



A Study on Customer Preference, Attitude, and Satisfaction towards Red Taxi Services with Special Reference to Coimbatore City

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Abstract

The taxi service industry in India has witnessed significant growth due to urbanization, rising incomes, and increasing demand for convenient transportation. This study investigates customer preference, attitude, and satisfaction towards Red Taxi Services with special reference to Coimbatore City. Primary data were collected from 117 respondents using a structured questionnaire. Data were analyzed using descriptive statistics, correlation, and regression techniques. The findings reveal that service quality, convenience, pricing, and driver behavior significantly influence customer satisfaction and preference. Positive customer attitudes towards timeliness, safety, and app usability were found to enhance loyalty and repeated usage. However, fare perceptions and response to complaints emerged as areas for improvement. The study provides practical insights for Red Taxi Services to optimize operational efficiency, improve customer experience, and strengthen market positioning in Coimbatore's competitive urban transportation sector.

Keywords: Red Taxi Services, Customer Preference, Attitude, Satisfaction, Service Quality.

Introduction

Urban transportation in India has evolved significantly over the past decade, driven by rapid urbanization, increasing population, and the need for convenient, reliable mobility solutions. Taxi services, particularly app-based providers, have become an integral part of urban commuting, offering flexibility, safety, and time efficiency. Coimbatore City, with its growing workforce, commercial activity, and student population, has witnessed a rising demand for such taxi services.

Customer preference, attitude, and satisfaction play a crucial role in the success of taxi service providers. Preferences are influenced

by factors such as fare, availability, convenience, and vehicle quality, while attitude reflects perceptions of safety, punctuality, and driver behavior. Satisfaction depends on consistent service quality, problem resolution, and overall user experience.

Red Taxi Services, operating widely in Coimbatore, offers app-based booking, digital payments, and round-the-clock service. Understanding customer perceptions and satisfaction levels is essential for improving service quality, retaining customers, and maintaining a competitive edge in the urban transport sector. This study aims to analyze these factors among 117 respondents to provide actionable insights for service enhancement.

Objectives of the Study

1. To examine customer preference regarding Red Taxi Services in terms of fare, convenience, service accessibility, and vehicle quality.
2. To analyze customer attitudes towards service reliability, driver behavior, safety measures, and app usability.
3. To assess overall customer satisfaction with Red Taxi Services and identify areas of strength and improvement.
4. To evaluate the relationship between service quality factors, customer attitude, and satisfaction levels.
5. To provide recommendations to Red Taxi Services for enhancing operational efficiency, service quality, and customer loyalty.

Review of Literature

Smith and Johnson (2023) examined the impact of service quality and digital platform usability on customer satisfaction in ride-hailing services. The study found that responsiveness, timeliness, and ease of booking significantly influence customer preference and repeat usage. Digital app features, such as real-time tracking and secure payments, also enhance trust and convenience, positively affecting satisfaction levels. The authors concluded that taxi services must continuously innovate app functionalities and maintain high service standards to retain customer loyalty in competitive urban markets.

Kumar and Rao (2022) studied customer perceptions of app-based taxi services in South Indian cities. Their survey highlighted that fare affordability, driver behavior, and ride availability are key determinants of preference. Positive attitudes toward safety, punctuality, and courteous service correlated strongly with overall satisfaction. The research emphasizes that service reliability and trust-building measures are crucial for improving user retention in urban taxi operations.

Mehta and Singh (2021) investigated factors affecting customer satisfaction in urban taxi services. Their findings revealed that perceived convenience, vehicle condition, and driver professionalism significantly influence customer attitudes and repeated usage. Timeliness and ease of complaint resolution were identified as critical areas impacting satisfaction. The study suggests that consistent service quality and responsiveness to customer feedback are essential for maintaining competitive advantage in metropolitan taxi markets.

Reddy and Nair (2020) focused on customer preferences for ride-hailing services in Indian cities. Their study identified fare competitiveness, app usability, and availability of rides during peak hours as primary factors driving preference. Positive attitudes toward safety protocols and driver conduct were shown to improve trust and satisfaction. The authors recommended that taxi service providers invest in training, digital tools, and transparent pricing models to enhance customer loyalty.

Patel and Verma (2019) explored urban commuter attitudes towards cab services in tier-2 Indian cities. They found that convenience, booking flexibility, and fare transparency influence customer preference, while satisfaction was strongly linked to punctuality, driver behavior, and ride quality.

The study highlighted the role of digital platforms in shaping user attitudes and emphasized that addressing perceived risks enhances customer confidence in app-based taxi services.

Chowdhury and Ahmed (2018) analyzed consumer satisfaction determinants in taxi services across metropolitan areas in India. The research showed that service quality, including timeliness, driver professionalism, and vehicle condition, is directly associated with customer satisfaction. Accessibility, reliability, and perceived value for money were identified as major factors affecting preferences. The study concluded that systematic monitoring of service performance and effective grievance handling are essential for sustaining customer loyalty.

Research Methodology

Research Design

The study adopts a descriptive research design to examine customer preference, attitude, and satisfaction towards Red Taxi Services in Coimbatore City. This design helps in systematically describing consumer behavior, service perceptions, and satisfaction levels.

Area of Study

The study is conducted in Coimbatore City, Tamil Nadu, a rapidly urbanizing hub with a growing demand for digital and app-based taxi services. Coimbatore's diverse population, including professionals, students, and tourists, makes it an ideal area to study customer perceptions and service satisfaction in the taxi sector.

Sample Size and Sampling Technique

- Sample Size: 117 respondents
- Sampling Technique: Convenience sampling was used to select participants based on accessibility and willingness to provide insights. This approach ensures that active users and frequent commuters contribute to the study, representing typical consumer behavior in Coimbatore's taxi market.

Sources of Data

The study uses both primary and secondary data sources. Primary data were collected from 117 respondents using a structured questionnaire focusing on service quality, pricing, convenience, driver behavior, attitude, and satisfaction levels. Secondary data were obtained from published journals, research articles, government transport reports, and industry websites to support the research framework and provide context on urban taxi services in India.

Data Analysis and Interpretation

The data collected from 112 respondents were analyzed using percentage analysis, correlation, and regression techniques to examine the impact of social media marketing on Gen Z smartphone purchase decisions in Palakkad.

Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	70	59.83%
	Female	47	40.17%
Age	18–25	42	35.90%
	26–35	50	42.70%
	Above 35	25	21.40%

Income	Below ₹3 Lakhs	30	25.64%
	₹3–6 Lakhs	52	44.44%
	Above ₹6 Lakhs	35	29.92%

Interpretation

The majority of respondents are aged 26–35 and predominantly male, indicating that young professionals are the main users of Red Taxi Services in Coimbatore. The income distribution shows a balanced mix of middle and higher-income groups, reflecting the affordability and digital adoption of app-based taxis.

Customer Preference and Perception Level

Perception Level	Respondents	Percentage
High	60	51.30%
Moderate	40	34.20%
Low	17	14.50%

Interpretation

Over half of the respondents have a high positive perception of Red Taxi Services, suggesting confidence in convenience, service reliability, and app usability.

Factors Influencing Taxi Usage

Factor	Frequency (High Importance)	Percentage
Convenience	75	64.10%
Timeliness	68	58.10%
Driver Behavior	62	53.00%
Fare Affordability	59	50.40%
App Usability	65	55.60%

Interpretation

Convenience is the most influential factor, followed by timeliness and app usability. Customers prioritize ease of booking, reliable pick-up, and user-friendly digital platforms.

Customer Satisfaction Level

Satisfaction Level	Frequency	Percentage
Very High	30	25.64%
High	50	42.70%
Moderate	25	21.37%
Low	12	10.26%

Interpretation

A majority (68%) of respondents are highly satisfied with Red Taxi Services, emphasizing effective service quality, reliable drivers, and smooth app experience.

Correlation Analysis

Variables	Correlation (r)	Interpretation
Preference & Satisfaction	0.61	Strong Positive Relationship
Perception & Satisfaction	0.58	Moderate Positive Relationship
Fare & Satisfaction	-0.35	Moderate Negative Relationship

Interpretation

Higher customer preference and positive perception significantly increase satisfaction, whereas higher perceived fares reduce satisfaction.

Regression Analysis

Variable	Beta Value	Significance
Convenience	0.46	Significant
Driver Behavior	0.39	Significant
Fare Affordability	- 0.28	Significant

Interpretation

Convenience is the strongest predictor of satisfaction, followed by driver behavior. Higher fares negatively impact satisfaction, confirming that affordability remains a limiting factor for some users.

Findings

1. The majority of Red Taxi users in Coimbatore belong to the 26–35 age group, with male respondents forming 59.8% of the sample, indicating young professionals are the primary users.
2. 51% of respondents have a high positive perception of Red Taxi Services, reflecting confidence in service quality and app usability.
3. Convenience emerged as the most significant factor influencing usage, followed by timeliness and app usability.
4. Driver behavior and service reliability significantly contribute to user satisfaction.
5. Customer satisfaction levels are high, with 68% of respondents reporting high to very high satisfaction.
6. Correlation analysis shows a strong positive relationship between preference and satisfaction ($r = 0.61$), while perceived fare negatively affects satisfaction ($r = -0.35$).
7. Regression analysis confirms that convenience is the strongest predictor of satisfaction, followed by driver behavior, whereas fare affordability negatively influences overall satisfaction.

Recommendations

To enhance customer satisfaction and loyalty, Red Taxi Services should focus on improving convenience by upgrading the app for faster booking, real-time tracking, and seamless digital payments. Driver professionalism must be strengthened through regular training programs emphasizing courteous behavior, safety, and timely service. Introducing affordable pricing strategies, such as loyalty programs, discounts, and subscription plans, can mitigate concerns about fares. Expanding service coverage across high-demand commercial and residential areas will increase accessibility and market reach. A structured feedback and complaint resolution system

should be implemented to continuously monitor service quality and address customer issues promptly. Additionally, marketing campaigns highlighting reliability, convenience, and safety can attract young professionals and students, enhancing brand visibility. Collectively, these measures can drive improved customer experiences, retention, and growth in Coimbatore's competitive taxi market.

Conclusion

The study reveals that customer preference, attitude, and perception play a crucial role in shaping satisfaction with Red Taxi Services in Coimbatore. Convenience, timely service, and driver behavior emerged as the most influential factors in determining positive user experiences, while fare affordability was found to negatively impact satisfaction for some respondents. The findings indicate that young professionals and urban commuters are the primary users, valuing reliability, safety, and app usability. By focusing on enhancing service quality, expanding operational coverage, offering cost-effective pricing options, and maintaining a robust feedback mechanism, Red Taxi can strengthen customer loyalty and attract new users. A customer-centric strategy combining convenience, affordability, and safety is essential for sustainable growth and competitive advantage in Coimbatore's urban taxi market.

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