

DIGITAL MARKETING USING SMART PHONE BOOKING CAB ON CONSUMER PERSPECTIVE

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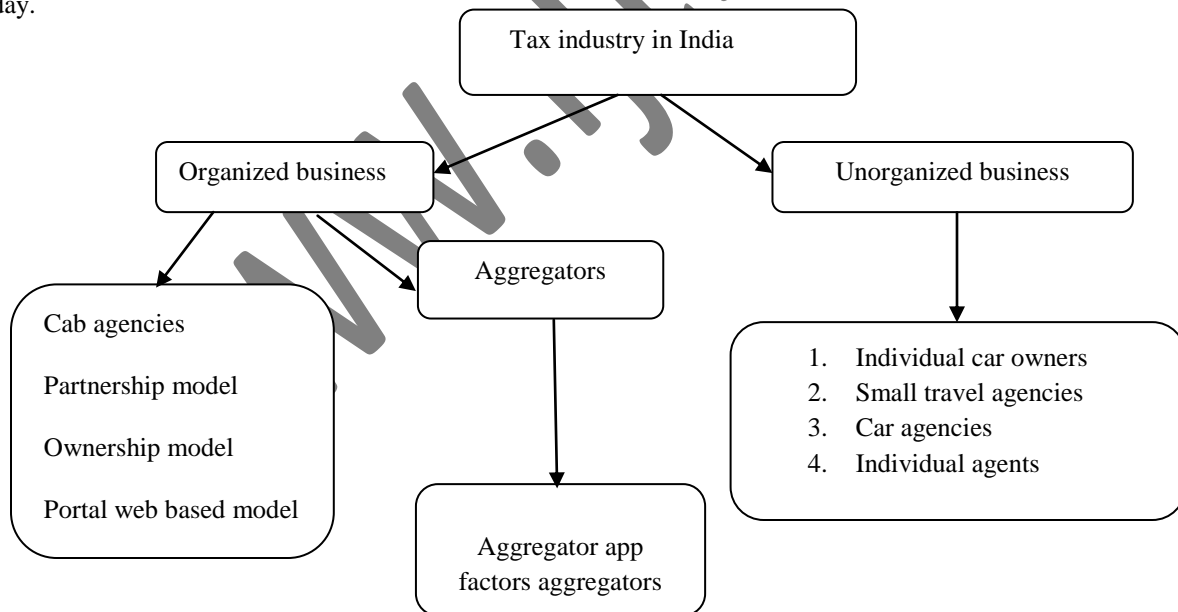
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Abstract-The advancement of digital technology plays an important role by using the communication strategy such as using smart phone. Today large numbers of people want to try comfortable mode of transport it is easy to use in present day's consumers using mobile apps to book taxi available at any time any place in urban areas. In online service, customer retention being considered as the most important construct, also been recognized as a key element. The study done systematic random sampling data were collected from 661 respondents in Coimbatore district. The data analysis of this study is empirical was carried out using Independent t-test, One way ANOVA, Multiple Regression Analysis, Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modeling through SPSS 20.0 and AMOS 20.0 software.

Keywords: mobile app, mobile phone app, key features of mobile in transportation

1. INTRODUCTION

Taxi industry become famous after 2007 the business split as organized sector and unorganized sector. Here the picture clearly explains the organized business of taxi and unorganized business of taxi. The aggregator's factors of app using the technology create with innovation that manage the supply and demand from booking from customers offline of app downloaded and used when uber launched in India in the year 2013 it observed that 2,000 bookings a day.



Source: Redseer Consulting presentation, published in Automotive dated April, 2015, www.in.com/automotive

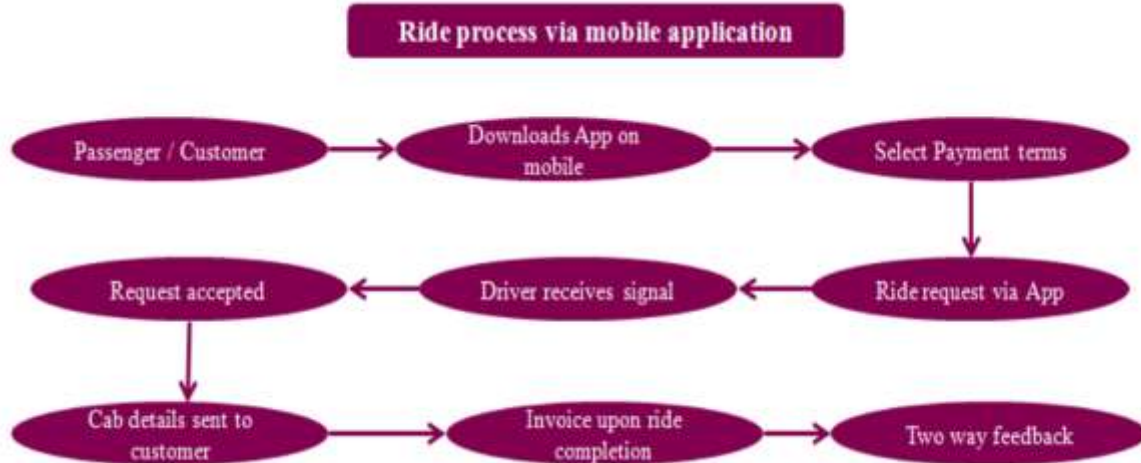
Fig. 1.1 Organized Sector and Unorganized Sector

The central government, vide its budget 2015-16 has now clearly. The term defines aggregator: "Aggregator mean's a person, who owns and manages a Web - based software application, and by means of the application and a Communication device, enable's a potential customer to connect with. Persons providing service of a particular kind under the brand name or trade name of the aggregator;"

2. SMART MOBILE APPLICATION IN TRANSPORTATION

By using the app for booking taxi is based on the customer satisfaction,safety, economy and recommended with family and friends ola gets a marginally better ratings in chennai.

- The most important factor for elder's convenience.
- For the youngster finds transparency of price.
- Women safety.



Source:“Measuring the Performance of Taxi Aggregator Service Supply Chain”, SAMVAD:SIBM Pune Research Journal,2015

Fig. 2.1 Ride Process via Mobile Application

The increase of smart phone user's easier to download the application. Generally application is referred as app by the youngster. The internet made the task easy for the aggregators most of the person feel innovative arrival of ola and uber were popular in all major cities Ashima Gupta,Vivek Singh Tomar,(2018).

3. KEY FEATURES OF MOBILE APPLICATION

Mobile application used as a key role in our day today activities including communication, education, for entertainment, business, travel etc... in transportation sector's the application mainly navigate the travel information.

Key features of using mobile application in transportation

- It is easy to find a distance and time to reach a destination
- Easy identification of multiple locations
- Connects the drivers and passengers to pick up location to another destination.
- Automatic messages, reminders use with device safely without distractions.
- Track and monitor the vehicles with easy identification.



Fig. 3.1 Communication of Cab Tracking Diagram

4. THE APP INFLUENCING THE CONSUMERS IN SELECTION OF CAB SERVICES

The study is based on the investigation with the intension of mobile application service based on taxi booking by the consumers. The data were collected from the 387 users of respondents in Malaysia in central part of kuala lumpur well structured questionnaire framed and divided into two parts the first part contains the demographic information the second part contains Technology Continuance Theory (TCT). The mobile app is perceived positively and easy to use by the customer's continuous usage MTB Apps (mobile taxi booking) there are two model used one is PLS Partial Least Square and SEM Structural Equation Model it helps to know the results of measurement model. PLS is used to know the possibility of relationship among the constructs. The study support's with the effects of subjective norms with the attitude towards using the app of MTB Gooi Sai Wenga,(2017) buying vehicles are not possible for all for day to day work commitment taxi used for transportation by lakhs of Indians here the study focus with private taxi and public taxi market it helps to understand the variables like technology, trends, safety, comfort ease of availability, tariff and flexibility of available time. in India every were 20-25% with organized sector sharing the services on apps Ola, Uber and taxi with advantage of raise strategy of making profits. (Utsav Pandya, Rishi Rungta, Geetha Iyer, 2017) the investigation is based on the taxis that provides the large number of benefits mobile based app frequently by the travelers with comfort, economy, safety and convince base only the app using respondents have been chosen for the study with well structured questionnaire here the data collected from the 150 app used respondents. (Mukund H. Khupse, 2017) transportation service in advance by using app by using of smart phone the services spread with an Android based application it helps the person intermediate between passenger and driver the user have the option to choose the car which he/she wants the model integrated with google maps the study helps to improve the quality of app for future guidance of travelers to travel easy.

(A dewole Adewumi, Sanjay Misra, Victor Odunjo, 2016) the investigation is based on the business model of Grabtaxi to know the competitive advantage with the application used to utilizes the global position system that directs the customers location and track the route with safety the study is useful to the customers Ease of use by using app through the quality of service with safety and tapping the large network strategy (Danuvasin Charoen, 2015).

5. OBJECTIVES OF THE RESEARCH

- To present a theoretical framework for establishing a research model in regard to Service Quality, customer trust, customer satisfaction, customer commitment, as the mediators of customer retention;
- To evaluate the empirical validation of proposed model on selected taxi companies in Coimbatore City;
- To identify and Assess the factors impacting Customer Retention;
- To examine the impact of select demographic variables on each of the customer retention dimensions by using mobile app.

6. RESEARCH METHODOLOGY

The "data collection instruments such as questionnaires, interviews or observation, sampling procedures and statistical techniques for organizing and interpreting unstructured data". The research questions and objectives of the study, followed by the sampling design, construction of the instrument for the research and the tools used for analysis are presented in the sequential form. The data collection for the study, by using interview schedules, was completed over a period, spanning nine months from August 2017 to December 2017.

For the entire research study there were three commonly used data collection methods: interview schedules, observation and questionnaires. Interview schedules provided rich data and allowed complex issues to be uncovered. Out of 1180 respondents who were contacted for data collection purpose, 725 customers responded and advanced for data collection. The study being related to Digital Marketing antecedents on selected taxi segment, the researcher insisted the customers to give nod for personal interview in order to get the information about the complex and emotionally laden information. Due to the non availability and the postponed appointments it took long time to collect responses. At the end of the research work data collection period 531 responses.

7. HYPOTHESES

In the Hypothesis listed below, which had got the significant positive relationship between the impact with each other on the customer retention

H1-1 – Service Quality has significant impact with of Customer Trust

H1-2 – Service Quality has significant impact with of Customer Satisfaction

H1-3 – Service Quality has significant impact with of Customer Commitment

H1-4 – Service Quality has significant impact with of Customer Retention

H2-1 – Security has positive relationship with customer trust

Table -7.1 Reliability Statistics

Factor	No. of items	Cronbach's Alpha
Service Quality	11	0.881
Perceived Usefulness	6	0.884
Information Quality	5	0.895
Security	4	0.829
Customer Trust	4	0.877
Customer Satisfaction	4	0.890
Customer Commitment	4	0.861
Customer Retention	4	0.876

Table-7.2 Reliability Statistics

Cronbach's Alpha	No. of Items
.884	8

Table-7.3 Digital Channel Preference

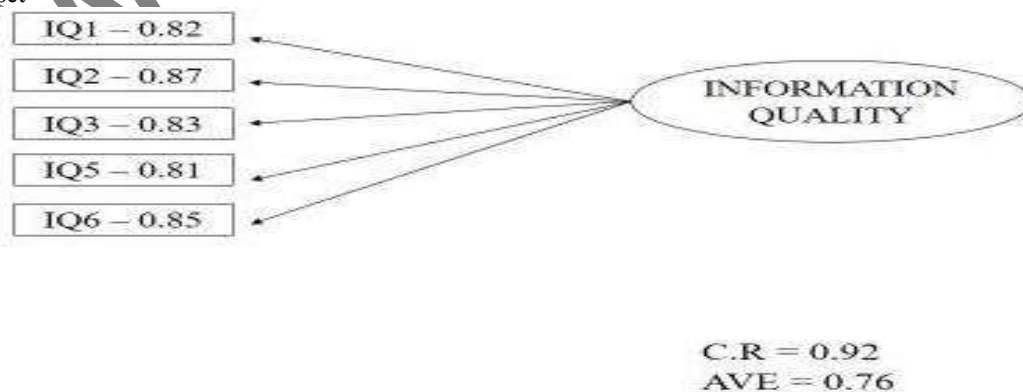
Characteristics of the sample	Frequency	Percentage
Digital Channel Preference	App	416
	Email	76
	Social Media	143
	Blogs	33

regarding the people whom they are prevailing the service for and the result indicated that 63% of the people prefer App, 11% preference E-Mail, and shows an 21% of people for Social Media as to obtain newer Information's and Offers , and a 5% Prefer Blogs. So it was able to be inferred that the people who are attaining the services are for their Self.

7.1 Confirmatory Factor Analysis (CFA)

After completing pilot study with 200 sample reliability of the scale was established and the factors were conformed. Subsequently the researcher collected data for the final study.

Overall, 661 sample size was considered for the study and CFA is used to conform the factors which were developed from Exploratory Factor Analysis (EFA). CFA is a visual representation that specifies the model's constructs, indicator variables, and interrelationships. CFA provides quantitative measures that assess the validity and reliability of the theoretical model by checking convergent validity and zero cross loading (unidimensionality). It also measures the discriminant validity and average variance extracted by the constructs. Having determined 41 items loaded in 8 different dimensions, using the AMOS version 20.0 it was easily been able to measure up the model. Unlike EFA, "CFA is a hypothesis testing procedure in which the model is tested for goodness of fit against the data set"

**Fig. 7.1 Factor Analysis**

8. LIMITATIONS AND FUTURE DIRECTIONS

The study response was limited to customers of digital marketing in selected taxi providers in Coimbatore city in Coimbatore district and for generalization wider population should be covered. Also the study developed a scale and validated in one district in India. Hence further research would be required to validate the scale in different country and in different economy. In summary, addressing these areas for future research will extend this study's current findings and enable a more comprehensive understanding of the customer retention constructs in digital marketing in selected taxi providers in Coimbatore city.

CONCLUSION

It was explained by the researcher that digital marketing in selected taxi providers in Coimbatore city would be a substitute of for service sector and it was proved through analyzing the factors affecting customer retention. So it was suggested that the service providers who were not able to concentrate on the entire geographical area and segments to provide digital marketing in selected taxi providers in Coimbatore city to fill the demand and supply gap. On the other part, the service providers need to be concentrated on the uncovered area and deliver knowledge about Security, Information Quality and Perceived Usefulness of the unavoidable service.

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