

A STUDY ON PASSENGERS' SATISFACTION TOWARDS CALL TAXI SERVICES (WITH SPECIAL REFERENCE TO WOMEN IN MADURAI CITY)

Dr. M. Muthukumar

Assistant Professor & Head i/c, Department of Commerce, DDE, Madurai Kamaraj University, Madurai

Dr. A. Sivakumar

Assistant Professor of Commerce, N.M.S.S.Vellaichamy Nadar College, Nagamalai, Madurai

Introduction

From the beginning of history, human sensitivity has revealed an urge for mobility leading to a measure of Society's progress. The history of this mobility or transport is the history of civilization. Passenger Road Transport Service (PRTS) is essential as it is connected to the economic development. Transport is the essential convenience with which people not just connect but progress. Road transport occupies a primary place in to-day's world as it provides a reach unparalleled by any other contemporary mode of transport. Efficient Transport is the life blood of Industry. Good service and Passenger satisfaction are very important for both small and big transport agencies, but especially so for small transport agencies. Satisfied passengers have a positive impact on the agency's results and that is why it is important and interesting to investigate this impact. When measuring passenger satisfaction it is possible to get useful information of the agency passengers and the results can be used to improve the agency and its services. Measuring passenger satisfaction should be a continuous process that is carried out regularly, not just once: if it is done regularly the results will be more beneficial. This study has tried to reveal that the passengers' satisfaction towards call taxi services with special reference to women in Madurai city.

Statement of the problem

In the present scenario, transport is indispensable for the society. Most women take up jobs that require them to travel from one place to another and they have to select a mode of transport like bus, share auto, auto rickshaw, taxi, cycle rickshaw, motor bike, car etc. Call taxi or auto rickshaw play a major role. They have meters attached to them for calculating the charge according to the distance covered. The minimum charge for Auto rickshaw is Rs 50/- and call taxi is Rs 75/-. Taxis though considered as luxury once, now occupy a major part of our day to day travel and have become a necessity. More or less Auto rickshaw and call taxi fares are the same and at times call taxi fare is cheaper than auto rickshaw fare. Unlike autos, call Taxis have become quite popular for their notoriety; the call taxi service has been a hit among women in Madurai. Because of swift, punctual, safe and affordable conditions, many women depend on this service for their daily

commuting. So every day the number of passengers travelling by the call taxi gets increased. Any business can survive only by satisfying the needs of the customers, and it holds good for transport business also.

The present study is undertaken to measure the satisfaction level of women towards call taxi services and to identify the various factors which influence the women to use the call taxi services. Hence, the researcher has made an attempt to study the passengers' satisfaction towards call taxi services (with special reference to women in Madurai city)".

Objectives

1. To study the profile of the sample respondents.
2. To analyse the level of satisfaction of call taxi passengers.
3. To offer suitable suggestions on the basis of findings.

Scope of the study

The scope of the study is limited to Madurai city only. The call taxi services in Madurai City cater to the travelling needs of the people in different socio-economic layers. The study is extended for analyze the level of satisfaction and also the reasons for making use of the particular mode of transport for their journey.

Hypothesis

1. There is no significant difference in the importance of ratings given by the respondents on Cleanliness, Adequate moving space inside the call taxi, Proper windows and shutters, Space for Luggage, Proper seat belts, Availability of Proper seats, Availability of spare tire, Adhering of traffic rules by the driver, Emergency exit facility.
2. Level of satisfaction towards safety aspects of call taxi is not influenced by Marital status, Age, Monthly Income, Educational Qualification, Occupation, Nature of occupation.

Methodology

- Data Collection - Primary Data
- Research Design - Descriptive Research
- Sampling Size - 200
- Sampling design - Convenient sampling Method

Frame work of analysis

The researcher has used the following statistical tools for analyzing the data procured from the respondents from different areas selected for the study. They are

Percentage analysis, Garrett's ranking technique, Kolmogorov Smirnov test, Intensity value methods, weighted average method

Limitation

1. The study is confined to Madurai city only.
2. The size of sample is small due to shortage of time.
3. The findings and suggestions are based on the perception of the respondents and hence cannot be generalized

Profile of the respondents

Demographic characters of the respondents play a vital role in judging the passenger satisfaction. Table 1 shows the demographic characters of the sample respondents.

DEMOGRAPHICS	No. Of RESPONDENTS	PERCENTAGE
AGE		
20 - 30	71	35.5
31 - 40	51	25.5
41 - 50	56	28
Above 50	22	11
MARITAL STATUS		
Married	113	56.5
Unmarried	55	27.5
Widow	17	8.5
Divorcee	15	7.5
OCCUPATION		
Employed	102	51
Business	22	11
Home maker	42	21
Student	34	17
NATURE OF OCCUPATION		
Gvt sector	16	15.68
Pvt sector	16	15.68
College teacher	30	29.42
School teacher	21	20.59
Bank employee	19	18.63
FAMILY TYPE		
Nuclear	155	75.5
Joint family	45	22.5

NUMBER OF FAMILY MEMBERS		
Up to 2	19	9.5
3 - 4	106	53
5 - 6	56	28
Above 6	19	9.5
MONTHLY INCOME		
Less than rs. 40000	113	56.5
Rs. 40001 - rs. 60000	55	22.5
Rs 60001 - rs 100000	17	8.5
Above rs. 100000	15	7.5
EDUCATIONAL QUALIFICATION		
Up to higher secondary	56	28
Under graduation	65	32.5
Post graduation	26	13
Professional qualification	53	26.5

The demographic characteristics of the respondents (table 1) show that a majority of respondents (35.5%) falling in age group of 20 - 30 years. A greater part of the respondents (56.5%) are married and (75.5%) are living in nuclear family. It further shows that majority of the respondents have 3 - 4 members in the family and (32.5%) are completed their under graduation. As far as the income level is concerned, most of the (56.5%) belonged to the category less than Rs 40000. The respondents (51%) are employed and (29.42%) are college teachers.

Preference for particular call taxi service

Call Taxis are convenient and comfortable travel options for passengers. Some of the passengers are very particular in their preference for a call taxi service. Table 2 shows the preference of particular call taxi services.

Table 2
Preference for particular call taxi service

S. no	Preference for particular call taxi	No. of. Respondents	Percentage
1	Yes	172	86
2	No	28	14
	Total	200	100

Source: primary data

Table 2 shows that out of 200 respondents, 64% of the respondents prefer particular call taxi agencies and 36 % of the respondents do not prefer for any particular call taxi agencies.

Preference for different call taxi services

Call taxi service, the latest entrant to transport services in Madurai, has received an overwhelming response from the public. From just one service three years back, the city now has more than 15 call taxi operators, of which at least six dominate the trade. Table 3 shows the preference of particular call taxi agencies services.

Table 3
Preference for different call taxi services

S. no	Call taxi service agencies	No. of. Respondents	Percentage
1	Fast track	79	45.93
2	Friends Track	34	19.77
3	Bharathi	17	9.88
4	NTL	12	6.98
5	Taxi	6	3.49
6	Best call Taxi	21	12.21
7	Others	3	1.74
	Total	172	100

Source: primary data

Table 3 shows that out of 172 respondents, 45.93 % of the respondents prefer Fast track, 19.77% of the respondents prefer Friends track, 12.21% of the respondents prefer Best call taxi, 9.88 % of the respondents prefer Bharathi call taxi, 6.98% of the respondents prefer NTL, 3.49 % of the respondents prefer Taxi and 1.74 % of the respondents prefer other call taxi services.

Reasons for preferring particular call taxi service

Passengers prefer a particular call taxi service due to some main reasons. Table 4 shows the reasons for preferring particular call taxi

Table 4
Reasons for preferring particular call taxi

S. no	Reasons for preferring	No. of. Respondents	Percentage
1	Reasonable fare	48	24
2	Keeping up time	47	23.5
3	Speed of vehicle	32	16
4	Convenient seats	11	5.5
5	Stopping at convenient place	29	14.5
6	Prestige	33	16.5
	Total	200	100

Source: primary data

Table 4 shows that out of 200 respondents, 24% of the respondents prefer a particular call taxi due to reasonable fare, 23.5% of the respondents prefer a particular call taxi due to keeping up time, 16.5 % of the respondents prefer a particular call taxi for the sake of prestige, 16% of the respondents prefer a particular call taxi due to speed of vehicle, 14.5% of the respondents prefer a particular call taxi for stopping at convenient place and 5.5% of the respondents prefer a particular call taxi for convenient seating.

Level of satisfaction towards physical facilities of call taxi

The researcher has to analyze the overall satisfaction towards the physical facilities of call taxi. The passengers normally expect good condition of call taxi that is, physical facilities available inside the call taxi is a must for them. The call taxi agencies must provide all the necessary facilities for them. Cleanliness, adequate moving space, proper windows /shutters, space for luggage, proper light and proper seat belts and so on are necessary in a call taxi. The passengers get more satisfaction when there is a good physical facility in call taxi. Hence the level of satisfaction depends on the physical facilities of call taxi.

In order to analyse whether there is any difference in the importance of rating given by the respondents on various statements, the kolmogorow Smirnov Test (K.S. Test) has been applied.

Hypothesis

There is no significant difference in the importance of ratings given by the respondents on Physical facilities.

Table 5
Level of satisfaction towards physical facilities of call taxi

Physical facilities	Level of satisfaction	Calculated value	Table value	Ks test
Cleanliness	Satisfied	0.5	0.136	Rejected
Adequate moving space inside the call taxi	Satisfied	0.45	0.136	Rejected
Proper working condition of windows/shutters	Satisfied	0.42	0.136	Rejected
Availability of proper seats	Satisfied	0.3	0.136	Rejected
Adequate provision for keeping luggage	Dissatisfied	0.165	0.136	Rejected
Proper seat belt	Dissatisfied	0.06	0.136	Accepted
Availability of spare tire	Neutral	0.145	0.136	rejected
Adhering the traffic rules by the driver	Satisfied	0.4	0.136	rejected
Emergency exit facility	Dissatisfied	0.045	0.136	accepted

As the calculated value is greater than Table value, the null hypothesis is rejected. Hence there is a significant difference in the importance of rating given by the respondents on physical facilities.

Level of satisfaction towards safety aspects of call taxi

A proven track records of safety is bound to add to the positive image of the call taxi service operated by particular firms, safety in travel is the concern of not only the passengers but also the call taxi driver.

Many road accidents are attributed to human failure rather than the failure of the machine. If this is a yardstick to measure the safety aspect of travel, the call taxi agencies should ensure that the drivers are properly licensed and experienced drivers are at the wheel. This is part of the package of good will for call taxi agencies.

For the analytical purpose, the following statements have been taken into consideration to ascertain the satisfaction of passengers. The following statements have been stressed with regard to the safety aspects of call taxi.

1. The speed of call taxi is normal
2. There is no problem of theft inside the call taxi
3. Smooth driving of call taxi
4. All front lights are properly maintained
5. Availability of first aid box
6. Availability of spare wheel
7. Availability of fire extinguisher
8. Following the traffic rules by the driver
9. Allowing limited passengers
10. Emergency exit facility

In this section an attempt is made to study the factors influencing the safety aspects of call taxi. The factors like marital status, age, educational qualification, occupation, monthly income & regular users of call taxi have been identified to study the level of satisfaction towards the safety aspects of call taxi services.

Age and level of satisfaction

Psychographic factors such as interest, perception and the like are influenced by age. Psychographic variables are bound to differ from person to person depending on their age. Hence an attempt is made by the researcher to study the level of satisfaction of passengers. Table 4.15 shows Age of the respondents and their level of satisfaction towards safety aspects of call taxi.

Hypothesis

Age does not influence the level of satisfaction towards safety aspects of call taxi.

Table 6
Age and Level of satisfaction towards safety aspects of call taxi

S. No	Level of satisfaction		Low	Medium	High	Total
	Age					
1	20 - 30		23 (11.5%)	41 (20.5%)	7 (3.5%)	71 (35.5%)
2	31 - 40		2 (1%)	41 (20.5%)	8 (4%)	51 (25.5%)
3	41 - 50		11 (5.5%)	35 (17.5%)	10 (5%)	56 (28%)
4	Above 50		2 (1%)	10 (5%)	10 (5%)	22 (11%)
	Total		38 (19%)	127 (63.5%)	35 (17.5%)	200 (100%)

Source: Primary Data

S.No	Calculated Value	Degree of Freedom	Table value
1	30.048	6	12.6

Since the calculated value of x^2 (30.048) is more than the table value (12.6) at 5 percent level of significance the null hypothesis is rejected. Hence, it is concluded that Age influence the level of satisfaction towards safety aspects of call taxi.

Marital status and level of satisfaction

Marriage is a turning point in every one's life. It brings happiness to many people. Though the unmarried ones may be young, they may not be interested in earning more because there is no family burden. Table 4.16 Shows Marital status of the respondents and their level of satisfaction towards safety aspects of call taxi.

Hypothesis

Marital status does not influence the level of satisfaction towards safety aspects of call taxi

Table 7
Marital status and level of satisfaction toward safety aspects

S.No	Level of satisfaction		Low	Medium	High	Total
	Marital Status					
1	Married		17 (8.5%)	73(36.5%)	23(11.5%)	113(56.5%)
2	Unmarried		20 (10%)	29(14.5%)	6(3%)	55(27.5%)
3	Widow		0 (0%)	11(5.5%)	6(3%)	17(8.5%)
4	Divorcee		1(0.5%)	14(7%)	0(0%)	15(7.5%)
	Total		38(19%)	127(63.5%)	35(17.5%)	200(100%)

Source: Primary Data

S. No	Calculated Value	Degree of Freedom	Table value
1	24.814	6	12.6

Since the calculated value of χ^2 (24.814) is more than the table value (12.6) at 5 percent level of significance the null hypothesis is rejected. Hence, it is concluded that marital status influences the level of satisfaction towards safety aspects of call taxi.

Monthly income and level of satisfaction

As income decides the pattern of spending; it has a greater bearing upon utilization of services rendered by call taxi. The sample passengers are classified in to 5 groups on the basis of their Monthly income. Table 8 Shows the monthly family income of respondents and their level of satisfaction towards safety aspects of call taxi

Hypothesis

Monthly Income does not influence the level of satisfaction towards safety aspects of call taxi.

Table 8
Monthly income and Level of satisfaction towards safety aspects of call taxi

S.No	Level of Satisfaction				Total
	Low	Medium	High		
Monthly Income					
1	Less than Rs 40000	26(13%)	74(37%)	13(6.5%)	113(56.5%)
2	Rs. 40001 - Rs.60000	7(3.5%)	34(17%)	14(7%)	55(27.5%)
3	Rs. 60001 - Rs. 100000	2(1%)	12(6%)	3(1.5%)	17(8.5%)
4	Above Rs. 100000	3(1.5%)	7(3.5%)	5(2.5%)	15(7.5%)
Total		38(19%)	127(63.5%)	35(17.5%)	200(100%)

Source: Primary Data

S.No	Calculated Value	Degree of Freedom	Table value
1	9.928	6	12.6

Since the calculated value of χ^2 (9.928) is less than the table value (12.6) at 5percent level of significance the null hypothesis is accepted. Hence, it is concluded that income of respondents does not influence the level of satisfaction towards safety aspects of call taxi.

Educational qualification and level of satisfaction

The educational status of the passengers is one of the factors that determine his level of satisfaction about the call taxi services. Education may influence individual taste,

values and information processing capacity and it is a direct measure of status. People with higher level of education may demand more amenities and they have more expectations due to their improved knowledge and interest. Table 9. Shows educational qualification of the respondents and their level of satisfaction towards safety aspects of call taxi.

Hypothesis

Educational Qualification does not influence the level of satisfaction towards safety aspects of call taxi.

Table 9

Educational qualification and level of satisfaction towards safety aspects of call taxi

S.No	Educational qualification	Level of satisfaction			Total
		Low	Medium	High	
1	Up to Higher Secondary	10 (5%)	37(18.5%)	9(4.5%)	56(28%)
2	Under Graduation	16(8%)	44(22%)	5(2.5%)	65(32.5%)
3	Post Graduation	3(1.5%)	15(7.5%)	8(4%)	26(13%)
4	Professional Qualification	9(4.5%)	31(15.5%)	13(6.5 %)	53(26.5%)
	Total	38(19%)	127(63.5%)	35(17.5%)	200(100%)

Source: Primary Data

S.No	Calculated Value	Degree of Freedom	Table value
1	10.329	6	12.6

Since the calculated value of χ^2 (10.329) is less than the table value (12.6) at 5 per cent level of significance the null hypothesis is accepted. Hence, it is concluded that Educational Qualification does not influence the level of satisfaction towards safety aspects of call taxi.

Occupation and level of satisfaction

The nature of job is often considered as a factor capable of influencing a person to use call taxi services. Employed women, business people, home makers, students and so on have been effectively utilizing the services of the call taxi. Table 10 Shows the occupation of the respondents and their level of satisfaction towards safety aspects of call taxi

Hypothesis:

Occupation does not influence the level of satisfaction towards safety aspects of call taxi.

Table 10
Occupation and Level of satisfaction towards safety aspects of call taxi

S.No	Level of satisfaction			Total	
	Occupation	Low	Medium		High
1	Employed	24(12%)	65(32.5%)	13(6.5%)	102(51%)
2	Business	3(1.5%)	13(6.5%)	6(3%)	22(11%)
3	Home maker	3(1.5%)	29(14.5%)	10(5%)	42(21%)
4	Student	8(4%)	20(10%)	6(3%)	34(17%)
	Total	38(19%)	127(63.5%)	35(17.5%)	200(100%)

Source: Primary Data

S.No	Calculated Value	Degree of Freedom	Table value
1	8.773	6	12.6

Since the calculated value of χ^2 (8.773) is less than the table value (12.6) at 5 per cent level of significance the null hypothesis is accepted. Hence, it is concluded that Occupation does not influence the level of satisfaction towards safety aspects of call taxi.

Nature of occupation and level of satisfaction

Table 10 inferred that out of 200 respondents, 102 respondents are employed women. Out of employed women category the occupation is sub divided on the basis of nature of occupation like government sector, private sector, college teacher, and school teacher and bank employee. Table 11 shows the nature of occupation of employed respondents and their level of satisfaction towards safety aspects of call taxi.

Hypothesis

Nature of occupation does not influence the level of satisfaction towards safety aspects of call taxi.

Table 11
Nature of occupation and level of satisfaction towards safety aspects of call taxi

S. No	Level of satisfaction			Total	
	Nature of occupation	Low	Medium		High
1	Government sector	1(1%)	9(8.8%)	6(5.9%)	16(15.7%)
2	Private sector	1(1%)	15(14.7%)	0(0%)	16(15.7%)
3	College Teacher	9(8.8%)	13(12.7%)	8(7.8%)	30(29.4%)
4	School Teacher	3(2.9%)	9(8.8%)	9(8.8%)	21(20.6%)
5	Bank employee	0(0%)	17(16.7%)	2(2%)	19(18.6%)
	Total	14(13.7%)	63(61.8%)	25(24.5%)	102(100%)

Source: Primary Data

S.No	Calculated Value	Degree of Freedom	Table value
1	27.141	8	15.5

Since the calculated value of χ^2 (27.141) is more than the table value (15.5) at 5 per cent level of significance the null hypothesis is rejected. Hence, it is concluded that nature of employed women's Occupation influence the level of satisfaction towards safety aspects of call taxi.

Opinion about the behavior of drivers

An attempt is made by the researcher to find the passengers' opinion towards the behavior of driver. Intensity value is used to analyze the same. The score is given in the order of 5,4,3,2,1 and ranked as 1,2,3,4,5,6,7,8,9,10 respectively. (SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree)

Table 12
Opinion about the Behavior of Driver

Particulars	No.of.Respondents					Intensity value	Rank
	SA	A	N	DA	SDA		
Polite	37	86	52	22	3	732	II
Interested in safety of passenger	34	88	58	18	2	734	I
Helps the passenger in lifting the luggage	30	71	54	33	12	674	IX
Does Not waste time by stopping unnecessarily	27	79	69	22	3	705	III
Avoiding quarrel with other drivers	23	77	65	24	11	677	VI
Gives proper change as balance	16	74	64	41	5	655	VII
Stopping at the right place	31	66	68	21	14	679	V
Considers convenience of passengers	24	77	59	35	5	680	IV
Waiting for the well being of the passengers	31	57	52	56	4	655	VII
Properly using seat belts	17	39	46	50	48	527	X

Source: Primary Data

Table 12 shows that the level of opinion of driver's behavior. The intensity ratio is done in order to know the opinion about driver's behavior. The level of opinion is done among various elements in relation to the behavior of the call taxi driver. Drivers are interested in the safety of passengers which is ranked first, drivers are polite is ranked second, drivers do not waste time by stopping the call taxi unnecessarily is ranked third, drivers consider the convenience of passenger is ranked fourth, stopping at the right place

is ranked fifth, avoiding quarrels with other driver is ranked sixth, drivers give proper change as balance and waiting for the well being of the passenger are ranked seventh, drivers help the passenger in lifting luggage so it is ranked ninth, and finally drivers do not properly use the seat belts so it is ranked tenth.

Opinion about social responsibilities of the drivers

An attempt is made by the researcher to find the passengers opinion about social responsibilities of call taxi drivers. Weighted average method is used to find the level of opinion derived by passengers regarding the social responsibilities of call taxi drivers. (SA- Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA- Strongly Disagree)

Table 13
Opinion about social responsibilities of the driver

Particulars	No.of.Respondents					Total	Mean score	Rank
	SA	A	N	DA	SDA			
Operating in remote areas	38	96	49	8	9	746	3.73	I
Providing special seats for physically challenged people	21	62	26	34	57	556	2.78	VIII
Flexibility in services	19	92	58	28	3	696	3.48	III
Fare is cheap	24	73	54	44	5	667	3.34	VI
Special festival service trips are plied	29	72	65	32	2	694	3.47	IV
Drop at convenient place	36	86	48	17	13	715	5.58	II
Reach in appropriate time	21	71	69	33	6	668	3.34	V
Reach the destination easily	15	66	60	51	8	629	3.15	VII
Helps the passenger to carry more things	10	42	28	52	68	474	2.37	IX

Source: Primary Data

Table 13 shows that the level of opinion about the call taxi driver's social responsibilities. The weighted average method is done in order to know opinion about call taxi driver's social responsibilities. Among various opinions, operating in remote area is given first rank, drop at convenient place is given second rank, flexibility in service is given third rank, fourth rank is to special festival service trips that are plied, fifth rank is reaching in appropriate time, fare is cheap is sixth, seventh rank is reach the destination easily, providing special seats for physically challenged people is eighth and helps the passenger to carry more things is given last.

Recommendation of call taxi services to others

It is an agreed statement that much advertising takes place through recommendations and suggestions about the product. Table 14 shows the recommendation of call taxi services to others.

Table 14
Recommendation of call taxi services to others

S. No	Recommendation of call taxi	No. of. Respondents	Percentage
1	Yes	154	77
2	No	46	23
	Total	200	100

Source: primary data

Table 14 shows that out of 200 respondents, 77 % of the respondents recommend the call taxi services to others and 23% of the respondents do not recommend their preferred call taxi agency.

Factor emphasis

Giving emphasis is a kind of recommendation and influencing other to opt for such call taxi services. Table 15 shows the factors emphasis to recommend their preferred services

Table 15
Factor Emphasis

S. No	Factor emphasis	No. of. Respondents	Percentage
1	Reasonable fare	55	35.72
2	Keeping up time	33	21.43
3	Speed of vehicle	24	15.58
4	Convenient seats	16	10.39
5	Nearest stopping	26	16.88
	Total	154	100

Source: primary data

Table 15 shows that out of 154 respondents, 35.72% of the respondents emphasise reasonable fare, 21.43% of the respondents emphasise on keeping up time, 16.88 % of the respondents emphasis nearest stopping, 15.58% of the respondents emphasise speed of vehicle, 10.39% of the respondents emphasis convenient seats.

Problems faced by passengers

During the travel by call taxi passengers face some problems. Those problems are unexpected one. Table 16 shows problems faced by the passenger during the call taxi service.

Table 16
Problems faced by passengers

S.no	Faced any problem	No. of. Respondents	Percentage
1	Yes	16	8
2	No	184	92
	Total	200	100

Source: primary data

Table 16 shows that out of 200 respondents, 92% of the respondents have not faced any problem during the travel and 8 % of the respondents have faced some problems.

Suggestions for improving call taxi services:

Passengers are giving some suggestions to improve the call taxi services. Table 17 shows the suggestions to improve call taxi services.

Table 17
Suggestions to improve calltaxi services

S. No	Suggestion	No. of. Respondents	Percentage
1	Treat Passenger in a decent manner	37	18.5
2	Good maintenance	47	23.5
3	Better driving	50	24
4	Punctuality	31	15.5
5	Require more trips	33	16.5
6	Others	2	1
	Total	200	100

Source: primary data

Table 17 shows that out of 200 respondents, 24% of the respondents have suggested to improve driving, 23.5% to good maintenance, 18.5 % to treat the passengers in a decent manner, 16.5% to increase the number of trips, 15.5% to maintain punctuality and 1% of the respondents have suggested to make some other improvements.

Findings

Out of 200 respondents,

- The demographic characteristics of the respondents (table 1) show that a majority of respondents (35.5%) falling in age group of 20 - 30 years. A greater part of the respondents (56.5%) are married and (75.5%) are living in nuclear family. It further shows that majority of the respondents have 3 - 4 members in the family and (32.5%) are completed their under graduation. As far as the income level is concerned, most of the (56.5%) belonged to the category less

than Rs 40000. The respondents (51%) are employed and (29.42%) are college teachers.

- 86% of the respondents prefer a particular call taxi service.
- 45.93% of the respondents prefer Fast Track call taxi.
- 24% of the respondents prefer a particular call taxi for the reason is “Reasonable Fare”.
- Kolmogorov Smirnov test finds out there is a significant difference in the importance of rating given by the respondents on the statement
 - “Cleanliness in Call Taxi ”
 - Adequate moving space inside the call taxi
 - Proper working condition of windows/ shutters
 - Availability of proper seats
 - Adequate provision for keeping luggage
 - Availability of spare tire
 - Adhering the traffic rules by the driver

Hence, the null hypothesis is rejected.

- Kolmogorov Smirnov test finds out there is no significant difference in the importance of rating given by the respondents on the statement
 - Proper seat belt
 - “Emergency exit facility”

Hence, the null hypothesis is accepted.

- To analyse the relationship between different factors like age, marital status, monthly income, educational qualification, occupation, nature of occupation and the level of satisfaction towards safety aspects of call taxi the Chi - Square test is applied. The hypothesis proves that Age, marital status, nature of occupation influence the level of satisfaction towards safety aspects of call taxi and monthly income, educational qualification, occupation does not influence the level of satisfaction towards safety aspects of call taxi.
- To analyse the passenger’s opinion towards the behavior of driver the Intensity value is used. It shows that “Drivers are interested in the safety of passengers” has high intensity value.
- To analyse the passenger’s opinion about social responsibilities of call taxi drivers the weighted average method is used. It shows that “call taxi is Operating in remote area” has more weightage.
- 77% of the respondents recommend their preferred call taxi service to others.
- 35.72% of the respondents emphasise reasonable fare of call taxi to others.
- 92% of the respondents have not faced any problem during the travel by call taxi.
- 24 % of the respondents suggested to improve the driving.

Suggestions

- The call taxi drivers must be encouraged to use the seat belt properly for their safety in driving.
- The call taxi operators need to properly maintain the emergency exit facility.
- The call taxi operator must provide some extra facility to physically challenged passengers.
- For the safety of women passengers, women drivers should be appointed by the call taxi operators.
- In Madurai, it is recommended that GPS service has to be installed in all the call taxis which provide useful information about the car's position and the best travel routes to a given destination by linking itself to a built in digital map. But it is rarely been followed. It should be made a rule in order to ensure that it is installed for safety conditions.

Conclusion

Call taxi service, the latest entrant to transport services in Madurai, has received an overwhelming response from the public. From just one service three years back, the city now has more than 15 call taxi operators, of which at least six dominate the trade. With growing patronage, the number of vehicles of each operator has also increased. Reasonable fare, comfortable and quick travel, courteous drivers, timely service and 24-hour availability are the main reasons behind the growing popularity of the private cab service. The call cab sector is witnessing intense competition, even though it is in its infancy. "The concept is a big success in Madurai and has already attracted more than 15 players into the business. There is a steady rise in the number of calls from the public, with growing awareness.