

A STUDY ON CUSTOMER SATISFACTION TOWARDS PINK TAXI SERVICES IN COIMBATORE CITY

¹Dr. A.SIVAKUMAR M.Com., M.Phil., Ph.D, HEAD of the DEPARTMENT OF COMMERCE,
Dr.SNSRajalakshmiCollge of Arts and Science, Coimbatore.
email:Sivavijay33@gmail.com

&

²Mrs. ANURADHA C.A, Research Scholar in Commerce, DEPARTMENT OF COMMERCE,
Dr.SNSRajalakshmiCollge of Arts and Science, Coimbatore.
email:anuradhaird@gmail.com

ABSTRACT

A car will be piloted by women and accepted only women customer. The managing director of Red taxi Mr.PeterKirubakaran said an initiative to employ and empower large no of women chauffeurs. A Pink taxi was launched by the Egyptian business women Mrs. ReemFawzi in Aug 2015. It is the first girl’s only transportation in Egypt. In India Bangalore Pink taxis are already a big hit. It is a society need for safer transportation. All countries women’s were feel better by using Pink taxi. The name chooses mostly all feminine beloved the color of pink. Pink taxi is a worldwide existing idea of women’s safer transportations.

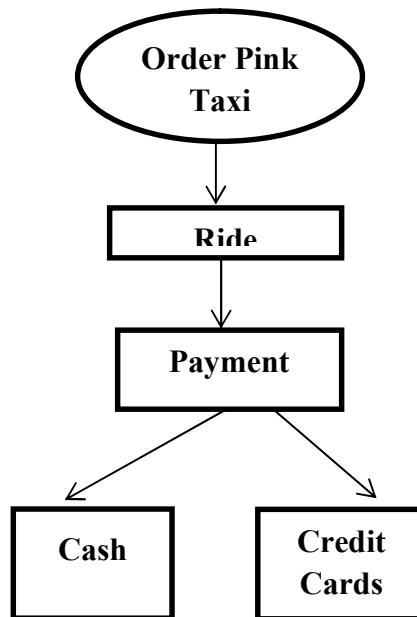
Keywords: Women chauffeurs, Safety transportation, feminine beloved the color of pink

INTRODUCTION

A Pink taxi was launched by the Egyptian business women Mrs. ReemFawzi in Aug 2015. It is the first girl’s only transportation in Egypt. In India Bangalore Pink taxis are already a big hit. It is a society need for safer transportation. All countries women’s were feel better by using Pink taxi. It is a taxi by women and for women in Coimbatore. After two

months of trial city based fare aggregator red taxi was launch Pink taxi in the city.

- 100% Egyptian project for women job opportunity as women chauffeurs.
- Safety transportation method in Egypt.
- Comfortable style transportation.
- Many Payment methods



Aim

- To improve job creation
- Safe transportation and
- Financial security
- Soft and Sophisticated nature
- Comfort and Classy taste.

India women safety is a big threat. Now a days all working women's need to travel for safety. Private cab was not safety for women while late night travels. In India pink taxi for women by women was launched in major cities. Pink taxi is a part of Coimbatore based cab aggregator red taxi. A car will be piloted by women and accepted only women customer. The managing director of Red taxi Mr.PeterKirubakaran said an initiative to employ and empower large no of women chauffeurs.

- The Chauffeurs are permanent employees.
- More encouragement on fresher's.

Pink Taxi name

The name chooses mostly all feminine beloved the color of pink. Pink taxi is a worldwide existing idea of women's safer transportations.

Major Difference

- Pink taxi was the first egypt transportation safety ride to women to women.
- A good relationship and mutual understanding between pink taxi services and the customers.
- Technical app likes clear information providing from chauffeurs and the customers.
- The Rejection of outside safety zones requests and measures safety.

LIERATURE REVIEW

Dublin May 15th 2020 stated that "An online taxi service market in India. Research and Market.com". In online cab service offers to their customers a mobility services via mobile platform connected through GPS OR GPRS (Gobal Positioning System) or (General Packet Radio System). In 2000 mega cab services launch and introduced organized cab services. A radio cab service or online cab service providers operate as aggregators or a radio cabs based on their tracking feasibility. A smart phone with high internet speed connectivity will increase the online cab service market.**Net scribes 2020stated "A market research report titled online taxi service market in India 2020"**. In this study an online cab service highlights the overall potential of the radio cab network in India. Overall private cab industries in India estimated 60000+ cab across in India. An online cab booking mode of a minuscule share of cab industries still book rather than a traditional radio cab. The online taxi cab service have their own way to lead much superior than traditional radio taxi operators. In 2019, much growth in the aggregator based online taxi service and higher than online booking of ownership based model of radio taxi operators. In Indian market the goal or success mantra is the innovation and out of the box thinking the good service providing and customer satisfaction.

METHODOLOGY

A research is a technical sense of an academic activity. In my study sampling size of 100 respondents were assumed. The primary data is collected through structured questionnaire and the secondary data gathered through journals, magazines and reliable website etc. The geographical

area of the Pink taxi customer is Coimbatore city. A descriptive study of convenient sampling is adopted for this study.

OBJECTIVES

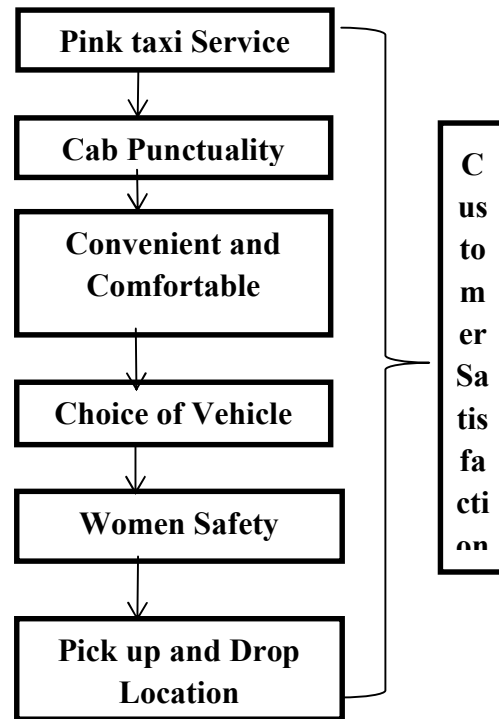
- To identify the availability of Pink taxi services in Coimbatore city.
- To analyze the Customer satisfaction while ride on Pink taxi service in Coimbatore city.

HYPOTHESIS

Hypothesis is framed on the basis of the objectives of the study. A Hypothesis by definition is a proposition or a number of propositions that reflects a prediction.

Age	Type of Women's						Total
	Family women	Mommy	Hustler	Gossip girl	Listener	Super women	
20-30	4	5	10	1	1	9	30
31-40	8	10	12	3	3	9	45
42-50	1	5	4	0	0	0	10
Above 50	2	5	4	1	1	2	15
Total	15	25	30	5	5	20	100

CONCEPTUAL FRAMEWORK



DATA ANALYSIS

Table: 1
Demographical Factors of the Women Customer

Particulars	No: of Respondents	Percentage
Sex		
Male	0	0
Female	100	100
Total	100	100
Age		
20-30	30	30
31-40	45	60
41-50	10	10
Above 50	15	15
Total	100	100
Type of Women		
Family women	15	15
Mommy	25	25
Hustler	30	30
Gossip Girl	5	5
Listener	5	5
Super women	20	20
Total	100	100

Table: 2
Chi-Square Analysis

H1: Alternative hypothesis H0: Null hypothesis

Association between City and Stainless steel water tank	
Chi-Square value	10.87
Degree of freedom	15 (r-1)(c-1)
Level of Significant	5%
P Value	0.7617
Rows * Columns	6x4
Not Significant / Significant	S
Null Hypothesis	Rejected

- [6] ArunkumarDeshmukh, 2019, "A study on pricing strategy of cab aggregators".

CONCLUSION

A hustler, hardworking women's preferred pink taxi services in Coimbatore city. A taxi by women and for women taxi services is highly efficient and safe ride from women to women in the city. An excellent services offered by pink taxi with affordable price was preferred women customers.

REFERENCE

- [1] Dublin 15 May 2020 stated that "An onlinetaxi service market in India. Research and Market.com".
- [2] Net scribes 2020 stated "A market research report titled online taxi service market in India 2020".
- [3] GeetaKesavaraj, 2013, "A study on customer relationship management of call taxi organization in chennai", International journal of world research, ISSN: 2347-937X, Vol-1, Issue-8.
- [4] Dr.S.M.Yamun&R.Vijayalakshmi (2019) "A Progressive studies on Users Perception and Satisfaction towards Online Cab Service in Coimbatore". International Journal for Research in Applied Science & Engineering Technology (IJRASET), Vol:7, Issue:4, ISSN 2321-9653, Pp:156.
- [5] Dr.MonaBhalla, 2018, "An empirical study of the Indian taxi market".