Antecedents of E-Trust in Cab Services Market

Ms. Sharon Sophia. J, J. Clement Sudhahar, Joseph Varghese

Abstract: Travel e-commerce is one of the growing sectors among online markets, which keeps reinventing its own business. It redesigns service scape constantly in order to create favorable experience for the customers. Consumers decide to go for online cab booking among available physical resources, presumably, because of efficiency and comfort. In this study the authors were able to find out the primary antecedents such as Perceived Usefulness, Information Quality and Security which are parlaying key drivers for the customer trust of online cab services markets namely, Ola, Uber, Red Taxi, etc. This phenomena has been leading to the new developments in ever expanding travel industry. The research utilized non probability sampling technique called convenience sampling to identify the potential customers of online cab aggregators and the research was conducted in Coimbatore City, Tamil Nadu, India among young travelers availing cab services and study results reveal startling facts about as to how to attract and retain customers in this industry.

Index Terms: Travel, Online Cab Services, Digital Antecedents, Trust, Customer retention.

I. INTRODUCTION

The entry of players like Ola and Uber has brought a lifestyle changes among customers and tremendous changes (Kumar and Kumar, 2016) in taxi market. Cab services like Uber, Ola have changed the world of transportation and customer experience of travelling. According to the Association of Radio Taxi India, the taxi business in India is growing at 20 to 25 per cent a year. Our Country highly fosters to utilize mobile app based cabs overseeing the current situation (Khupse, 2017). Ola is considered to be the clear leader in terms of market share. Ola started in the year December 2010 and Uber introduced during October 2013. Taxi for sure was founded during June 2011, but the peak and higher growth and development was found in Ola than anybody else and innovated technology. Ola introduced the mobile app facilitation system for cab booking in 2011. Today Ola holds higher growth in vehicles platform including auto in more than 100 cities. Ola has the first mover advantage when compared to Uber. Uber operates in more than 18 cities in India is much closer nearing to Ola in terms of overall growth of market size. It is important to study on the online cab aggregators, their effective services and the antecedents that is driving the customer to trust the service. Customers get committed to any services based on the quality and fulfilling needs as per their demands. After the arrival of the Ola and Uber, various issues has been solved for customers and opened up a way for researchers. This service is beneficiary for both luxury and middle class customers (Sarvepalli and Prakash, 2016). Uber entered in Indian market by providing a model of cashless payments where the customers can pay at a later stage. But that was a inconvenient mode of payment for customers where majority of population could face difficulties. Therefore Uber was forced to introduce cash payments both Ola and Uber spends their revenue to expand their business geographically across over the country. The customer is the person who is benefited from these competitions. Lack of customer support makes them to switch over brands. There is a long term impact on customer that they tend to prefer alternative companies based on the fewer incidents. The other important factor that customer considers to trust the service is employee i.e., cab driver. So it is important that cab aggregators to maintain employee loyalty as an important aspect of operations for cab aggregators.

II. THEORETICAL UNDERPINNINGS

Trust is the most important factor that customers consider on any organization or relationship Hakansson and Witmer, (2015); Joanna & Bogdan, (2013) by continuing to utilize the service repeatedly and recommend the brand to their neighborhood. Customers take major online decision based on the level of trust towards the service Bauman and Bachmann, (2017). Trust builds the confidence level and faithfulness Wanita et al, (2013) and Waldman, (2016) of every individual customer to proceed with the particular service and meet their needs as per their requirement. Online business can run successfully with the support and reputation earned from consumer markets by building trust and practically implementing in business operation by creating positive experience for the customers Wandako et al, (2017). Buyers' uncertainty can be reduced by honest services of provider. Consumers are facing risk in cyber platforms such as in payment, illegal practices, data sharing and privacy issues, etc. In online cab booking the two major challenges that the customer could face. One is quality of service rendered and the other one is interpersonal conduct of cab drivers Chang and Fang, (2013). Online cab aggregators may tend to lose their brand equity and reputation if found with improper establishment of service and information integrity. Service providers need to establish proper relationship Hamalainen and Anu, (2015); Arifin, (2015) with customers from start to end process. Customers have to be facilitated by efficient assistance of service providers Sharma and Das, (2017).

Ms. Sharon Sophia. J*, Department of Management Studies, Karunya Institute of Technology and Sciences, Coimbatore, India.
Dr. J. Clement Sudhahar, Professor and Head, Department of Management Studies, Karunya Institute of Technology and Sciences, Coimbatore, India.
Dr. Joseph Varghese, Assistant Professor, Yuvakshetra Institute of Management Studies, Palakkad, India.

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861

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Customer highly expects for usefulness Lu et al, (2015) and value. From the point of booking a cab and at the point of destination that customers specifies. Therefore perceived usefulness of customer helps the company to retain loyalty and WOM Dachyar and Rusydina, (2015); Rahman, (2014). The other important area, where the online travel business needs to focus is on towards integrity. Integrity in information sharing is considered as honest and consistent service Engelbrecht and Mahembe (2017), business process and quality of service. Customers are highly concerned about privacy issues Sarvepalli and Prakash, (2016). Security, where customers are concerned more at the time of customer information sharing, conduct of the cab drivers and quality of service rendered. Therefore customers trust the brand due to the proper service and quality of integrity in business process.

III. LITERATURE REVIEW

Chang et.al (2013) examines the determinants and consequences of online trust and distrust. The study reveals that there is an importance of customer trust towards online services influenced by website services and quality of website characteristics. There is a relationship between consumer characteristics and website characteristics for both trust and distrust which is affected by internet behaviors. Joanna et.al (2013) examines the tools for building customer trust. Building the trust improves the company profits and builds a strong customer base by providing proper service and increased professionalism. Sherchan et.al (2013) explores the trust study on social network. It is important to analyze human to human networks to web-based social networks. The sociological aspects of trust includes emotion, behavior, attitude and experience of the members. These plays a significant role to be a source of trust and this study concluded for building trust is yet to be developed. Rahman (2014) comes up with the findings of developed cab industry and its source of development. It was found that unorganized operators dominate about 85% of the market. The concept of availability of service is one of the successful strategies for the private radio cabs. It is important that building the strategies will help the customer satisfaction level to develop which would be the positive indicator for company's growth and expansion. Dachyar et.al (2015) reveals their findings on customer satisfaction and its major factors. It is clearly explained that important factors that is company image, perceived quality, perceived quality, customer expectation and trust influences customer satisfaction.

Arifin (2015) studies the antecedents of trust in business to business buying process where the trust has a positive power in maintaining a long-term relationship within business internal and external environment. The result of trust is relied upon customized service, length of relationship, and perceived quality.

Hamalainen (2015) presents the study on trust antecedents in social networking communities and other online based businesses. Trust is important in human interactions and it is needed in quality communication and problem solving. The findings explains that perceived critical mass, social networks, civic engagement and life satisfaction have positive effect on trust in social networking and online based services.

Hakansson et.al (2015) examines social media trust which was found with the trust gaps where the social media institutions lags to perform well. There is a relationship between social media and trust both in positive aspect and negative aspect.

Sarvepalli et.al (2016) presents the overview of the cab aggregation industry in India and concentrates to look for the possibilities of recent developments. The authors clearly portrayed that online cab aggregators who aligns themselves to the changing trends are the ones that finally sustains their position in the market. It is important that the company to adopt technology according to current scenario.

Waldman (2016) presents the study on trust. Trust is the anticipating factor for the consumers to share the information. The author explained with the case of Facebook trust building which is successful retaining large customers.

Wanda (2016) reveals that online trust building is an important component for Small e-commerce enterprises. Online shopping has got more uncertainty compared to offline shopping. It is necessary for the online business owners to adopt third party protection service and trust marker to ensure proper trust for the consumers.

Kumar et.al (2016) studies the factors influencing the consumers in selection of cabs. There is an relationship between innovation, price and consumer behavior on coupon redemption. This research gives an outcome that consumers are price consciousness and expects to avail services that can be done from promotional methods.

Engelbrecht et.al (2017) investigates integrity and ethical leadership that influence trust. Thereby high leadership driving management practices and the trust in the leaders is developed through the ethical presence. These factors would promote the employee engagement and work engagement for behaving fair and ethical manner.

Mukund et.al (2017) explores the usage of taxi application and its impact on passengers motive for choosing the app based cabs. The study comes out with the statistically proved results that use of taxi application is based on safety, economical, promotional benefits. If the value added benefits are not offered to the customers there is a negative outcome from customers of possibilities to withdrew from utilizing the cab services.

Sharma et.al (2017) assesses the customers to know their perspective on radio cabs by understanding of various variables that acts as determinants of customer satisfaction. Thereby this analysis helps the marketers to take into consideration for planning the immediate actions to create good service environment.

Bauman et.al (2017) examines the literature reviews of consumer online trust. The study explains three major factors of online trust that is trust, technological models, and social factors. This concept-centric study emphasizes the role of ethics which is important for online trust.

Dennis Reina et.al (2017) discusses trust and success by establishing relationship within it. To extend the compassion to the complexities and challenges, embracing opportunities to learn, grow and develop are the trust building activities.

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862

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There need to be concrete action plan to build trust, and internal teamwork and collaboration for next level.

IV. SIGNIFICANCE OF THE RESEARCH

The Significance of this study is presented in analyzing the antecedents that builds trust among online cab booking customers. It exists in discussing the perceived usefulness, information quality and security of online cab service providers. This study highlights trust factors such as perceived usefulness, information quality and security that play as key indicators for building trust. This paper strategically provides recommendations for companies to provide unique services through online to remove the hindrances that affect trust and develop the business.

V. HYPOTHESES

According to the above theoretical underpinnings, this

research hypothesizes that:

H1: There exists a significant relationship between Perceived

usefulness and trust.

H2: There is a Positive relation between Information quality

and trust.

**H3:** There is a significant association between Security and

trust.

VI. OBJECTIVES

This research mainly aimed to fulfill the below mentioned objectives:
1. To assess the user profile of the customers and perception on select cab aggregators.
2. To identify the determinants of usefulness, information quality and security
3. To develop a conceptual framework pertaining to usefulness, information quality and security which leads to Customer Trust.

Figure A.1

VII. CONCEPTUAL MODEL
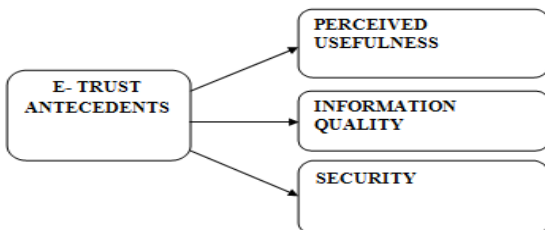
*Source: Computed by the researchers

VIII. RESEARCH METHOD

This research focused on in identifying the main antecedents of trust in the digital era of marketing field.. A Quantitative data collection method was used for this study which is interpreted with the source of numbers, statistics and numerical data in order to conclude the results and to answer the research question. The questions were designed in the survey based on five point likert scale, on which 1 indicates "strongly disagree'' and 5 indicates "strongly agree''.

The respondents of the questionnaire were the users of online cab services such as Ola, Uber, Red taxi, Taxi Taxi. Respondents were both males and females. This research utilized convenient sampling method with 235 respondents who were asked to fill in the questionnaire. The questionnaires were mainly distributed among IT employees, College Lecturers and College students whom are mostly been using the digital marketing channel for their required service, and it was clearly been able to get a good idea that questions for the 3 factors are strongly mediating to the trust factor as by which when the trust strongly supports the intention to make a service via the digital media is more. As for the study the entire group of people who were collected and analyzed all belonged to the category of active customers, who had used the digital media service for more than twice in a month. Table 1.1 it shows the EFA (Exploratory Factor Analysis) Factor Loadings

IX. RESULTS

Table A.1- Factor Loadings

STATEMENTS	COMPONENTS			
	1	2	3	4
Accuracy of location on the map shown is sufficient	0.861			
Educates properly and Accessible at all time	0.861			
Digital Sources does not increase my searching needs any further	0.861			
No extra charges levied on customer	0.878			
Digital sources are Cost effective	0.878			
Digital Sources is Easy to use and understand	0.798			
I am able to get variety of information on its services rendered		0.845		
Information Quality level of services rendered highly expected		0.845		

Updating of information regularly		0.845		
Provide information's better that traditional sources		0.839		
The information facilitates Myself in availing the service		0.811		
Credit card and Financial Security is given high priority			0.865	
Makes my transaction more easy based on my requirement			0.865	
Low Risk involved Digital Sources			0.842	
Manipulation and Misuse is avoided			0.835	
Confidentiality of Account is properly maintained				0.828
Digital Source are Trustworthy				0.828
Transparency is maintained throughout (*service and monetary*)				0.811
Instil the confidence in customers				0.803
TOTAL VARIANCE EXTRACTED				
Eigen Values	8.215	5.515	3.899	2.647
Variance Explained	20.036	13.451	9.509	6.457
Cumulative Variance Explained	48.96	62.412	71.92	78.377

*Source: Computed by the researchers

EFA on the above Table 1.1 which tells that the questions that were asked for the research are having a high factor loadings which in turn helps to identify that the questions for the three factors has got huge potentiality towards the Trust, which can be properly used in any service related industry questionnaire when it had to be identify the Customer Trust, and all the Factor Loaded as more than .80 which is showing a very positive sign.

Reliability Test

For the research, the authors have conducted a survey with 235 respondents and had gained a reliableness for the questions made attaining a score value of more than 0.70 to show the antecedents based on e-trust. Table 1.2 showing the reliability test value.

Table A.2 Reliability Test

FACTORS	RELIABILITY MEASURED
Perceived Usefulness	0.853
Information Quality	0.881
Security	0.901
Customer Trust	0.812

*Source: Computed by the researchers

X. RESULTS AND DISCUSSION

After conducting the research survey, the authors were able to identify that a mediating impact has been persisting in the three antecedents namely, Perceived usefulness, information quality and security has high relationship with e-trust. Hence the three hypotheses that have been mentioned by the authors had been determined and the mediating got a positive relation towards the Perceived Usefulness, Information Quality and Security directly mediates E-Trust with a very high value via the test of Factor Loading and Reliable Test.

XI. RECOMMENDATIONS AND SUGGETSIONS

After the research, it was been able to give input that Perceived Usefulness, Information Quality And Security has got a high level of impact and also that the new research people who would like to get an idea in the field of E-Trust on the digital marketing related study needs to be checked very prominently, these three factors has got a well prominence and it has to be included in the research.

The companies from which the authors conducted the research were been able to get an insight to have a look back to the customers interest to make the e-world of business which makes the companies help to make the efficiency and effectiveness to work more

XII. IMPLICATIONS

Social Implications

The research is making the entire Government and the companies relating to all service sectors to have a look into their digital marketing field or the companies to start of their business in e-world with the antecedent founded by this research as a prime factor to look into to make their business and the Government come successful.

Managerial Implications

From the research, the taxi sectors companies were able to identify the customers who are prevailing their companies services are mainly looking at the factors of Usefulness, Quality of Information and Security; which has to be looked very strongly to make their business more attractive.

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864

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Research Implications

The researcher was able to clearly point extract the main antecedents with the help of exploratory factor analysis and the complete reliability of the data and the respondents of the research area were able to get a view that the main factors were been identified by the authors shown a prominent impact towards the vision and interest of their customers, which is getting an insight.

XIII. LIMITATIONS OF THE STUDY

The study did not represent the entire population. The study is limited by time bound and it does not address the broad area on the various factors of customer satisfaction since it focused only on trust and relative components of trust. These limitations can be made standardized through future research studies in the field of cab aggregators.

XIV. CONCLUSIONS AND FUTURE DIRECTION

This research clearly concludes with the explored factors which is found that three main antecedents: Perceived Usefulness, Information Quality and Security is leading to e-trust and also security is one important factor considered by more customers. Security is an important factor for female customers on both physical aspects and information security. The antecedents of customer satisfaction and brand loyalty with regard to selected cab aggregators can be studied. There are other factors like, social, demographic, economic, and technology which may be studied to understand customer satisfaction and brand loyalty towards cab aggregators. Furthermore, the factors influencing customer loyalty can be studied and analyzed which will help marketing managers to develop by future researchers.

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AUTHORS PROFILE

Ms. Sharon Sophia. J is a Ph.D Research Scholar in the area of Marketing, at The Department of Management Studies, School of Sciences Arts, Media and Management, Karunya Institute of Technology and Sciences, Karunya Nagar, Coimbatore. She has completed her Masters in Business Administration (MBA) in Marketing and Systems from Vellore Institute of Technology, Vellore during 2012-2014. She has a bachelor's degree in Management (BBA), Vellore Institute of Technology, Vellore during 2009-2012. She was practicing as a Teaching Research Assistant for 1 year in Karunya Institute of Technology and Sciences, Karunya Nagar, Coimbatore. She has attended 3 International Conferences and 2 International Seminars inside India. Her area of interest includes, Customer perception on online marketing, Technological intermediaries in e-commerce service, Services Marketing.

Dr. J. Clement Sudhahar is Professor and Head in Marketing and Decision Strategy area in Department of Management Studies, Karunya Institute of Technology and Science Coimbatore. He is a PhD in Marketing area from Bharathidasn University, Trichy, Tamil Nadu. He has unique blend of Teaching and Industry experience spanning for 23 years. His areas of interest are Core Marketing and Strategic Research Decisions. He has a passion for writing case studies and teaching experiential learning Caselets. He has attended, chaired and presented in innumerable international seminars on Marketing Research Insights. He is currently the Research Coordinator and Internal Branding Consultant of the School.

Dr. Joseph Varghese working as an Assistant Professor (2018 – to present) in Department of Management Studies, Yuvakshetra Institute of Management Studies, Palakkad, India. Completed his Ph.D on 1st March 2019 in the field of Marketing from Karunya Institute of Technology and Sciences (KITS), Deemed to be University, Coimbatore. He has done his MBA (2010-2012) CMS College Institute of Management Studies, Bharathityar University, Coimbatore. B.Com (2007-2010) – CMS College of Arts and Science, Bharathiar University, Coimbatore. He has published 5 Research papers and attended more than 5 International Conferences in India and Srilanka. His area of interest is teaching Principles of Marketing, Managerial Skills, and General Management oriented fields.

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Member of Board of Studies	06
Member of Governing Council	02