



A Cramming on Online Reservation Plea Proffer Hackney Cab Fever and its Smack on Fledgling Brain, their Attitudes, Perception and Behaviour

A. Leo, K. Aruna, S. Sudhakar, Ebenezer Siyaram

Abstract: In Coimbatore has its paved a way for many cab users to access higher online booking due to various factors such as convivence includes the huge benefits, best prices, different variety, possibly travel more easily, easy price comparison, no crowds and no pressures. The present study examines the attitudes and perceptions of the consumers those who are available with online booking applications providing transport services in Coimbatore district. The existing research in the area of compulsive spending shows that most of the time it affects the users that may lead to serious problems. It aims to make a study on perception and spread awareness regarding online booking application. To observe the various attitudes and behaviors cab users through various cab booking application. To analyze the various issues which are facing by the online cab users from the booking applications with special reference to the women users. To know the various promotion techniques which are used by the booking applications. To know the awareness and impact created by the cab users.

Key Words: Online booking applications, attitudes, awareness, women users.

I. INTRODUCTION

Earlier in the 1960s, the concept e-commerce originated from the emergence of electronic commerce-through data transfer, the entire process of buying and selling products takes place. Electronic commerce and the development of one of the most vogue forms for molding capital and fascinating investment opportunities. This article helps to provide an orientation to e-commerce for those fascinated by purchasing an e-commerce company, awning the reason for its vogueish, the prevailing prototypical dispensation, and the juxtaposition of the comprehensive e-commerce system.

The e-commerce setup that allows buyers to face-to-face with products and services from a seller through a particular

internet-connected browser. Use a discovery of a product grasped by look and head on or insightful between substitute vendor on the trafficker's website to run a shopping search engine that shows the same product obtainability and evaluates against competing e-retailers.

Cab services how become popular in India in the past decade especially the ones like Ola, Uber etc. so what makes them special? it was a revolutionary idea that changed India to a huge extent with the arrival of such services. Their online transport booking applications did how become terrifyingly popular across India. these services are almost available anywhere across the whole country and you only need the internet to access them. These applications offer many advantages duck make people addicted to them. Some of them those advantages being easy to use, available anywhere, anytime etc. Comfortable journey/travel offers an incentive under their benefit etc. Industry search we have laid down certain objectives and analysed as well, so as to understand the growth and popularity of these applications. These services certainly have changed many lives and we focused this research on finding out the how's of it and also since this research is focused on working women and the impact of online transport applications on them, the study has become much more interesting.

Some of the variables which are determining the attitudes and perceptions of the cab services which are provided by the booking applications.



Manuscript published on November 30, 2019.

* Correspondence Author

A. Leo*, Department of Commerce, Karunya Institute of Technology and Sciences, Coimbatore, India.

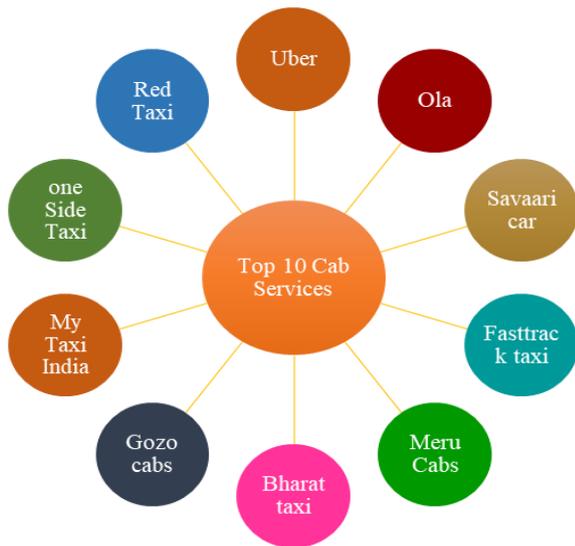
Dr. K. Aruna, Department of Commerce, Karunya Institute of Technology and Sciences, Coimbatore, India.

Dr S. Sudhakar, Department of Commerce, Karunya Institute of Technology and Sciences, Coimbatore, India.

Ebenezer Siyaram, Department of Commerce, Karunya Institute of Technology and Sciences, Coimbatore, India.

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

These are the variables which are identifying the attitude and behaviors of various cab users. In India, specially Coimbatore as a top 10 online cab booking services which are listed below



II. REVIEW OF LITERATURE

Zoom Cars in India has made famous this model and it is similar to the model followed by companies in developed countries such as Hertz and Avis. This company offers the passengers paying cars on a rental basis on an hourly or daily basis in which the payment is made in advance. The main benefit of this model is cost effectiveness as it removes the cost of employing a driver and offers time flexibility. (Amit Jain, 2015).

The Indian Taxi market has changed in terms of both value and volume due to rapid urbanization, changing lifestyles, and advancements in switching technology. Radio taxi services ' revenues are forecast to grow in 2014-2019 at a CAGR of about 25 percent. (Reuters, 2014).

Taxi websites portray as technology companies that are highly misleading and thus scot-free from government rules and regulations that govern regular taxi operators. Taxi aggregator technology quotient is a misnomer since radio cabs were the first to adopt radio networking, GPS tracking and booking technology through websites and smartphone applications Taxi web sites keep away from paying service taxes by masquerading like e-commerce companies as technology companies from various jurisdictions. (Kunal Lalani, 2015).

India's rising online taxi market will largely have to increase the population's disposable income in a growing corporate sector. Despite the market's growth potential, high fares and rising operating costs are the fundamental challenges that threaten to pull the business down. (Netscribes Industry Insights, 2015).

Cab applications have to recognize that technology is now playing an important role as people love to use smartphones and ridesharing models are also focused on apps through which people book cabs, so if they don't provide these services, they may soon lose their business. (Rafi Mohammed, 2015).

Utilizing the application is difficult, there are concerns about the methods of payment used, as well as concerns about the operator's services Using the application is difficult, there are doubts about the payment methods used, as well as doubts about the operator's services and inability to pay the booking fees and the cab's extra or waiting fees. (Pajaree Ackaradejrungsri, 2015).

Taxis are used by travelers who use these taxis for comfort purposes and who do not want to own a car as a replacement for private vehicles in developed countries. Taxis are used as a replacement for private vehicles in developing countries by travelers who use this service for their convenience and because they do not want to own a car even if they can afford it. (Antônio Nelson Rodrigues da Silva, Ronaldo Balassiano, 2011).

III. METHODOLOGY

A study done in Tamil Nadu's Coimbatore district in both city and villages areas. An organized and deliberate questionnaire was answered correctly by the respondents. Convenience sampling method used in this study to analyze the different levels of the respondents, which is an important one of the non-probability sampling. Some of the statistical analysis used in this study, such as percentage analysis, one-way ANOVAs, analysis of regression. This method was used to measure the results. Both secondary and primary data were used in this study. The primary information was then derived from the survey from the papers and reports obtained by the secondary data.

A. Sample Design

The study includes 630 samples. The study comprises of only 600 samples for the analysis due to the unfilled questionnaire and the unwillingness of the respondents. The specimens from the Coimbatore district are collected. Depending on its size, it is divided into four divisions. The data collected from online shoppers in both the city and rural areas.

B. Limitation of the Study

The study examined individuals educated in the Coimbatore district alone. Samples from educated online shoppers are included in the study only. Future research will cover every online shopper in every district in Tamil Nadu. Future research should investigate online cab users' level of satisfaction with the technique of online sales promotion.

IV. FINDINGS AND DISCUSSIONS

Percentage analysis for major demographic variables

The demographic characteristics are summarized in tables below:

Table 1: The respondent's age-wise classification.

Age	Frequency	Percent
below 20 years	148	24.7
21- 30	119	19.8

31- 40	145	24.2
41 - 50	88	14.7
above 50	100	16.7
Total	600	100.0

Table 2: The respondent's wise category of education qualification

Education qualification	Frequency	Percent
School Level / Diploma	59	9.9
Graduate	171	28.5
Post Graduate	155	25.8
Professional	215	35.8
Total	600	100.0

Table 3: The respondent's income-wise description.

Gross annual income	frequency	Percent
Up to 200000	147	24.5
200001 – 500000	216	36.0
Above 500000	237	39.5
Total	600	100.0

Table 4: The respondent's gender wise classification.

Gender	Frequency	Percent
Male	393	65.5
Female	207	34.5
Total	600	100

The result from the demographic factors listed below

1.It is completed from the above table and chart that most respondents (24.7%) are below 20 years of age, followed by 41-50 years of age (14.7%). According to the responses from

this report, more younger generations regularly buy and visit shopping sites.

2. The above table and graph show that online shopping sites are used by 65 percent of male respondents compared to 34.5 percent of females. The male respondents were clearly higher than the female respondents.

3. It is inferred that the above table shows that most respondents (35.8%) are professionals, since their income earning potential is more comparable to other respondents, and they also do not want to spend their time shopping from retail stores, So they preferred online shopping and they have another reason to be aware of the techniques of online sales promotion. Then finally (9.9%) the education credential of the respondent is the certificate and standard of the class.

4. From the table and map above, it is clear that most respondents ' annual disposable income (39.5%) exceeds 500,000 categories. Then (24.5 percent) Up to 200,000 categories belong to the respondents.

Hypothesis Testing

There is no significant difference between age and attitudes and perception of online cab users.

Ho: “Null hypothesis”

- Ho: “Age”** of the respondents does not vary with the “Sets services are available at any time”.
- Ho: “Age”** of the respondents does not vary with the “I feel that the fare paid for each right is justified”.
- Ho: “Age”** of the respondents does not vary with the “I reach my destination faster”.
- Ho: “Age”** of the respondents does not vary with the “My journey is very comfortable”.
- Ho: “Age”** of the respondents does not vary with the “Usage of cabs saved time”.
- Ho: “Age”** of the respondents does not vary with the “It provides value for money”.
- Ho: “Age”** of the respondents does not vary with the “These services are helpful while travelling long distance”.

Table 5:

ANOVA						
Variances between Age and attitudes and perception		Sum of Squares	df	Mean Square	F	Sig.
Sets services are available at any time	Between Groups	19.875	3	6.625	2.793	.000
	Within Groups	1413.618	600	2.372		
	Total	1433.493	603			
	Between Groups	689.731	600	1.157		
	Total	690.793	603			
	Within Groups	649.544	600	1.090		
I feel that the fare paid for each right is justified	Between Groups	25.061	3	8.354	8.638	.000
	Within Groups	576.379	600	.967		
	Total	601.440	603			
I reach my destination faster	Between Groups	14.821	3	4.940	3.687	.000
	Within Groups	798.564	600	1.340		
	Total	813.385	603			
	Within Groups	997.596	600	1.674		

A Cramming on Online Reservation Plea Proffer Hackney Cab Fever and its Smack on Fledgling Brain, their Attitudes, Perception and Behaviour

	Total	1007.318	603			
My journey is very comfortable	Between Groups	3.256	3	1.085	.675	.568
	Within Groups	958.604	600	1.608		
	Total	961.860	603			
	Within Groups	824.891	600	1.384		
	Total	829.718	603			
Usage of cabs saved time.	Between Groups	46.528	3	15.509	10.342	.000
	Within Groups	893.791	600	1.500		
	Total	940.318	603			
	Within Groups	1006.960	600	1.690		
	Total	1034.373	603			
	Within Groups	789.200	600	1.324		
	Total	792.398	603			
It provides value for money.	Between Groups	9.282	3	3.094	2.217	.000
	Within Groups	831.916	600	1.396		
	Total	841.198	603			
	Within Groups	651.892	600	1.094		
	Total	699.360	603			
These services are helpful while travelling long distance.	Between Groups	18.149	3	6.050	4.213	.000
	Within Groups	855.844	600	1.436		
	Total	873.993	603			
	Within Groups	771.922	600	1.295		
	Total	778.160	603			
	Within Groups	894.186	600	1.500		
	Total	895.173	603			

1.) **Ho: “Sets services are available at any time”** the respondents does not vary with the “Sets services are available at any time”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “Sets services are available at any time”.

2.) **Ho: “I feel that the fare paid for each right is justified”** of the respondents does not vary with the “I feel that the fare paid for each right is justified”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “I feel that the fare paid for each right is justified”.

3.) **Ho: “I reach my destination faster”** of the respondents does not vary with the “I reach my destination faster”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “Cash back is applicable only for new registrants”.

4.) **Ho: “My journey is very comfortable”** of the respondents does not vary with the “Customers are increasingly opting for EMI option while shopping products online”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.568 it is more than 0.05 because of this value the null hypothesis is accepted. From this result it is finalized that the educational qualification of the respondents is really varying with the “Increasingly opting for EMI option while shopping products online”.

5.) **Ho: “Usage of cabs saved time.”** of the respondents does not vary with the “Usage of cabs saved time”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “Usage of cabs saved time”.

6.) **Ho: “It provides value for money.”** of the respondents does not vary with the “It provides value for money”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. From this result it is finalized that the educational qualification of the respondents is really varying with the “It provides value for money”.

7.) **Ho: “These services are helpful while travelling long distance.”** of the respondents does not vary with the “These services are helpful while travelling long distance”.

The F value of the table and the significance level shows weather the hypothesis is rejected or accepted. Here the F value and the level of significance is 0.00 it is less than 0.05 because of this value the null hypothesis is rejected. Hence it is concluded that educational qualifications of the respondents do vary with the

“These services are helpful while travelling long distance analysis.

Ho: “Null hypothesis”

There is no difference between age and awareness and perception of the online shoppers.

Regression Analysis

Hypothesis Testing

Table 6:

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.444 ^a	.197	.183	1.264
a. Predictors: (Constant),				
b. Dependent Variable: age				

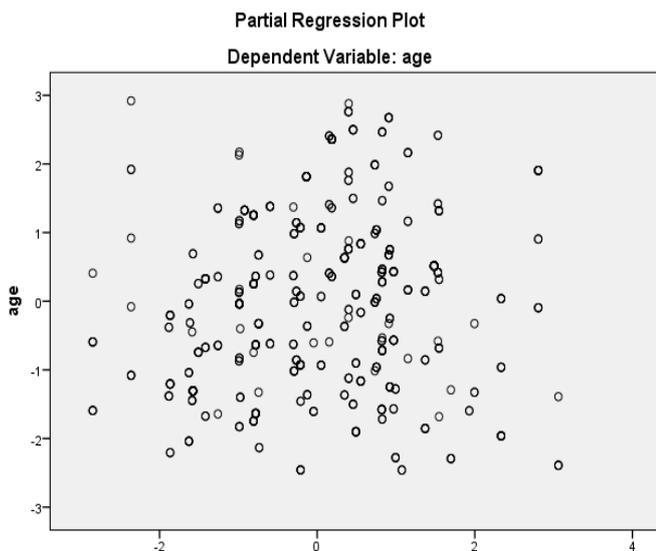
Table 7:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.580	10	23.058	14.424	.000 ^b
	Residual	941.538	600	1.599		
	Total	1172.118	600			
a. Dependent Variable: Age						
b. Predictors: (Constant)						

Table 8:

Coefficients ^a						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.666	.337		25.409	.000
	Sets services are available at any time	.138	.044	.152	3.154	.002*
	I feel that the fare paid for each right is justified	.114	.066	.081	1.718	.086*
	I reach my destination faster	.040	.050	.033	-.809	.419
	My journey is very comfortable	-.274	.051	.248	5.352	.098*
	Usage of cabs saved time.	-.055	.047	.049	1.158	.247*
	It provides value for money.	-.128	.063	.108	2.038	.042*
	These services are helpful while travelling long distance.	-.384	.053	.332	7.247	.060*
a. Dependent Variable: age						

Source: Computed from primary data, * Significant at 5 per cent level.



The calculated t value 3.154, 1.718, 5.352, 1.158, 2.038, 7.247, is significant at 5 per cent level. The value indicates that there is a significant difference between age and When shopping online, sets services are available at any time, I feel that the fare paid for each right is justified, my journey is very comfortable, usage of cabs saved time, It provides value for money, These services are helpful while travelling long distance. The stated hypothesis is rejected.

However, the calculated t values of -.809, is not significant at 5 per cent level to the above respective variables of suggestion to improve the accuracy of promotion techniques. The value indicates that there is no significant difference between age and I reach my destination faster, levied because of the user's web- sites are releasing the great deals related to the products. Hence, the stated hypothesis is accepted.

V. CONCLUSION

This paper finalizes the attitudes and perceptions of the impact of the online cab user perspective on the attitude and perception of online cab users by analyzing variables towards online booking applications as well as the various promotional techniques offered through social media networks and connections. The circumvention of the effect of e-commerce on the perceived and delegated variables is also a validation. It has established the level of the different attitudes and perceptions of cab booking users by evaluating factors that incentivize the company's scale and size of productivity. It also evaluated and conclusively promulgated consumer attitudes and perceptions and awareness level stimulations, while at the same time rooting awareness in its structure and composition. It also explores the aspects that stimulate and motivate the behaviors of online cab booking cab. It is part and parcel of the structure of economy and society. This also addresses the perceptions and factors that influence and motivate consumer behavior, while at the same time persuading the online shopper to participate in the economic activity in hand and raising awareness about it.

REFERENCES

1. Amit Jain. (2015, December 14). Horse carriages to Taxicabs: New paradigm in road passenger conveyance in India. Forbes India. Retrieved from <http://www.forbesindia.com>

2. Kunal Lalani. (2015, June 29). Taxi Aggregators and Their Predatory Pricing for The Fight for Customers. Business world. Retrieved from <http://www.businessworld.in>
3. Netscribes Industry Insights. (2015, May 29). Online taxi service in India rearing to go!. Netscribes. Retrieved from <http://www.netscribes.com>
4. Rafi Mohammed. (2015, February 13). The Taxi Industry Can Innovate, Too. Harvard Business Review. Retrieved from <http://www.hbr.org>
5. Pajaree Ackaradejruangsri (2015). Insights on Grab Taxi: An Alternative Ride Service in Thailand. Review of integrative business and economics research 4.3: 49-61. Print.
6. Antônio Nelson Rodrigues da Silva, Ronaldo Balassiano (2011). GLOBAL TAXI
7. Opportunities, 2019. Reuters. Retrieved from <http://www.reuters.com>

AUTHORS PROFILE



Mr. A. Leo, M.com, M.Phil., ACA inter, M.Sc. (Applied Psychology), (PhD), is a research scholar of Department of Commerce St. Joseph's College, Affiliated by Bharathidasan University, Trichy. He is also the assistant professor of Department of Commerce, Karunya deemed University, Coimbatore. He was a former assistant professor of St. Eugene University, Lusaka, Zambia, South Africa. He has published more than seven journals including international

journal of research studies in management, related to the topic of the evolution of e-banking challenges and opportunities in India. He published an article in the book "the blossoms of women empowerment" published by LuLu publication, Morrisville, North Carolina, USA.



Dr. K. Aruna, M.B.M, M.com, M.Phil., Ph.D., NISM, is an experienced professor. She is currently associated with Department of Commerce, Karunya Institute of Technology and Sciences, Coimbatore. She published many journals, the journal at International Advance Research Journal in Science, Engineering and technology on the topic Service quality Dimensions of E- Banking at Vellore district and International Journal of Business and

Administration Research Review on the topic The Scenario of Mutual Fund Investment in SIP –Vellore District. She is the member of SEBI and ICA.



Dr S. Sudhakar, is an experienced Professor with a demonstrated history of working in the education management industry. He is currently associated with School of Commerce, Karunya Institute of Technology and Sciences, Coimbatore as a Visiting Professor. He possesses a strong academic credential with a Doctor of Philosophy (PhD) focused on Customer Relationship Management in Small and

Medium Scale sector from PSG Institute of Management under Anna University, Chennai. He has more than two decades of experience in teaching at various noted institutions in Coimbatore at various capacities. He has the distinction of clearing both UGC Net and SLET in Management Science. His research interests lie in Social Media Marketing, Consumer behaviour and Customer Relationship Management.

He has to his credit 30 journal publications in Peer-Reviewed Journals and has more than 35 publications in Conferences proceedings of both National and International Conferences. He is also a Journal reviewer in Marketing and Human Resources Areas. VSM, Deputy Director General NCC, TN, Puducherry & Andaman Nicobar Directorate. He published more than seven books including "Work Related Stressors of Employees of Business Process Outsourcing Services (BPOs), ISBN:978-1-387-11277-7, Lulu Publication 3101, Hillsborough St, Raleigh, North Carolina 27607, United States of America, 2017. Take Off: The Blossoms of Women Empowerment, ISBN:978-1-387-66323-1, Lulu Publication 3101, Hillsborough St, Raleigh, North Carolina 27607, United States, 2018.



Mr. Ebenezer Siyaram, is a final year student of B.com (Professional account) at Karunya Institute of Karunya and Technology, Coimbatore, Tamil Nadu, India, he will be completing his undergraduate degree by June 2020. He is highly focused on research work and a competent academic career.