

# Effect of Mobile Servicescape on Customer Engagement with Moderating Effect of Gender for Cab Booking Service



Shehna Sherafudeen, Debajani Sahoo

**Abstract:** A current transition to the mobile services from the websites has gained research attention mainly in the area of mobile servicescape and its corresponding effects on the consumer responses. The customer engagement in a sharing economy, post-covid, needs to be deeply analysed by the managers, to better engage the customers. The area of mobile servicescape is under-researched especially in growing economies like India. The current paper proposes a model to understand the effect of Mobile servicescape on customer engagement mediated through customer attitude by considering gender to be a moderating variable in cab booking service context. Theory of reasoned action (TRA) used to understand customer attitude and Technology Acceptance Model (TAM) to deduce customer engagement. The cab hailing service which is met by stiff competition from competitors and the unorganised sector needs thorough understanding of the customer attitude in order to increase their engagement. Gender used to play very active role in different service consumption context that managers should look into and design their servicescape accordingly. The study results would provide practical suggestions to the App based transport industry to promote customers' engagement behaviors and brand loyalty by designing proper mobile apps based on customers' mobile-servicescape preferences.

**Keywords:** Mobile Servicescape, Customer Engagement, Customer Attitude, Theory of reasoned action

## I. INTRODUCTION

The term "servicescape" was coined by [2] to explain firm's overall physical environment, including overall layout, design, decoration, and aesthetics. Later, studies have extended this conceptualization into various other contexts, such as leisure service settings [39], online shopping outlets [13] and e-commerce environment [28]. The overall online service environment of a firm has been coined in different forms by several researchers, such as "virtual environment", "e-scape" [28], "online physical environment" [16]; [42], "cybermarketscapes" [51], "online atmospherics" [15], "on-line store atmospheric cues" [12], "aesthetics or atmospherics of the web site" [8], and recently, "e-servicescape" [21];[33].

Manuscript received on 23 May 2022 | Revised Manuscript received on 28 May 2022 | Manuscript Accepted on 15 July 2022 | Manuscript published on 30 July 2022.

\* Correspondence Author

Shehna Sherafudeen, Research Scholar, ICFAI Business School, IBS Hyderabad (Telangana), India. E-mail: [shehna.sherafudeen@ibsendia.org](mailto:shehna.sherafudeen@ibsendia.org)

Dr. Debajani Sahoo\*, Associate Professor, Department of Marketing and Strategy, ICFAI Business School, IBS Hyderabad (Telangana), India. E-mail: [debajani@ibsendia.org](mailto:debajani@ibsendia.org)

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an open access article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Every organisation in the presence of competition would retain their customers via customer engagement. Satisfaction has been seen directly influencing the repurchase behaviour. One such example of customer engagement can be seen in Ola India, through a service called Ola Play introduced by Ola India where the customers can choose an entertainment channel of their choice from the list of channels available on the Tab available in Ola cab. This small change brought by Ola had a major impact on the customer attitude, by which customer started to switch from Uber to Ola. The attitude of the customers, pre-covid times have changed drastically compared to the post-covid times. This is where the understanding of the customer attitude becomes important. Multiple studies have shown differences in attitude towards the Covid situation based on their respective gender [18]. Imposing lockdown during covid has forced many individuals in accepting mobile technology even if is for hedonic motivation [45].

Few studies in the past have tested SERVQUAL model in the context of cab booking service[23]; mobile app servicescape in hotel context(Lee,2018), but not much importance given how these mobile-servicescape impact customer engagement towards service transaction. The present study tries to build this gap to understand the relationship between mobile servicescape and customer engagement mediating through customer Attitude using Technology Acceptance model(TAM) in can booking service. The reason being taking APP based cab service, The cab hailing industry is currently valued at \$314.224 Billion (2022). The annual growth is expected to be 5.3% (CAGR 2022-2026), projecting a market volume of \$386.274 Billion by 2027 ([www.statista.com](http://www.statista.com)). Understanding the customer attitude, customer engagement is one way help the cab hailing firms like Uber or Ola to involve the customers and increase their revenues [42]. The fastest growing market is the Asia-Pacific with a growth rate of 8.95%. The key players in the region are DiDi, OLA, lyft, Uber, Grab. The changes have come as a part of sharing economy [36]. The various offerings by the APP based cab service includes both on the tangible and intangible parts such as., booking convenience through application, air conditioned, educated and skilled drivers, multiple payment facilities, 24/7 customer support emergency facility, in case of any trouble, GPS enabled vehicles and customisation according to the riders choice mostly co-created by the customer through his mobile App and increase customer engagement with the APP.

In the present paper the researcher tries to find out the effect of customer attitude on customer engagement as the customer attitude shapes the behaviour of a consumer according to the Theory of Reasoned Action [2]. The moderating effect of gender is considered due the prevalent difference in consumption based on the gender. The effect of customer attitude on the customer engagement can be better defined through the TAM theory by [11]. The flow of the paper would reviews the theoretical backing on which the model is based on. Following the proposition and proposed model is the methodology under consideration. The managerial implication and conclusion is provided towards the end of the paper.

II. THEORETICAL BACKGROUND

A. Theory of Reasoned Action (TRA)

**Theory of Reasoned Action (TRA)** explains how to predict the behaviour of a consumer based on the pre-existing attitude and behavioural intentions of a consumer[1]. The behavioural decision by an individual is based on the outcome expectation of a particular situation because of the intended behaviour. Even though the theory has faced a lot of criticism, it later on advanced to give theories like Theory of Planned Behavior and Technology Acceptance Theory. TRA can be used to explain the usage of cab hailing application by the consumers. It allows to understand and predict the usage behaviour of the consumer, based on the attitudes and intention. According to TRA, it examines an individual’s voluntary behaviour, in this context, the likelihood to use a cab hailing application by understanding the motivation to perform the particular action. The intention is known to be the best predictor to analyse if an individual will perform the particular behaviour.

B. Technology Acceptance Model

The TAM is an information system model which states how a consumer accepts and uses technology. When a new technology is presented to a there are number factors that influences the usage of the technology by the consumer. The factors are perceived ease of use which according to Davis, is the degree to which a person believes that a particular technology will enhance the job performance. And the next factor is the perceived usefulness, where it is the degree to which a person believes a particular technology will free him from his effort. TAM theory has been widely used to explain the acceptance of technology because of its assumption and theoretical effectiveness. The perceived ease

of use and perceived usefulness has been influenced by some key variables. A positive attitude towards the application will motivate the users to use the technology. It has been also seen that, the use of technology by the customer, shows their competency level. At times there problems faced by the consumer while using the technology. It includes organisational barriers, technological barriers and social barriers. At certain times, demographical factors also effect the use of technology, such as age, technology knowledge, levels of acceptance, self training etc. These factors should be taken into account while presenting the application to the consumers. Considering the use of the application to be commercial in nature, the basic function is that it must be user friendly, irrespective of the age group, educational level and social class. Applications for the cab hailing service must be designed in a manner where it can be used by any segment, after providing required instructions. In my paper, TAM theory explains how the customer accepts technology and how it is directly impacting the customer engagement behaviour.

III. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

A. Mobile ServiceScape

Servicescape is defined as a combination of several dimensions that has an influence on the holistic perception of services [34]. The initial dimensions were introduced by [3] while others adding to it later [56], [57] which included dimensions such as „aesthetics, layout accessibility (spatial layout), e-commerce layout [28]. There are varying terminologies present in the servicescape is considered to be the natural progression from the physical servicescape to the online space. According to [21], the e-servicescape gives the online environment while providing the service delivery. This paper proposes the positive effect of the mobile serivcescape on the customer engagement.In one of the empirical research on a hotel mobile application, the components of m-servicescape is seen to be aesthetics, functionality and symbolism which positively influenced the engagement behaviours and brand loyalty [32]. The acceptance level of a m-servicescape, here the cab hailing application, will give a direct measure for customer engagement. Customer engagement is the vital component for relationship marketing. It can be defined as the intensity of an individual’s participation in and connection with an organization’s offerings and/ or organizational activities, which either the customer or the organization initiate [54].

Table 1: Literature Review and Gap Finding

Author	Method	Factors of Study	Findings	Research Gap
Roy et.al. (2019)	Quantitative, Questionnaire Survey, Chain referral sampling, PLS	Smart Servicescape, Interaction with employees, Smart experience co-creation, service brand equity and WOM	The technological enviromental cues of the smart servicescape considered as the stimulus, influence the smart experience co-creation, organism, and this co-created experience influes the consumer's service brandf equity and WOM, which is the response.	Smart consumer exoerience co-creation has been conceptualized where currently the literature is lacking. Relationship between experience co-creation and service brand equity has been tested.



Tran, G. A., & Strutton, D. (2020)	Quantitative, Questionnaire Survey, Cross-sectional	E-servicescape, trust, E-WOM intentions, customer loyalty	Reviews of play is essential in e-servicescape construct. E-servicescape positively impacts trust, whereby trust positively influences e-WOM and customer loyalty	Failure to properly manage email-social network posts which will influence customer perception of the websites servicescape. There is a failure to investigate the possible direct or indirect influence of e-servicescape on customer response.
Tankovic, A. C., & Benazic, D. (2018)	Quantitative, Survey based, Cross sectional, PLS	Aesthetic appeal, layout and functionality, financial security, perceived value, attitudinal loyalty, behavioural loyalty.	The perception of e-servicescape has positive impact on the perceived value and loyalty. The dimensions of layout, functionality and financial security influences the perceived value, thereby the customer loyalty.	The transition from physical servicescape to e-servicescape has been studied and its apparent effect on the perceived value, considering the entire dimensions of e-servicescape.
Lai, Kim Piew, et al (2014)	Quantitative, Laddering Technique,	Interaction dimension, signs, symbols and artifacts dimension, Design dimension, Ambient dimension	Quality of photograph (ambient dimension), Navigation bar, categorization and simple arrangements (design dimension), Company logo (signs, symbols and artifacts dimension), pricing information (interaction dimension) were found to be salient attributes of the respective dimensions.	Attributes of e-servicescape through laddering technique from the online wseller perspective
Lee, Seonjeong Ally (2018)	Quantitative, cross-sectional, SEM	Aesthetics, Functionality, Symbolism, Customer engagement behavior, Customer Loyalty	The dimensions of aesthetics, functionality, and symbolism of the m-servicescape was preferred which positively influenced the customer engagement and customer loyalty.	The effect on m-servicescape on customer loyalty and customer engagement.
Sahoo, Debjani, and Sreejesh S. Pillai. (2017)	Quantitative, cross-sectional, SEM	M-Banking servicescape, customer attitude, customer engagement	1. mBanking servicescape predicts the customer attitude towards m-Banking, influencing the customer engagement. 2. Mediating effect of customer attitude between m-banking servicescape and customer engagement is present. 3. Aesthetics, layout and functionality, and financial security determines behavioural intentions.	Mobile banking servicescape as a dimension is taken into account whose effect on the customer attitude and customer engagement is analysed
Dassanayake, Hansani Chathurika, and Asanka Senevirathne (2019)	Quantitative, cross-sectional, simple random sampling	E-servicescape, student experience quality, student engagement,	Direct effect of the servicescape on the student engagement, where the effect is partially mediated by the student experience quality. Better servicescape has effect on the perception of learning experience	The effect of servicescape in the distant education context with a mediation of experience quality needs to be analysed.
Harris, Lloyd C., and Mark MH Goode (2010)	Quantitative, cross-sectional, development	E-servicescape, trust, purchase intention	Three dimensions of the e-servicescape with 52 items has been empirically evaluated and the relationship between e-servicescape, trust and purchase intention has been established.	Understanding the customer's estimation of e-servicescape and the following estimation of web-site trustworthiness, and intentions to repurchase.
Lee, Seonjeong Ally, and Miyoung Jeong (2012)	Conceptual	Ambience, design, social factors, emotions, satisfaction, consumer flow experience, behaviours (approach or avoidance)	The study proposes eight propositions on the relation between e-servicescape and the consequences, moderated by the individual's regulatory focus (prevention-focused or promotion focused).	e-servicescape in the lodging context by examining dimensions like ambient, design and social factors in the virtual environment. Consumer's flow experience has been included. The study takes individual differences into account.
Teng, Hsu-Ju, Jia-Jen Ni, and Hsiao-Han Chen (2018)	Quantitative, cross-sectional, SEM	Aesthetic appeal, layout and functionality, financial security, interactivity, purchase intentions	Aesthetic appeal and interactivity increases the purchase intentions for general users. Interactivity is important for heavy users, followed by aesthetic appeal, layout and functionality. Aesthetic appeal was the only determining factor for light users. Financial security didn't have effect on any type of users.	Heavy users of the internet has been considered in the study which will have direct impact on the company's profit. The moderating effect of heavy and light users are considered on the purchase intention.

**B. Customer Engagement**

The customer engagement can be measured via value, trust, word of mouth, loyalty and brand community involvement. From a firm's point of view, customer engagement can be defined as activities that facilitate "repeated interactions that

strengthen the emotional, psychological or physical investment a customer has in a brand"[44].

“Customer engagement behaviours go beyond transactions, and may be specifically defined as a customer’s behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers.” [10]. These behavioural manifestations can be positive (when the positive reviews are given) and negative (complaints and bad reviews). The Customer Engagement even though is meant for current customers, it can be extended to much broader actors including potential customers, general public, regulators, and firm employees. Customer engagement also involves customer co-creation. Customer co-creation “involves the (customer) participation in the creation of the core offering itself. It can occur through shared inventiveness, co-design, or shared production of related goods.” [51]. Hence, co-creation occurs when customer participates by spontaneous, discretionary behaviour that customizes the customer to brand experience.

### C. Mobile ServiceScape and Customer Engagement in Cab Booking service

The various factors that measures the mobile servicescape are its aesthetics, app layout, usefulness and ease of use. The application will be used by the consumer by the extent of its perceived usefulness [11]. The aesthetics have direct effect on the pleasantness, satisfaction and service approach [55]. In the online service context, the aesthetics denotes the customer perception of the online ambience and the extent to which they consider it to be attractive or alluring [21]. The aesthetics gives the overall visual appeal, originality of the pages [14]. The earlier studies have shown how aesthetics lead to service quality perception and satisfaction [46]. The professionalism of the consumers was found to have a profound effect on the satisfaction. The layout refers to the arrangement perceived by the customers, the structure and the adaptability of the structure in order to provide their service related goals [3]. The layout in an online environment is one the main criteria of customers evaluation. The layout and functionality will lead the customers to have a positive impression of the online environment. When the layout and functionality are easily place, it allows the customers to have to have better and positive engagement. As per Technology Acceptance Model, Perceived usefulness is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" [11]. The potential users for the application will be also weighing the application with performance and the effort of using the application [11]. The perceived ease of use can be defined as the "the degree to which a person believes that using a particular system would be free of effect". The past literature and empirical studies have shown the positive effect of mobile servicescape on customer engagement. The items that are considered for measuring the m-servicescape is ease of use, usefulness, aesthetics, app layout. The scale to measure each item is provided in Appendix 1. Every firms encourages their customers to participate and engage in one way or the other that represent peer recognition, reputation building, and relational bond through interaction [4];[54]. The various dimensions of CEB considered here are valence, form/modality, scope, nature of its impact and customer goals [13]. The impact the CEB can have on the

firm depends on the immediacy of the impact, intensity of the impact, breadth of the impact and longevity of the impact. The other aspect the firm should consider, is the customer’s purpose while engaging in a brand focusing on 3 questions: to whom is the engagement directed, to what extent is the engagement planned and to what extent are the customer’s goals aligned to the firm’s goals. This positive influence needs to be established in the cab hailing application, which gives us the 1<sup>st</sup> proposition. Based on the literature, the m-servicescape has a positive impact on the customer engagement.

**Proposition1: Mobile servicescape has positive effect on customer engagement towards cab booking service.**

### D. Customer Attitude as a mediator

Customer attitude explains the evaluation of a customer’s products and service [6]. The evaluation comprises of the entire product and service and not a single transaction alone. Empirical studies involving the diffusion of technological innovation has expanded the TAM theory to include the customer attitude defined by the Theory of Reasoned Actions [11]; [25];[27]. Attitude is the driver for customer attributes or utility [31]. While attitude can be positive or negative behaviour towards innovation adaption [50]. Triandis further stated that the attitude gave perception of usefulness. The attitude effect of the customer in an e-servicescape has been studied for the mobile banking sector extensively on how the customers evaluate the mobile banking application as well as hotel booking application. In both the context, the customer attitude plays a vital role in the evaluation.

Attitude is based on one’s belief about the object and perceived importance (weight) of the attribute in decisions to adopt. In cab hailing the customer attitude can be given in terms of safety, cleanliness, driver attitude, cab hygiene. These elements in the m-servicescape will prompt the functional and experiential evaluation of the application [33].

The elements in the servicescape, such as the colour, layout, font, icon structure, icon placement, will all influence the customer’s evaluation. The aesthetics and functionality of the application will lead the customers to a heightened experiential and functional evaluation of the electronic medium [22] and the extent to which the electronic medium effectively and efficiently guide the user. On the other hand, if the information is hard to obtain, there will be a negative evaluation by the customer. Understanding the determinants of consumers attitude, it is argued that this attitude has a strong, direct, and positive effect on consumers intentions to actually use the new technology or system [22]; [15]. According to the provided model, customer attitude plays a mediating role between mobile servicescape and customer engagement. This paper is trying to study the positive influence of mobile servicescape on the customer attitude, whether it is hedonic or utilitarian. From the past literatures, mobile servicescape has positive influence on the attitude when studied under other service application.

**Proposition 2: Customer attitude towards cab booking service mediates the relationship between mobile servicescape and customer engagement**

**E. Gender as a moderator**

The gender inclination towards certain attributes of the mobile servicescape [40] which can impact a firm's communication tactics. In an earlier study conducted for mobile banking industry, the results confirmed the importance of social norms and ease of use to the female customers while the application benefits and advantages appealed the male customers [40]. The effect of gender is also present on the trust-loyalty relationship [35], where loyalty was more for women than men. A large share of

moderating effect studies of gender is based on the banking sector and the mobile banking application. The implication of the research has proved to be financially profitable to the banks. The dearth in the past literature is the study of gender as a moderating variable on customer engagement. As we have seen, the gender does play a role the trust loyalty relation, but the moderating effect needs to be studied. I propose to study this effect through my paper. Proposition 3: Gender has a moderating effect on the relationship between customer attitude and customer engagement such that male have better engagement compared to female in cab booking service.

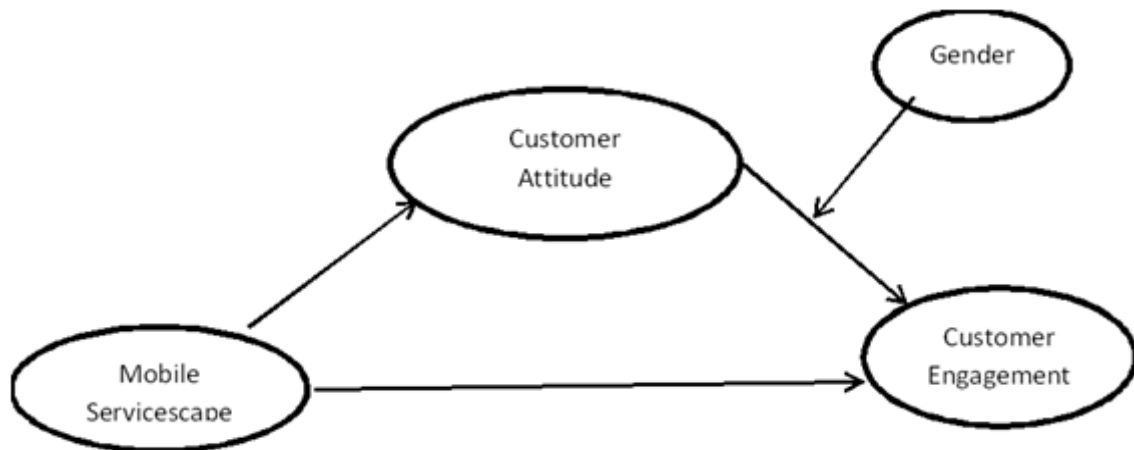


Figure 1: Conceptual Framework:

**IV. PROPOSED METHODOLOGY**

An online based survey would be conducted from student sample from a reputed national university having students representing pan India population in the age group of 18-24 years in India from different academic programs to meet the generalizability.. Students are the best representative for the non-student sample as based on the past literature and survey is the best method to serve such purposes [59].The researcher also felt that this mode of data gathering would enhance the robustness of the research outcomes [59]. Students are considered to be the right sample for theory testing research, where multivariate relationships among construct can be investigated[7]. The proposed sample size for the study would be about 300 (Hair et al.,2019)which would be gathered through survey method following simple random sampling method. The proposed scale and questionnaire for the survey provided in Appendix A. The study context will be cab-booking services. Cab hailing services are on expansion mode, with investors investing billions of dollars in the Indian market alone [38]. The cab hailing service is estimated to generate a total revenue of \$285 Billion dollars for the next 13 years. The total number of cabs that are hailed on daily basis is around 15 million and will rise upto 100 million by 2030. Comparing it to the traditional taxi hailing business, the current size is about 108 Billion dollars, therefore, to achieve the mark that have been set by the industrialist, the cab hailing companies needs to invest more in customer development, services and more strategies.The proposed data analysis technique is SEM or structural equation modelling.The SEM was considered as it provides with better fit index and can be used in used for reflective scales [5].

**V. CONCLUSION**

**A. Academic Implication**

The literature provides empirical evidence for e-servicescape which is based on website application. The proposed model provides insight of mobile servicescape, which currently is an under researched area. The amount of applications that are being used and downloaded on a daily basis shows that the academic research needs more understanding of mobile servicescape. Engaging consumers to create new services through co-creation has captured significant interest from academic researchers[37]. This study aims to contribute to academic research in the following manner. First, the study attempts to explore dimensions of the mobile servicescape, compared to the other servicescape models [32]. Second, the study proposes the effects of these mobile servicescape dimensions on customer engagement mediated by customer attitude, contributing to the respective literature. Third, the literature has empirically proved how perceived lifestyle majorly affects customer attitude [9], this paper proposes a mediating effect on the customer engagement and extended the application of TAM theory. Fourth, decision making has been empirically tested to depend on gender [26]. The paper contributes to the literature by considering gender to be a moderating variable, assuming the decision varies on gender, even though literature suggests otherwise [19].

## B. Managerial Implication

This study provides implications for Transport managers on how to develop mobile apps that foster customers' engagement behaviors and enhance brand loyalty. The context of mcommerce remains under-researched, particularly from the customers' design preferences perspective. With technology advancements in the transport industry, more competitors embrace mobile apps as part of the service delivery process. Due to the intangible characteristics of the transport industry, customers rely on external cues, such as product design on an online forum that create positive customer evaluations on needs fulfillment. The APP-based cab service provider should employ numerous graphical design tools, such as colour, photos, font styles, message function with accurate and reliable information, animation, music, and layout, to create a visually appealing aesthetic mobile service environment. A travel mobile app should be safe and dependable, with privacy and confidentiality as a top priority. Using diverse colour schemes and photos to accentuate the app's aesthetic design, the manager should appeal to users' many senses and create pleasant atmospherics in the mobile app.

The implication of this research is huge considering the market size of the cab hailing industry. As pointed out earlier, the managers are trying to increase the existing market share and also increase the engagement of the existing customers. This research can provide the managers of the cab hailing firm with the following advantages. First, this study empirically proves that a better m-servicescape increases the customer engagement. The firms can better out the factors involved in the servicescape to increase the engagement. Secondly, the firms can positively influence the attitudes of the customer through ads to increase the engagement. By directly influencing the attitudes, firms can motivate the customers to increase the service usage and engage more. Thirdly, having considered the moderating effect of gender, service providers can roll out more gender friendly services.

## LIMITATIONS AND FUTURE RESEARCH

The study considers cross-sectional data for the analysis, a longitudinal study will be useful in analysing the long term effects of the servicescape on engagement, thereby its effects on the financial statement of the firm. Second, the study is being planned to be conducted in India, the generalizability of the study becomes an issue to other cultures. Finally, the literature suggests other service marketing/customer relationship factors such as brand equity, satisfaction, self-image, self-brand connection, and co-creation which can be taken as antecedents or the consequences of the study and work out the association amongst these factors in service settings for further studies [20].

## APPENDIX A

### Measurement Scale

The following are the factors that measures each variable.

### Mobile Servicescape

1. Ease of use: Ease of use of an application or any technology can be measured [53] using various factors like Self Efficacy, Usability and Direct Experience.

Self-efficacy [53]. Customers form efficacy through their own direct experience or from the similar situations. According to Bandura, self-efficacy is tailored to the psychological functioning. This suggests that self-efficacy needs to be understood for understanding the user acceptance of a technology, here it is mobile application. The factors that affect the ease of use [11].

- Easy to Learn
- Controllable
- Clear and understandable
- Flexible
- Easy to become skilful
- Easy to use

2. Usefulness: Derived from the TAM model [11] it explains the user's perception of the degree to which using the technology will improve his/her performance. The factors for the usefulness are provided below [11].

- Work more quickly
- Job performance
- Increase productivity
- Effectiveness
- Makes job easier
- Useful

3. Gender: The gender here can be considered to be a multi-dimensional construct [58] that include sex, psychological gender, and gender role attitudes. The factors are:

- Gender
4. Aesthetics: Based on the role that aesthetics play for an application and the interaction time with the application, the following factors are used to determine the aesthetics of an application
- Prioritizing the user experience
  - Variation of the basic colour
  - Quirky characters for more interaction
  - Creative and beautiful icons
5. App Layout
- De-cluttered base screen
  - Customization
  - Great UI
  - Compatible with mobile platform

The questionnaire for the variables are as follows:

- Customer Engagement -
  - The application upgrades member privileges
  - Using the application makes me think more about the brand
  - Using the application stimulates me to learn more about the brand
  - I feel safe while using the application
  - I feel good while using the application
  - I'm proud to use the application
- Usefulness [53]-
  - I will be able hail a cab more quickly while using the application

- b. The application helps to select the transport medium of my choice
- c. The application uses the fastest route to my destination
- d. The application doesn't delay on any of my request
- e. The application helps me to get the transport better and efficiently than the traditional systems available
- f. The application allows me to customise my request when required
- 3. Ease of use [53]-
  - a. The application is easy to be handled by a first-time user
  - b. The requirements of the pick-up and drop-off can be selected without any hassle
  - c. The instructions provided by the application is easy to understand
  - d. The application is flexible enough to be used by any users
  - e. The application can be easily learned over time
  - f. The application can be uninstalled and installed when required by the user
- 4. App Layout [53]-
  - a. The icons are easily accessible and selectable in the application
  - b. The application can be customized according to my likes
  - c. The application has a better interface
  - d. The application can be downloadable and used on any platforms
  - e. The layout of the application helps to access the icons easily
- 5. Aesthetics [21]-
  - a. I feel happy and at ease while using the application
  - b. The colour coding used in the application is eye pleasing
  - c. The icons used in the application are fun to see and intuitive
- 6. Attitude-
  - d. How good or bad do you feel while using the cab hailing application?
  - e. How pleasant or unpleasant is it to use the can hailing application?
  - f. How would you say that you like or dislike using the cab hailing application?

**REFERENCES**

1. Ajzen, I., & Fishbein, M. (1969). The prediction of behavioral intentions in a choice situation. *Journal of experimental social psychology*, 5(4), 400-416. [CrossRef]
2. Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, 82(2), 261. [CrossRef]
3. Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of marketing*, 56(2), 57-71. [CrossRef]
4. Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research*, 66(1), 105-114. [CrossRef]
5. Byrne, B. M., Shavelson, R. J., & Muthén, B. (1989). Testing for the equivalence of factor covariance and mean structures: the issue of partial measurement invariance. *Psychological bulletin*, 105(3), 456. [CrossRef]
6. Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384. [CrossRef]
7. Calder, B. J., Phillips, L. W., & Tybout, A. M. (1981). Designing research for application. *Journal of consumer research*, 8(2), 197-207. [CrossRef]
8. Chang, H. and Wang, I. (2008), "An investigation of user communication behavior in computer mediated environments", *Computers in Human Behavior*, Vol. 24 No. 5, pp. 2336-56. [CrossRef]

9. Chawla, D., & Joshi, H. (2017). High versus low consumer attitude and intention towards adoption of mobile banking in India: An empirical study. *Vision*, 21(4), 410-424. [CrossRef]
10. Dassanayake, H. C., & Senevirathne, A. (2019). Impact of e-servicescapes on student engagement: mediating impact of experience quality. *Asian Association of Open Universities Journal*. [CrossRef]
11. Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319 [CrossRef]
12. Davis, L., Wang, S., & Lindridge, A. (2008). Culture influences on emotional responses to on-line store atmospheric cues. *Journal of Business Research*, 61(8), 806-812. [CrossRef]
13. Doorn, J. V., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pimer, P., & Verhoef, P. C. (2010). Customer Engagement Behavior: Theoretical Foundations and Research Directions. *Journal of Service Research*, 13(3), 253-266. [CrossRef]
14. Dreze, X., & Zufryden, F. (1997). Testing web site design and promotional content. *Journal of Advertising Research*, 37, 77-91.
15. Eriksson, K., Kerem, K., & Nilsson, D. (2005). Customer acceptance of internet banking in Estonia. *International journal of bank marketing*. [CrossRef]
16. Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & marketing*, 20(2), 139-150. [CrossRef]
17. Fiore, A. M., & Jin, H. J. (2003). Influence of image interactivity on approach responses towards an online retailer. *Internet Research*. [CrossRef]
18. Garikipati, S., & Kambhampati, U. (2021). Leading the Fight against the Pandemic: Does Gender really matter?. *Feminist Economics*, 27(1-2), 401-418. [CrossRef]
19. Handa, M., & Gupta, N. (2009). Gender influence on the innovativeness of young urban Indian online shoppers. *Vision*, 13(2), 25-32. [CrossRef]
20. Hapsari, R., Cledes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*. [CrossRef]
21. Harris, L. C., & Goode, M. M. (2010). Online servicescapes, trust, and purchase intentions. *Journal of Services Marketing*. [CrossRef]
22. Hernandez, J. M. C., & Mazzon, J. A. (2007). Adoption of internet banking: proposition and implementation of an integrated methodology approach. *International journal of bank marketing*.
23. Heruppage, K. S., Aththanayake, A. M. A. S., & Samarasekara, P. G. S. T. (2017). CAB SERVICE QUALITY IN SRI LANKA: A COMPARATIVE STUDY BETWEEN COMPANIES AND INDIVIDUAL CUSTOMERS.
24. Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96-109. [CrossRef]
25. Jayawardhena, C., & Foley, P. (2000). Changes in the banking sector—the case of Internet banking in the UK. *Internet research*. [CrossRef]
26. Juyal, S. A., & Singh, M. P. (2009). Role of Females in Family Buying Decision-Making—A Study among Females in Uttarakhand. *Vision*, 13(4), 15-23. [CrossRef]
27. Karjaluoto, H., Mattila, M., & Pentto, T. (2002). Electronic banking in Finland: Consumer beliefs and reactions to a new delivery channel. *Journal of Financial Services Marketing*, 6(4), 346-361. [CrossRef]
28. Kang, S. (2014). Factors influencing intention of mobile application use. *International Journal of Mobile Communications*, 12(4), 360. [CrossRef]
29. Koernig, S. K. (2003). E-scapes: The electronic physical environment and service tangibility. *Psychology & Marketing*, 20(2), 151-167. [CrossRef]
30. Lai, K. P., Chong, S. C., Ismail, H. B., & Tong, D. Y. K. (2014). An explorative study of shopper-based salient e-servicescape attributes: A Means-End Chain approach. *International Journal of Information Management*, 34(4), 517-532. [CrossRef]
31. Lancaster, K. J. (1966). A new approach to consumer theory. *Journal of political economy*, 74(2), 132-157. [CrossRef]
32. Lee, S. A. (2018). m-servicescape: effects of the hotel mobile app servicescape preferences on customer response. *Journal of Hospitality and Tourism Technology*, 9(2), 172-187. [CrossRef]



33. Lee, S. A., & Jeong, M. (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality and Tourism Technology*. [CrossRef]
34. Miles, P., Miles, G., & Cannon, A. (2012). Linking servicescape to customer satisfaction: Exploring the role of competitive strategy. *International Journal of Operations & Production Management*, 32(7), 772-795. [CrossRef]
35. Ndubisi, N. O. (2006). Effect of gender on customer loyalty: a relationship marketing approach. *Marketing intelligence & planning*. [CrossRef]
36. Pandita, S., Koul, S., & Mishra, H. G. (2021). Acceptance of Ride-sharing in India: Empirical Evidence from the UTAUT Model. *International Journal of Business and Economics*, 20(2), 1-25.
37. Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5-14. [CrossRef]
38. 25. Ramasamy, A., Muduli, K., Mohamed, A., Biswal, J. N., & Pumwa, J. (2021). Understanding Customer Priorities for Selection of Call Taxi Service Provider. *Journal of Operations and Strategic Planning*, 2516600X21997201. [CrossRef]
39. Roy, S. K., Singh, G., Hope, M., Nguyen, B., & Harrigan, P. (2019). The rise of smart consumers: role of smart servicescape and smart consumer experience co-creation. *Journal of Marketing Management*, 35(15-16), 1480-1513. [CrossRef]
40. Riquelme, H. E., & Rios, R. E. (2010). The moderating effect of gender in the adoption of mobile banking. *International Journal of Bank Marketing*, 28(5), 328-341 [CrossRef]
41. Sahoo, D., & Pillai, S. S. (2017). Role of mobile banking servicescape on customer attitude and engagement: An empirical investigation in India. *International Journal of Bank Marketing*. [CrossRef]
42. Saqib, N., & Satar, M. S. (2021). Exploring business model innovation for competitive advantage: a lesson from an emerging market. *International Journal of Innovation Science*. [CrossRef]
43. Schiffman, L. G., Sherman, E., & Long, M. M. (2003). Toward a better understanding of the interplay of personal values and the Internet. *Psychology & Marketing*, 20(2), 169-186. [CrossRef]
44. Sedley, R. (2010). 4th annual online customer engagement report 2010. Retrieved July 12, 2012, from <http://issuu.com/richardsedley/docs/customer-engagement-report2010/>
45. Sitar-Tăut, D. A. (2021). Mobile learning acceptance in social distancing during the COVID-19 outbreak: The mediation effect of hedonic motivation. *Human Behavior and Emerging Technologies*, 3(3), 366-378. [CrossRef]
46. Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: an initial examination. *Journal of retailing*, 76(3), 309-322. [CrossRef]
47. Tankovic, A. C., & Benazic, D. (2018). The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. *Online Information Review*. [CrossRef]
48. Teng, H. J., Ni, J. J., & Chen, H. H. (2018). Relationship between e-servicescape and purchase intention among heavy and light internet users. *Internet Research*. [CrossRef]
49. Tran, G. A., & Strutton, D. (2020). Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM. *Journal of Retailing and Consumer Services*, 53, 101782. [CrossRef]
50. Triandis, H. C. (1979). Values, attitudes, and interpersonal behavior. In *Nebraska symposium on motivation*. University of Nebraska Press.
51. Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. *Journal of the Academy of marketing Science*, 36(1), 1-10. [CrossRef]
52. Venkatesh, A. (1998). Cybermarketscapes and consumer freedoms and identities. *European Journal of Marketing*. [CrossRef]
53. Venkatesh, V., & Davis, F. D. (1996). A Model of the Antecedents of Perceived Ease of Use: Development and Test. *Decision Sciences*, 27(3), 451-481 [CrossRef]
54. Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146. [CrossRef]
55. Vilnai-Yavetz, I., & Rafaeli, A. (2006). Aesthetics and professionalism of virtual servicescapes. *Journal of Service Research*, 8(3), 245-259. [CrossRef]
56. WARD J., BITNER M., J., and BARNES J., (1992), "Measuring The Prototypicality And Meaning Of Retail Environments", *Journal of Retailing*, Vol. 68 No. 2, pp. 194-220
57. Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of services marketing*. [CrossRef]
58. Ye, L., & Robertson, T. M. A. (2017) Gender Identity: Does It Matter for Consumers' Perceptions?. *Journal of Business Diversity* vol. 12(3)
59. Kerlinger, F. N. (1973). Review of research in education.

## AUTHOR PROFILE



**Shine Sherafudeen**, (B. Tech, MBA); is currently pursuing PhD from ICFAI Foundation for Higher Education, Hyderabad. I have worked in the sales department, mainly in pre-sales and inside sales for a Fintech and VoIP company situated in Hyderabad. I have 3 years of experience in academics, which includes administrative responsibilities and providing teaching assistants to academically backward students. My area of research interest includes services, branding, digital marketplace and technology. I presented my research work in many national and international conferences. In this day and age, it is a requirement to study new skills and upgrade one's knowledge, as research demands so. This is my motto and driver.



**Dr. Debajani Sahoo**, (MBA, M.Phil, PhD) currently serving as Associate Professor, Department of Marketing and Strategy, IBS Hyderabad. She carries 18 years of experience in academics. Her areas of interest are Marketing management, service Marketing, Customer Relationship Management, Consumer Behavior, Marketing research for postgraduate and PhD students. She Worked with premiere institute like IIM-Ahmadabad, IBS-Ahmedabad, Vels University, Chennai. Her areas of research focuses on customer satisfaction, customer equity and customer lifetime value, Customer loyalty and engagement. She has contributed many national and international articles in reputed journals of ABDC, ABS, scopus such as International journal of Bank Marketing, Journal of Advertising Research, Management Decision, International Journal of Healthcare Quality among others.