internet and rest 11.9% directly call the driver.

The 62.2% of the total respondents of gender Female, 25.4% Hail the taxi on the street, 18.9% Book the taxi using internet and rest 17.8% directly call the driver.

The chi square test applied on the results shown in above Table which reveals that there is no association between the gender and Arranging a taxi journey as the value of chi square (.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

3. Gender : Do you have a taxi application on your phone?

| | | | Do you have a taxi application on your phone? | | | Total |
|--------|--------|------------|---|--------------------------|-------|--------|
| | | | Yes, I use it Regularly | Yes, but I rarely use it | No | |
| Gender | Male | Count | 15 | 46 | 9 | 70 |
| | | % of Total | 8.1% | 24.9% | 4.9% | 37.8% |
| | Female | Count | 7 | 34 | 74 | 115 |
| | | % of Total | 3.8% | 18.4% | 40.0% | 62.2% |
| Total | | Count | 22 | 80 | 83 | 185 |
| | | % of Total | 11.9% | 43.2% | 44.9% | 100.0% |

Table 1.3 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------|----|-----------------------|
| Pearson Chi-Square | 47.476 | 2 | .000 |
| Likelihood Ratio | 51.814 | 2 | .000 |
| Linear-by-Linear Association | 42.129 | 1 | .000 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Gender and Having Taxi application on their phone has no association between each other.

H_1 : Gender and Having Taxi application on their phone has association between each other.

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of gender male, 8.1% Use Taxi application regularly, 24.9% use it rarely and rest 4.9% doesn't have the application on their phone.

The 62.2% of the total respondents of gender female, 3.8% Use Taxi application regularly, 18.4% use it rarely and rest 40% doesn't have the application on their phone.

The chi square test applied on the results shown in above Table which reveals that there is no association between the gender and Having Taxi Application on their phone as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

4. Gender : Would you feel safer with a male or female driver?

| | | | Would you feel safer with a male or female driver? | | | Total |
|--------|--------|------------|--|--------|-------------|--------|
| | | | Male | Female | Indifferent | |
| Gender | Male | Count | 38 | 0 | 32 | 70 |
| | | % of Total | 20.5% | .0% | 17.3% | 37.8% |
| | Female | Count | 17 | 63 | 35 | 115 |
| | | % of Total | 9.2% | 34.1% | 18.9% | 62.2% |
| Total | | Count | 55 | 63 | 67 | 185 |
| | | % of Total | 29.7% | 34.1% | 36.2% | 100.0% |

Table 1.4 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 63.993a | 2 | .000 |
| Likelihood Ratio | 84.640 | 2 | .000 |
| Linear-by-Linear Association | 3.876 | 1 | .049 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Gender and Feeling safe with drivers has no association between each other

H_1 : Gender and Feeling safe with drivers has association between each other

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of gender Male, 20.5% feel safer with Male driver, 0% for Women Drivers and rest 17.3% are indifferent about drivers.

The 62.2% of the total respondents of gender Female, 9.2% feel safer with Male driver, 34.1% for Women Drivers and rest 18.9% are indifferent about drivers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the gender and feeling safe with drivers as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

5. Gender : Level of awareness about Cabs on which basis?

| | | | Level of awareness about Cabs on which basis? | | | | Total |
|--------|------------|------------|---|------------------------|----------------------------|----------------------------------|-------|
| | | | Through friends and relatives | Through Television Ads | Through social media sites | Through newspapers and magazines | |
| Gender | Male | Count | 14 | 12 | 44 | 0 | 70 |
| | | % of Total | 7.6% | 6.5% | 23.8% | .0% | 37.8% |
| | Female | Count | 52 | 8 | 38 | 17 | 115 |
| | | % of Total | 28.1% | 4.3% | 20.5% | 9.2% | 62.2% |
| Total | Count | 66 | 20 | 82 | 17 | 185 | |
| | % of Total | 35.7% | 10.8% | 44.3% | 9.2% | 100.0% | |

Table 1.5 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 31.006a | 3 | .000 |
| Likelihood Ratio | 37.039 | 3 | .000 |
| Linear-by-Linear Association | 2.564 | 1 | .109 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Gender and Level of awareness has no association between each other

H_1 : Gender and Level of awareness has association between each other

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of Gender Male, 7.6% got aware through Friends & Relatives 6.5% from Television, 23.8% from social media and 0% through newspapers.

62.2% of the total respondents of Gender Female, 28.1% got aware through Friends & Relatives 4.3% from Television, 20.5% from social media and 9.2% through newspapers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Gender and Level of awareness as the value of chi square (0.000) is significant ($p < 0.05$). Hence Null hypothesis is accepted.

6. Gender : Why do you use taxi services?

| | | Why do you use taxi services? | | | | | | | Total |
|--------|------------|-------------------------------|------------|-------------------------|--------|--------------------|---------------------------|--------|-------|
| | | Need door to door access | Convenient | Avoids parking problems | Faster | Cost effectiveness | Safer method of transport | | |
| Gender | Male | Count | 19 | 13 | 24 | 5 | 0 | 9 | 70 |
| | | % of Total | 10.3% | 7.0% | 13.0% | 2.7% | .0% | 4.9% | 37.8% |
| | Female | Count | 35 | 41 | 12 | 0 | 7 | 20 | 115 |
| | | % of Total | 18.9% | 22.2% | 6.5% | .0% | 3.8% | 10.8% | 62.2% |
| Total | Count | 54 | 54 | 36 | 5 | 7 | 29 | 185 | |
| | % of Total | 29.2% | 29.2% | 19.5% | 2.7% | 3.8% | 15.7% | 100.0% | |

Table 1.6 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 30.277a | 5 | .000 |
| Likelihood Ratio | 33.999 | 5 | .000 |
| Linear-by-Linear Association | .037 | 1 | .847 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Gender and Why Use of Taxi's has no association between each other

H_1 : Gender and Why Use of Taxi's has association between each other

Interpretation

The analysis in the above Table reveals that 37.8% of the total respondents of gender Male, 10.3% need door to door access, 7.0% use it as convenient, 13.0% use it to avoid parking problems. 2.7% use as it is faster, 0% for cost effectiveness and 4.9% use because it is safer mode of transport.

62.2% of the total respondents of gender Female, 18.9% need door to door access, 22.2% use it as convenient, 6.5% use it to avoid parking problems 0% for faster, 3.8 % for cost effectiveness and 10.8 % use because it is safer mode of transport.

The chi square test applied on the results shown in above Table which reveals that there is no association between the gender and why use of Taxi services as the value of chi square (0.000) is insignificant ($p < 0.05$) Hence Null hypothesis is accepted.

1. Age : How often do you use taxis?

| | | | How often do you use taxis? | | | Total |
|-------|----------------|------------|-----------------------------|--------|-------------------|-------|
| | | | Daily | Weekly | On rare occasions | |
| Age | Below 20 years | Count | 0 | 5 | 8 | 13 |
| | | % of Total | .0% | 2.7% | 4.3% | 7.0% |
| | 20-30 years | Count | 5 | 7 | 122 | 134 |
| | | % of Total | 2.7% | 3.8% | 65.9% | 72.4% |
| | 30-50 years | Count | 0 | 0 | 38 | 38 |
| | | % of Total | .0% | .0% | 20.5% | 20.5% |
| Total | Count | 5 | 12 | 168 | 185 | |
| | % of Total | 2.7% | 6.5% | 90.8% | 100.0% | |

Table 2.1

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 26.769a | 4 | .000 |
| Likelihood Ratio | 19.722 | 4 | .001 |
| Linear-by-Linear Association | 8.359 | 1 | .004 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H₀ : Age and Use of Taxi's has no association between each other

H₁ : Age and Use of Taxi's has association between each other

Interpretation

The analysis in the above Table reveals that 7.0 % of the total respondents of age group below 20 years 0% use daily, 2.7% weekly use and rest 4.3% use Taxi's on Rare Occasions.

In age group of 20-30 years 72.4% of total respondents, 2.7% use on daily basis, 3.8 % weekly use and rest 65.9% use Taxi's on Rare Occasions.

In age group of 30-50 years 20.5 % of total respondents, no use on daily basis, on use on weekly basis and 20.5% use Taxi's on Rare Occasions.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and use of Taxi services as the value of chi square (0.000) is insignificant (p<0.05). Hence Null hypothesis is accepted.

2. Age : How do you arrange a taxi journey?

| | | | How do you arrange a taxi journey? | | | Total |
|-------|----------------|------------|------------------------------------|----------------------------------|---------------------------|-------|
| | | | Hail the taxi on the street | Book the taxi using the internet | Phone the driver directly | |
| Age | Below 20 years | Count | 0 | 9 | 4 | 13 |
| | | % of Total | .0% | 4.9% | 2.2% | 7.0% |
| | 20-30 years | Count | 51 | 48 | 35 | 134 |
| | | % of Total | 27.6% | 25.9% | 18.9% | 72.4% |
| | 30-50 years | Count | 0 | 22 | 16 | 38 |
| | | % of Total | .0% | 11.9% | 8.6% | 20.5% |
| Total | Count | 51 | 79 | 55 | 185 | |
| | % of Total | 27.6% | 42.7% | 29.7% | 100.0% | |

Table 2.2 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 27.643a | 4 | .000 |
| Likelihood Ratio | 40.465 | 4 | .000 |
| Linear-by-Linear Association | 4.791 | 1 | .029 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Age and Arranging of Taxi journey has no association between each other

H_1 : Age and Arranging of Taxi journey has association between each other

Interpretation

The analysis in the above Table reveals that 7.0% of the total respondents of age group below 20 years, 0% Hail the taxi on street, 4.9% Book the taxi using internet and rest 2.2% directly call the driver.

In age group of 20-30 years 72.4% of the total respondents, 27.6% Hail the taxi on the street, 25.9% Book the taxi using internet and rest 18.9% directly call the driver.

In age group of 30-50 years 20.5% of the total respondents, 0% Hail the taxi on the street, 11.9% Book the taxi using internet and rest 8.6% directly calls the driver.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and Arranging of taxi journey as the value of chi square (0.000) is insignificant ($p < 0.05$) Hence Null hypothesis is accepted.

3. Age : Do you have a taxi application on your phone?

| | | Do you have a taxi application on your phone? | | | Total | |
|-------|----------------|---|--------------------------|-------|--------|-------|
| | | Yes, I use it Regularly | Yes, but I rarely use it | No | | |
| Age | Below 20 years | Count | 5 | 4 | 4 | 13 |
| | | % of Total | 2.7% | 2.2% | 2.2% | 7.0% |
| | 20-30 years | Count | 17 | 51 | 66 | 134 |
| | | % of Total | 9.2% | 27.6% | 35.7% | 72.4% |
| | 30-50 years | Count | 0 | 25 | 13 | 38 |
| | | % of Total | .0% | 13.5% | 7.0% | 20.5% |
| Total | Count | 22 | 80 | 83 | 185 | |
| | % of Total | 11.9% | 43.2% | 44.9% | 100.0% | |

Table 2.3 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 20.187a | 4 | .000 |
| Likelihood Ratio | 21.425 | 4 | .000 |
| Linear-by-Linear Association | 1.508 | 1 | .219 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Age and Having Taxi Application on their phone has no association between each other

H_1 : Age and Having Taxi Application on their phone has association between each other.

Interpretation

The analysis in the above Table reveals that 7.0% of the total respondents of age group below 20 years, 2.7% Use Taxi application regularly, 2.2% use it rarely and rest 2.2% doesn't have the application on their phone.

In age group of 20-30 years 72.4% of the total respondents, 9.2% Use Taxi application regularly, 27.6% use it rarely and rest 35.7% doesn't have the application on their phone.

In age group of 30-50 years 20.5% of the total respondents, 0% Use Taxi application regularly, 13.5 % use it rarely and rest 7 % doesn't have the application on their phone.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and Having Taxi Application on their phone as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

4. Age : Would you feel safer with a male or female driver?

| | | | Would you feel safer with a male or female driver? | | | Total |
|-------|----------------|------------|--|--------|-------------|-------|
| | | | Male | Female | Indifferent | |
| Age | Below 20 years | Count | 5 | 4 | 4 | 13 |
| | | % of Total | 2.7% | 2.2% | 2.2% | 7.0% |
| | 20-30 years | Count | 46 | 47 | 41 | 134 |
| | | % of Total | 24.9% | 25.4% | 22.2% | 72.4% |
| | 30-50 years | Count | 4 | 12 | 22 | 38 |
| | | % of Total | 2.2% | 6.5% | 11.9% | 20.5% |
| Total | Count | 55 | 63 | 67 | 185 | |
| | % of Total | 29.7% | 34.1% | 36.2% | 100.0% | |

Table 2.4 : Chi-Square Test

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 12.357a | 4 | .015 |
| Likelihood Ratio | 13.166 | 4 | .010 |
| Linear-by-Linear Association | 9.626 | 1 | .002 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Age and feeling safe with drivers has no association between each other

H_1 : Age and feeling safe with drivers has association between each other

Interpretation

The analysis in the above Table reveals that 7.0% of the total respondents of age group below 20 years, 2.7% feel safer with Male driver, 2.2%

for Women Drivers and rest 2.2% are indifferent about drivers.

In age group of 20-30 years 72.4% of the total respondents, 24.9% feel safer with Male driver, 25.4% for Women Drivers and rest 22.2% are indifferent about drivers.

In age group of 30-50 years 20.5% of the total respondents, 2.2% feel safer with Male driver, 6.5% for Women Drivers and rest 11.9% are indifferent about drivers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and feeling safe with drivers as the value of chi square (0.015) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

5. Age : Level of awareness about Cabs on which basis?

| | | | Level of awareness about Cabs on which basis? | | | | Total |
|-------|----------------|------------|---|------------------------|----------------------------|----------------------------------|-------|
| | | | Through friends and relatives | Through Television Ads | Through social media sites | Through newspapers and magazines | |
| Age | Below 20 years | Count | 5 | 0 | 8 | 0 | 13 |
| | | % of Total | 2.7% | .0% | 4.3% | .0% | 7.0% |
| | 20-30 years | Count | 50 | 8 | 59 | 17 | 134 |
| | | % of Total | 27.0% | 4.3% | 31.9% | 9.2% | 72.4% |
| | 30-50 years | Count | 11 | 12 | 15 | 0 | 38 |
| | | % of Total | 5.9% | 6.5% | 8.1% | .0% | 20.5% |
| Total | Count | 66 | 20 | 82 | 17 | 185 | |
| | % of Total | 35.7% | 10.8% | 44.3% | 9.2% | 100.0% | |

Table 2.5 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 27.625a | 6 | .000 |
| Likelihood Ratio | 28.821 | 6 | .000 |
| Linear-by-Linear Association | .632 | 1 | .426 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Age and Level of awareness has no association between each other

H_1 : Age and Level of awareness has association between each other

Interpretation

The analysis in the above Table reveals that 7.0% of the total respondents of age group below 20 years, 2.7% got aware through Friends & Relatives 0% from Television, 4.3% from social media and 0% through newspapers.

In age group of 20-30 years 72.4% of the total respondents, 27% got aware through Friends & Relatives 4.3% from Television, 31.9% from social media and 9.2% through newspapers.

In age group of 30-50 years 20.5% of the total respondents, 5.9% got aware through Friends & Relatives 6.5% from Television, 8.1 % from social media and 0% through newspapers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and Level of awareness as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

6. Age : Why do you use taxi services?

| | | | Why do you use taxi services? | | | | | | Total |
|-------|----------------|------------|-------------------------------|-------------|-------------------------|--------|---------------------|----------------------------|-------|
| | | | Need door to door access | Conv-enient | Avoids parking problems | Faster | Cost effecti-veness | Safer method of trans-port | |
| Age | Below 20 years | Count | 9 | 0 | 4 | 0 | 0 | 0 | 13 |
| | | % of Total | 4.9% | .0% | 2.2% | .0% | .0% | .0% | 7.0% |
| | 20-30 years | Count | 41 | 42 | 10 | 5 | 7 | 29 | 134 |
| | | % of Total | 22.2% | 22.7% | 5.4% | 2.7% | 3.8% | 15.7% | 72.4% |
| | 30-50 years | Count | 4 | 12 | 22 | 0 | 0 | 0 | 38 |
| | | % of Total | 2.2% | 6.5% | 11.9% | .0% | .0% | .0% | 20.5% |
| Total | Count | 54 | 54 | 36 | 5 | 7 | 29 | 185 | |
| | % of Total | 29.2% | 29.2% | 19.5% | 2.7% | 3.8% | 15.7% | 100.0% | |

Table 2.6 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 71.066a | 10 | .000 |
| Likelihood Ratio | 78.035 | 10 | .000 |
| Linear-by-Linear Association | .219 | 1 | .640 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H₀ : Age and why use of Taxi services has no association between each other

H₁ : Age and why use of Taxi services has association between each other

Interpretation

The analysis in the above Table reveals that 7.0% of the total respondents of age group below 20 years, 4.9% need door to door access, 0% use it as convenient, 2.2% use it to avoid parking problems 0% use as it is faster, 0% for cost effectiveness and 0% use because it is safer mode of transport.

In age group of 20-30 years 72.4% of the total respondents, 22.2% need door to door access, 22.7% use it as convenient, and 5.4% use it to avoid parking problems. 2.7% use as it is faster, 3.8 % for cost effectiveness and 15.7% use because it is safer mode of transport.

In age group of 30-50 years 20.5% of the total respondents, 2.2% need door to door access, 6.5% use it as convenient, 11.9% use it to avoid parking problems 0% use as it is faster, 0% for cost effectiveness and 0% use it as safer mode of transport.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Age and why use of Taxi services as the value of chi square (0.000) is insignificant (p<0.05). Hence Null hypothesis is accepted.

1. Occupation : How often do you use taxis?

| | | How often do you use taxis? | | | Total | |
|------------|---------------|-----------------------------|--------|-------------------|--------|-------|
| | | Daily | Weekly | On rare occasions | | |
| Occupation | Student | Count | 0 | 12 | 119 | 131 |
| | | % of Total | .0% | 6.5% | 64.3% | 70.8% |
| | Self-Employee | Count | 0 | 0 | 18 | 18 |
| | | % of Total | .0% | .0% | 9.7% | 9.7% |
| | Service | Count | 5 | 0 | 17 | 22 |
| | | % of Total | 2.7% | .0% | 9.2% | 11.9% |
| | Business | Count | 0 | 0 | 14 | 14 |
| | | % of Total | .0% | .0% | 7.6% | 7.6% |
| Total | Count | 5 | 12 | 168 | 185 | |
| | % of Total | 2.7% | 6.5% | 90.8% | 100.0% | |

Table 3.1 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|--------------------------|
| Pearson Chi-Square | 42.734a | 6 | .000 |
| Likelihood Ratio | 30.333 | 6 | .000 |
| Linear-by-Linear Association | 2.102 | 1 | .147 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Occupation and use of Taxi services has no association between each other

H_1 : Occupation and use of Taxi services has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, no use on daily basis, 6.5% use on weekly basis and 64.3% use Taxi's on Rare Occasions.

9.7% of the total respondents of Self employee, no use on daily basis, on use on weekly basis and 9.7% use Taxi's on Rare Occasions.

11.9% of the total respondents of Service, 2.7% use on daily basis, on use on weekly basis and 9.2% use Taxi's on Rare Occasions.

7.6% of the total respondents of Business, no use on daily basis, on use on weekly basis and 7.6% use Taxi's on Rare Occasions.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and use of Taxi services as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

2. Occupation : How do you arrange a taxi journey?

| | | | How do you arrange a taxi journey? | | | Total |
|------------|---------------|------------|------------------------------------|----------------------------------|---------------------------|--------|
| | | | Hail the taxi on the street | Book the taxi using the internet | Phone the driver directly | |
| Occupation | Student | Count | 51 | 46 | 34 | 131 |
| | | % of Total | 27.6% | 24.9% | 18.4% | 70.8% |
| | Self-Employee | Count | 0 | 14 | 4 | 18 |
| | | % of Total | .0% | 7.6% | 2.2% | 9.7% |
| | Service | Count | 0 | 5 | 17 | 22 |
| | | % of Total | .0% | 2.7% | 9.2% | 11.9% |
| | Business | Count | 0 | 14 | 0 | 14 |
| | | % of Total | .0% | 7.6% | .0% | 7.6% |
| | Total | Count | 51 | 79 | 55 | 185 |
| | | % of Total | 27.6% | 42.7% | 29.7% | 100.0% |

Table 3.2 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 62.652a | 6 | .000 |
| Likelihood Ratio | 72.426 | 6 | .000 |
| Linear-by-Linear Association | 12.796 | 1 | .000 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Occupation and Arranging a Taxi journey has no association between each other

H_1 : Occupation and Arranging a Taxi journey has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, 27.6% Hail the taxi on street , 24.9% Book the taxi using internet and rest 18.4% directly call the driver.

9.7% of the total respondents of Self employee, 0% Hail the taxi on the street, 7.6% Book the taxi using internet and rest 2.2% directly call the driver.

11.9% of the total respondents of Service, 0% Hail the taxi on the street, 2.7% Book the taxi using internet and rest 9.2% directly call the driver.

7.6% of the total respondents of Business, 0% Hail the taxi on the street, 7.6% Book the taxi using internet and rest 0% directly call the driver.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and Arranging of taxi journey as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

3. Occupation : Do you have a taxi application on your phone?

| | | | Do you have a taxi application on your phone? | | | Total |
|------------|---------------|------------|---|--------------------------|--------|-------|
| | | | Yes, I use it Regularly | Yes, but I rarely use it | No | |
| Occupation | Student | Count | 7 | 50 | 74 | 131 |
| | | % of Total | 3.8% | 27.0% | 40.0% | 70.8% |
| | Self-Employee | Count | 0 | 14 | 4 | 18 |
| | | % of Total | .0% | 7.6% | 2.2% | 9.7% |
| | Service | Count | 10 | 7 | 5 | 22 |
| | | % of Total | 5.4% | 3.8% | 2.7% | 11.9% |
| | Business | Count | 5 | 9 | 0 | 14 |
| | | % of Total | 2.7% | 4.9% | .0% | 7.6% |
| Total | Count | 22 | 80 | 83 | 185 | |
| | % of Total | 11.9% | 43.2% | 44.9% | 100.0% | |

Table 3.3 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 56.913a | 6 | .000 |
| Likelihood Ratio | 55.083 | 6 | .000 |
| Linear-by-Linear Association | 38.187 | 1 | .000 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Occupation and Having Taxi Application on their phone has no association between each other

H_1 : Occupation and Having Taxi Application on their phone has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, 3.8% Use Taxi application regularly, and 27% use it rarely and rest 40 % doesn't have the application on their phone.

9.7% of the total respondents of Self employee, 0% Use Taxi application regularly, 7.6% use it rarely and rest 2.2% doesn't have the application on their phone.

11.9% of the total respondents of Service, 5.4% Use Taxi application regularly, 3.8% use it rarely and rest 2.7% doesn't have the application on their phone.

7.6% of the total respondents of Business, 2.7% Use Taxi application regularly, 4.9% use it rarely and rest 0% doesn't have the application on their phone.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and Having Taxi Application on their phone as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

4. Occupation : Would you feel safer with a male or female driver?

| | | | Would you feel safer with a male or female driver? | | | Total |
|------------|---------------|------------|--|--------|-------------|-------|
| | | | Male | Female | Indifferent | |
| Occupation | Student | Count | 36 | 50 | 45 | 131 |
| | | % of Total | 19.5% | 27.0% | 24.3% | 70.8% |
| | Self-Employee | Count | 4 | 8 | 6 | 18 |
| | | % of Total | 2.2% | 4.3% | 3.2% | 9.7% |
| | Service | Count | 5 | 5 | 12 | 22 |
| | | % of Total | 2.7% | 2.7% | 6.5% | 11.9% |
| | Business | Count | 10 | 0 | 4 | 14 |
| | | % of Total | 5.4% | .0% | 2.2% | 7.6% |
| Total | Count | 55 | 63 | 67 | 185 | |
| | % of Total | 29.7% | 34.1% | 36.2% | 100.0% | |

Table 3.4 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 18.367a | 6 | .005 |
| Likelihood Ratio | 20.653 | 6 | .002 |
| Linear-by-Linear Association | .669 | 1 | .413 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

- H_0 : Occupation and feeling safe with drivers has no association between each other
- H_1 : Occupation and feeling safe with drivers has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, 19.5% feel safer with Male driver, 27% for Women Drivers and rest 24.3% are indifferent about drivers.

9.7% of the total respondents of Self employee, 2.2% feel safer with Male driver, 4.3% for Women Drivers and rest 3.2% are indifferent about drivers.

11.9% of the total respondents of Service, 2.7% feel safer with Male driver, 2.7% for Women Drivers and rest 6.5% are indifferent about drivers.

7.6% of the total respondents of Business, 5.4% feel safer with Male driver, 0% for Women Drivers and rest 2.2% are indifferent about drivers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and feeling safe with drivers as the value of chi square (0.005) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

5. Occupation : Level of awareness about Cabs on which basis?

| | | | Level of awareness about Cabs on which basis? | | | | Total |
|------------|---------------|------------|---|------------------------|----------------------------|----------------------------------|--------|
| | | | Through friends and relatives | Through Television Ads | Through social media sites | Through newspapers and magazines | |
| Occupation | Student | Count | 50 | 8 | 56 | 17 | 131 |
| | | % of Total | 27.0% | 4.3% | 30.3% | 9.2% | 70.8% |
| | Self-Employee | Count | 7 | 0 | 11 | 0 | 18 |
| | | % of Total | 3.8% | .0% | 5.9% | .0% | 9.7% |
| | Service | Count | 5 | 12 | 5 | 0 | 22 |
| | | % of Total | 2.7% | 6.5% | 2.7% | .0% | 11.9% |
| | Business | Count | 4 | 0 | 10 | 0 | 14 |
| | | % of Total | 2.2% | .0% | 5.4% | .0% | 7.6% |
| | Total | Count | 66 | 20 | 82 | 17 | 185 |
| | | % of Total | 35.7% | 10.8% | 44.3% | 9.2% | 100.0% |

Table 3.5 : Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|--------------------------|
| Pearson Chi-Square | 59.438a | 9 | .000 |
| Likelihood Ratio | 48.989 | 9 | .000 |
| Linear-by-Linear Association | .195 | 1 | .658 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Occupation and Level of awareness has no association between each other

H_1 : Occupation and Level of awareness has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, 27% got aware through Friends & Relatives 4.3% from Television, 30.3% from social media and 9.2% through newspapers.

9.7% of the total respondents of Self employee, 3.8% got aware through Friends & Relatives, 0% from Television, 5.9% from social media and 0% through newspapers.

11.9% of the total respondents of Service, 2.7% got aware through Friends & Relatives 6.5% from Television, 2.7% from social media and 0% through newspapers while 7.6% of the total respondents of Business, 2.2% got aware through Friends & Relatives 0% from Television, 5.4% from social media and 0% through newspapers.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and Level of awareness as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

6. Occupation : Why do you use taxi services?

| | | | Why do you use taxi services? | | | | | | Total |
|------------|---------------|------------|-------------------------------|------------|-------------------------|--------|--------------------|---------------------------|--------|
| | | | Need door to door access | Convenient | Avoids parking problems | Faster | Cost effectiveness | Safer method of transport | |
| Occupation | Student | Count | 40 | 37 | 13 | 5 | 7 | 29 | 131 |
| | | % of Total | 21.6% | 20.0% | 7.0% | 2.7% | 3.8% | 15.7% | 70.8% |
| | Self-Employee | Count | 4 | 8 | 6 | 0 | 0 | 0 | 18 |
| | | % of Total | 2.2% | 4.3% | 3.2% | .0% | .0% | .0% | 9.7% |
| | Service | Count | 5 | 9 | 8 | 0 | 0 | 0 | 22 |
| | | % of Total | 2.7% | 4.9% | 4.3% | .0% | .0% | .0% | 11.9% |
| | Business | Count | 5 | 0 | 9 | 0 | 0 | 0 | 14 |
| | | % of Total | 2.7% | .0% | 4.9% | .0% | .0% | .0% | 7.6% |
| | Total | Count | 54 | 54 | 36 | 5 | 7 | 29 | 185 |
| | | % of Total | 29.2% | 29.2% | 19.5% | 2.7% | 3.8% | 15.7% | 100.0% |

Table 3.6

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------|----|-----------------------|
| Pearson Chi-Square | 49.986a | 15 | .000 |
| Likelihood Ratio | 60.073 | 15 | .000 |
| Linear-by-Linear Association | 5.346 | 1 | .021 |
| N of Valid Cases | 185 | | |

HYPOTHESIS

H_0 : Occupation and why use of Taxi services has no association between each other

H_1 : Occupation and why use of Taxi services has association between each other

Interpretation

The analysis in the above Table reveals that 70.8% of the total respondents of Students, 21.6% need door to door access, 20.0% use it as

convenient, 7% use it to avoid parking problems 2.7% use as it is faster, 3.8% for cost effectiveness and 15.7% use it as safer mode of transport

9.7% of the total respondents of Self employee, 2.2% need door to door access, 4.3% use it as convenient, 3.2% use it to avoid parking problems 0% use as it is faster, 0% for cost effectiveness and 0% use it as safer mode of transport.

11.9% of the total respondents of Service, 2.7% need door to door access, 4.9% use it as convenient, 4.3% use it to avoid parking problems 0% use as it is faster, 0% for cost effectiveness and 0% use it as safer mode of transport.

7.6% of the total respondents of Business, 2.7% need door to door access, 0% use it as convenient, 4.9% use it to avoid parking problems 0% use as it is faster, 0% for cost effectiveness and 0% use it as safer mode of transport.

The chi square test applied on the results shown in above Table which reveals that there is no association between the Occupation and why use of Taxi services as the value of chi square (0.000) is insignificant ($p < 0.05$). Hence Null hypothesis is accepted.

FINDINGS & IMPLICATIONS OF THE STUDY

In the view of what is described in the above chapters the following findings are made.

- Students of colleges and Universities are the main users of E-Hailing Applications like OLA, UBER in Punjab.
So service providing companies must focus on youngsters for their business.
- Age group of 20-30 years is more active users and avail the benefits of E-Hailing applications for their short trips in Cities of Punjab.
So service providing companies must attract youngsters by giving exciting offers.
- Awareness for E-Hailing Applications among Male, Female and different age groups is mostly done by Social media sites and through Friends & Relatives.
So the service providing companies must focus on Advertisements through Social Media.
- Females use E-Hailing Applications more than Males and are more

aware about its services and offers for their journey.

Thus, Service providing companies should pay attention to provide satisfaction and safety of journey especially for Female consumers.

- Age group 30-50 years uses E-Hailing applications on rare basis and To Avoid parking problems in crowded places in the cities. So Service providing companies should enhance its operations by offering various benefits of using E-hailing applications in comparison of personal vehicles.

LIMITATIONS OF STUDY

1. The sample size for the study comprised of 185 respondents. The sample size is a proportion of the entire population for the use of Taxi services in Punjab.
2. The random sampling technique are not used in this research, the ability of the collected data to infer the entire population is reduced because only internet accessing users are used in cities of Punjab.
3. Data collection consist only cities of Punjab that are Jalandhar, Ludhiana and Patiala.
4. Limited period of Survey.

CONCLUSION

E-hailing apps refer to the advanced mobile applications through which users can send requests to avail transportation facility using internet as well as geo-location and track the service provided and also make the payments due for the service availed. Such application enables both the driver and the passenger searching for available cabs/taxis in a given area to identify the location. In Punjab OLA and UBER are E-Hailing Applications used by the Consumers.

From the above analysis and discussion the conclusion implies that various demographic variables affect the perceptions of customers towards use of E-Hailing Applications. The influence of E-Hailing applications was greatly on the youth because it provides services at lower cost and for adults it is used mainly to avoid parking problems. But on the other side, some of the respondents did not prefer to go for E-Hailing applications because they considered calling directly the driver as more easy. It is

important to create customer trust in E-Hailing applications by providing safety and cost effectiveness to its customers for its growth.

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