

E-Hailing Services: A Study of Customers Awareness and Service-Related Problems

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Abstract:

The fast-paced growth of e-hailing services in recent years has led to the increased use of their services for urban transport. The reason behind their growth is their accessibility via mobile technologies. The present study aimed at exploring customer awareness towards e-hailing services and their major problems. The required data of the study was collected through a structured questionnaire from 133 respondents. Sampling method applied in the study was convenience sampling method. Secondary data based on published works from scholarly articles, reports, website resources and other relevant documents were also applied in the study. Pearson's chi-square test and Garret ranking were employed for statistical analysis of data. Most (87%) of the respondents had moderate knowledge about e-hailing services while only few (5.2%) had high knowledge. There existed significant relationship between awareness of e-hailing services with family income ($P=0.046$), educational qualification($P<0.00$) and frequency of e-hailing service utilization($P=0.016$). There was no significant association found between awareness of e-hailing services with age, gender, occupation, marital status, area of residence, type of family and number of family members. From the Garret ranking it is concluded that issues involving payments/billing were perceived as the most critical challenges facing the customers followed closely by problems of poor service quality rendered, difficulties encountered in getting contact with the drivers, poor responses given by customers and safety concerns. Accordingly, fare increases were considered least important.

Keywords: E-hailing services, customer awareness, problems, customers, service quality.

Introduction

India's urban transportation landscape has changed quickly over the decade. E-hailing services now let commuters book rides instantly via smartphone apps. What first started as an alternative to traditional taxis has become a mainstream way to travel in cities and nearby towns. E-hailing services reshape how millions of Indians move each day whether for work, a trip or an emergency. E-hailing services work through platforms that link passengers with nearby drivers in real time. They give fare estimates, cashless payment, live location tracking and driver ratings. These features set e-hailing services apart from taxi hailing. E-hailing services are built around speed, clarity and user ease. The shift towards e-hailing services matches the trend of Mobility-as-a-Service, where people use on-demand digital rides instead of owning cars. The ease and reach of e-hailing services bring choices for consumers. Things, like pricing transparency, driver behaviour, vehicle condition and how easy the app is to use drive which platform people pick. In cities where many e-hailing services operate the core services are similar so these extra factors matter.

Review of Literature

Velmurugan, Shruthi, and Rajkamal (2019) in their study entitled "Customer Perception and Problems towards Ola Services in Smart Cities with Reference to Salem" examined customers' perceptions and problems associated with Ola cab services. The study collected primary data from 120 respondents in Salem using a structured questionnaire and convenience sampling. The findings showed that price, safety, comfort, and service convenience were important factors influencing customers' choice of Ola services. The study also identified problems such as driver irresponsibility, ride cancellation, extra cancellation charges, and difficulties related to driver communication. The authors suggested improving driver training, time management, fare transparency, vehicle maintenance, customer-driver communication, and promotional offers to enhance customer satisfaction.

Sharma et al. (2020) in their study entitled “**Extended Expectation-Confirmation Model to Predict Continued Usage of ODR/Ride Hailing Apps: Role of Perceived Value and Self-Efficacy**” aimed to examine the factors influencing the continued usage of ride-hailing applications in India. The study collected data from 1,552 users across five major Indian cities through a structured questionnaire and applied an extended Expectation-Confirmation Model. The findings showed that satisfaction, perceived value and self-efficacy pointedly influenced continued usage. The authors suggested improving app convenience, usefulness and perceived value. The study concluded that positive user experiences and satisfaction encourage consumers to endure using ride-hailing applications.

Shah (2020) in the study entitled “**Service Quality Dimensions of Ride-Sourcing Services in Indian Context**” aimed to identify the major service-quality dimensions of ride-sourcing services in India. The study used a questionnaire-based survey and applied Exploratory Factor Analysis and Confirmatory Factor Analysis to legalize the service-quality dimensions. The findings identified comfort, safety, reliability, mobile convenience, app efficiency, customer service, billing, security and privacy as important factors. The author suggested improving both physical transportation services and digital platforms. The study concluded that these service-quality dimensions are important for understanding consumer satisfaction and problems associated with ride-hailing services.

Jain et al. (2021) in their study entitled “**Analyzing Role of E-SERVQUAL Constructs for Post-Pandemic Recovery of Indian Taxi Aggregator Services**” aimed to examine the role of e-service quality in Indian taxi aggregator services, particularly efficiency, privacy and contact. The study collected data from 288 respondents through a structured questionnaire and employed Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings revealed that efficiency, privacy and contact pointedly prejudiced consumers’ brand loyalty intentions. The authors suggested improving app efficiency, privacy protection and customer support. The study concluded that better digital service quality can improve consumer experience and encourage continued use of taxi aggregator services.

Ali et al. (2022) in their study entitled “**Measuring Customers’ Satisfaction and Preferences for Ride-Hailing Services in a Developing Country**” aimed to measure customers’ satisfaction and preferences toward ride-hailing services and identify the factors influencing their preferences. The study adopted a quantitative approach and collected data from 531 respondents through a structured questionnaire. The findings showed that comfort, convenience, fare systems, secrecy, refuge, safety and societal guard influenced customer satisfaction and preferences. The authors suggested improving safety, security, fare systems, comfort and customer-oriented services. The study concluded that better service quality, safety and convenience can strengthen consumers’ preference for ride-hailing services.

Kumar et al. (2022) in their study entitled “**Service Quality Assessment of Ride-Sourcing Services: A Distinction Between Ride-Hailing and Ride-Sharing Services**” aimed to assess the service quality of ride-hailing and ride-sharing services. The study collected data from 1,260 users in Delhi-NCR through questionnaires and employed Exploratory Factor Analysis and Structural Equation Modelling. The findings identified reliability, safety, comfort, security, app features and responsiveness as major service-quality factors, with reliability being the most important factor for ride-hailing services. The authors suggested improving service reliability, safety and responsiveness. The study concluded that better service quality can enhance the overall ride-hailing experience.

Sanghavi and Shakya (2024) in their study entitled “**A Comparative Study About Customer Satisfaction Towards Uber and Ola Cabs in Ahmedabad Area**” aimed to examine customer satisfaction and perceptions towards Uber and Ola cab services. The study collected data from 101 respondents through a structured questionnaire and examined factors such as reliability, safety, pricing, convenience and service experience. The findings showed that service responsiveness, driver behaviour, pricing and technological interfaces influenced customer satisfaction. The authors suggested improving service quality, driver behaviour and technology-based services. The study concluded that improvements in these areas can enhance consumer satisfaction with e-hailing services.

Chakradhar and Goud (2024) in their study entitled “**Issues & Challenges Faced by the Customers While Availing the Cab Services through the App-Based – A Study on Ola & Uber App-Based Services**” examined the major problems experienced by customers while using app-based cab services, particularly Ola and Uber. The findings revealed that price fluctuations, vehicle availability, navigation accuracy, driver behaviour, waiting time, safety concerns and cancellation of bookings after confirmation were major challenges faced by customers. The study also found that customers valued the convenience, accessibility and ease of booking provided by app-based cab services. The authors suggested that cab companies should reduce booking time, address driver-initiated cancellations, improve customer satisfaction and focus on service quality rather than only pricing and business expansion.

Objectives

- To study the consumer awareness towards e-hailing services.
- To identify the problems faced by consumers while using e-hailing services.

Significance of the study

The growing use of platforms has changed the way customers access transportation services making e-hailing services a more important part of everyday travel. Assessing customer awareness helps determine whether customers are familiar with features such as online booking, fare estimation, digital payment, safety measures and ride tracking. Identifying customer problems provides insights, into the difficulties experienced during the booking and travelling process, including fare-related issues, delays, driver behaviour, safety concerns, technical problems and customer support. As the e-hailing services market grows it is more important to understand the knowledge level of customers towards it and problems they encounter. The present study examines customer awareness towards e-hailing services and the problems encountered during their use. Chakradhar and Arjun Goud (2024) addressed fluctuations in price, the availability of vehicles, the accuracy of navigation and concerns about the level of safety as the crucial problems faced by customers. The findings of the study may help e-hailing service providers understand the level of customer awareness and find solutions to the problems faced by customers. The study may also help the customers indirectly as the e-hailing service providers improve their service quality.

Hypotheses

H₀₁: There is no significant association between the age of the respondents and their awareness towards e-hailing services.

H₀₂: There is no significant association between the gender of the respondents and their awareness towards e-hailing services.

H₀₃: There is no significant association between the occupation of the respondents and their awareness towards e-hailing services.

H₀₄: There is no significant association between the family income of the respondents and their awareness towards e-hailing services.

H₀₅: There is no significant association between the marital status of the respondents and their awareness towards e-hailing services.

H₀₆: There is no significant association between the area of residence of the respondents and their awareness towards e-hailing services.

H₀₇: There is no significant association between the education qualification of the respondents and their awareness towards e-hailing services.

H₀₈: There is no significant association between the type of family of the respondents and their awareness towards e-hailing services.

H₀₉: There is no significant association between the of family members the respondents and their awareness towards e-hailing services.

H₁₀: There is no significant association between the use of e - hailing of the respondents and their awareness towards e-hailing services.

Research Methodology

This study uses both primary and secondary data. Primary data were gathered directly from customers who use e-hailing services using a questionnaire. The researchers used convenience sampling method. The sample size was 133. Secondary data were gathered from published sources such, as websites, reports, journal articles and previous studies to learn about the development, trends and broader context of e-hailing services. By combining both primary and secondary data the study provides a thorough understanding of customers awareness and the challenges customers face when using e-hailing services.

Factors Influencing Level of Awareness Towards E- Hailing Services

To examine if age is associated with awareness level, the following hypothesis has been framed and tested.

H₀₁: Age is not associated with the level of awareness

1.Table Age and Awareness Level

AGE	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
BELOW 18 YEARS	2	5	0	7
	28.6%	71.4%	0.0%	100.0%
18 – 25 YEARS	6	65	0	71
	8.5%	91.5%	0.0%	100.0%
26 – 40 YEARS	3	30	1	34
	8.8%	88.2%	2.9%	100.0%
ABOVE 40 YEARS	4	17	0	21
	19.0%	81.0%	0.0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:6 Table Value: Five per cent level: 12.591

Pearson Chi-square:7.016 One per cent level: 16.811

Ten per cent level:10.645

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all age groups. The 18–25 years age group showed the highest moderate awareness (91.5%), while respondents below 18 years recorded the highest low awareness (28.6%). High awareness was very limited overall, with only one respondent (2.9% in the 26–40 years group) reporting a high level. The Pearson chi-square test ($\chi^2 = 7.016$) was not significant at the 10% level (critical value = 10.645). Therefore, the null hypothesis (**H₀₁**) is accepted, demonstrating that there is no significant association among age and awareness level regarding the use of e-hailing services.

Gender and Awareness Level

To examine if gender is associated with awareness level, the following hypothesis has been framed and tested.

H₀₂: Gender is not associated with the level of awareness.

2. Table Gender and Awareness Level

GENDER	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
MALE	10	51	0	61
	16.4%	83.6%	0.0%	100.0%
FEMALE	5	66	1	72
	6.9%	91.7%	1.4%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:2 Table Value: Five per cent level: 5.991

Pearson Chi -Square: 3.705 One per cent level: 9.210

Ten per cent level: 4.60

Among the 133 respondents, awareness of e-hailing services was predominantly moderate for both males and females. Female respondents showed a slightly higher proportion of moderate awareness (91.7%) compared to males (83.6%), while low awareness was more common among males (16.4%) than females (6.9%). High awareness was very limited, with only one female respondent (1.4%) reporting a high level and none among males. The Pearson chi-square test ($\chi^2 = 3.705$) was not significant at the 10% level (critical value = 4.605). Therefore, the null hypothesis (H_0) is accepted, indicating that there is no significant association between gender and awareness level regarding the use of e-hailing services.

Occupation and Awareness Level

To examine if occupation is associated with awareness level, the following hypothesis has been framed and tested.

H_{03} : Occupation is not associated with the level of awareness.

3. Table Occupation and Awareness Level

OCCUPATION	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
STUDENT	8	41	0	49
	16.3%	83.7%	0.0%	100.0%
EMPLOYED	5	51	1	57
	8.8%	89.5%	1.8%	100.0%
BUSINESS	2	15	0	17
	11.8%	88.2%	0.0%	100.0%
HOMEMAKER	0	7	0	7
	0.0%	100.00%	0.0%	100.0%
OTHERS	0	3	0	3
	0.0%	100.0%	0.0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:8 Table Value: Five per cent level:15.5073

Pearson Chi-square:4.172 One per cent level: 20.0902

Ten per cent level:13.3616

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all occupational groups. Homemakers and respondents in the “others” category showed the highest proportion of moderate awareness (100%), while students recorded the highest low awareness (16.3%). High awareness was very limited overall, with only one employed respondent (1.8%) reporting a high level. The Pearson chi-square test ($\chi^2 = 4.172$) was not significant at the 10% level (critical value = 13.3616). Therefore, the null hypothesis (H_0) is accepted, demonstrating that there is no significant association between occupation and awareness level regarding the use of e-hailing services.

Family Income and Awareness Level

To examine if family income is associated with awareness level, the following hypothesis has been framed and tested.

H_{04} : Family income is not associated with the level of awareness.

4. Table Family Income and Awareness Level

FAMILY INCOME	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
Below 10,000	4	8	0	12
	33.3%	66.7%	0.0%	100.0%
10,000 - 20,000	1	8	1	10
	10.0%	80.0%	10.0%	100.0%
20,000 – 30,000	1	22	0	23
	4.3%	95.7%	0.0%	100.0%
30,000 – 50,000	4	30	0	34
	11.8%	88.2%	0.0%	100.0%
ABOVE 50,000	5	49	0	54
	9.3%	90.7%	0.0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:8 Table Value: Five per cent level:15.5073

Pearson Chi-square:19.565 One per cent level:20.0902

Ten per cent level:13.3616

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all family income groups. The ₹20,000–₹30,000 income group showed the highest proportion of moderate awareness (95.7%), while respondents with family income below ₹10,000 recorded the highest low awareness (33.3%). High awareness was very limited overall, with only one respondent (10.0% in the ₹10,000–₹20,000 group) reporting a high level. The Pearson chi-square test ($\chi^2 = 19.565$) was significant at the 10% level (critical value = 13.3616). Therefore, the null hypothesis (H_0) is rejected, demonstrating that there is a significant association between family income and awareness level regarding the use of e-hailing services.

Marital Status and Awareness Level

To examine if marital status is associated with awareness level, the following hypothesis has been framed and tested.

H₀₅: Marital status is not associated with the level of awareness.

5. Table Marital Status and Awareness Level

MARITAL STATUS	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
MARRIED	6	47	1	54
	11.1%	87.0%	1.9%	100.0%
UNMARRIED	8	66	0	74
	10.8%	89.2%	0.0%	100.0%
SEPARATED	1	4	0	5
	20.0%	80.0%	0.0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:4 Table Value: Five per cent level:9.4887

Pearson Chi-square:1.870 One per cent level:13.2767

Ten per cent level:7.7794

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all family income groups. The ₹20,000–₹30,000 income group showed the highest proportion of moderate awareness (95.7%), while respondents with family income below ₹10,000 recorded the highest low awareness (33.3%). High awareness was very limited overall, with only one respondent (10.0% in the ₹10,000–₹20,000 group) reporting a high level. The Pearson chi-square test ($\chi^2 = 19.565$) was significant at the 10% level (critical value = 13.3616). Therefore, the null hypothesis (H₀) is rejected, demonstrating that there is a significant association between family income and awareness level regarding the use of e-hailing services.

Area of Residence and Awareness Level

To examine if area of residence is associated with awareness level, the following hypothesis has been framed and tested.

H₀₆: Area of residence is not associated with the level of awareness.

6. Table Area of Residence and Awareness Level

AREA OF RESIDENCE	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
URBAN	10	76	1	87
	11.5%	87.4%	1.1%	100.0%
SEMI – URBAN	5	26	0	31
	16.1%	83.9%	0.0%	100.0%

RURAL	0	15	0	15
	0.0%	100.0%	0.0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:4 Table Value: Five per cent level:9.4887

Pearson Chi-square:3.181 One per cent level:13.2767

Ten per cent level:7.7794

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all areas of residence. Rural respondents showed the highest proportion of moderate awareness (100%), while semi-urban respondents recorded the highest low awareness (16.1%). High awareness was very limited overall, with only one urban respondent (1.1%) reporting a high level. The Pearson chi-square test ($\chi^2 = 3.181$) was not significant at the 10% level (critical value = 7.7794). Therefore, the null hypothesis (H_0) is accepted, demonstrating that there is no significant association between area of residence and awareness level regarding the use of e-hailing services.

Education Qualification and Awareness Level

To examine if education qualification is associated with awareness level, the following hypothesis has been framed and tested.

H_{07} : Education qualification is not associated with the level of awareness.

7.Table Education Qualification and Awareness Level

EDUCATION QUALIFICATION	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
HIGHER SECONDARY	2	10	0	12
	16.7%	83.3%	0.0%	100.0%
UNDERGRADUATE	6	61	0	67
	9.0%	91.0%	0.0%	100.0%
POSTGRADUATE	7	41	0	48
	14.6%	85.4%	0.0%	100.0%
OTHERS	0	5	1	6
	0.0%	83.3%	16.7%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:6 Table Value: Five per cent level:12.5915

Pearson Chi-square:23.089 One per cent level:16.8118

Ten per cent level:10.6446

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all educational qualification groups. Undergraduates showed the highest proportion of moderate awareness (91.0%), while respondents with higher secondary education recorded the highest low awareness (16.7%). High awareness was very limited overall, with only one respondent (16.7% in the “others” qualifications group) reporting a high level. The Pearson chi-square test ($\chi^2 = 23.089$) was significant at the 10% level (critical value = 10.6446). Therefore, the null hypothesis (H_0) is rejected, demonstrating that there is a significant association between educational qualification and awareness level regarding the use of e-hailing services.

Type of Family and Awareness Level

To examine if type of family is associated with awareness level, the following hypothesis has been framed and tested.

H₀₈: Type of family is not associated with the level of awareness.

8. Table Type of Family and Awareness Level

TYPE OF FAMILY	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
NUCLEAR	11	88	0	99
	11.1%	88.9%	0.0%	100.0%
JOINT	4	29	1	34
	11.8%	85.3%	2.9%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:2 Table Value: Five per cent level:5.9914

Pearson Chi-square:2.959 One per cent level:9.2103

Ten per cent level:4.6051

Among the 133 respondents, awareness of ride-hailing services was predominantly moderate across both nuclear and joint family types. Nuclear families showed a slightly higher proportion of moderate awareness (88.9%) compared to joint families (85.3%), while low awareness was marginally higher among joint families (11.8%) than nuclear families (11.1%). High awareness was very limited overall, with only one respondent (2.9% in joint families) reporting a high level. The Pearson chi-square test ($\chi^2 = 2.959$) was not significant at the 10% level (critical value = 4.6051). Therefore, the null hypothesis (H₀) is accepted, demonstrating that there is no significant association between type of family and awareness level regarding the use of ride-hailing services.

Family Members and Awareness Level

To examine if family member is associated with awareness level, the following hypothesis has been framed and tested.

H₀₉: Family member is not associated with the level of awareness.

9. Table Family Members and Awareness Level

FAMILY MEMBERS	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
LESS THAN 3	2	7	0	9
	22.2%	77.8%	0.0%	100.0%
3-5	10	91	0	101
	9.9%	90.1%	0.0%	100.0%
MORE THAN 5	3	19	1	23
	13.0%	82.6%	4.3%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:4 Table Value: Five per cent level:9.4877

Pearson Chi-square:6.205 One per cent level:13.2767

Ten per cent level:7.7994

Among the 133 respondents, awareness of ride-hailing services was predominantly moderate across all family size groups. Respondents with 3–5 family members showed the highest proportion of moderate awareness (90.1%), while those with fewer than 3 family members recorded the highest low awareness (22.2%). High awareness was very limited overall, with only one respondent (4.3% in the more than 5 family members group) reporting a high level. The Pearson chi-square test ($\chi^2 = 6.205$) was not significant at the 10% level (critical value = 7.7994). Therefore, the null hypothesis (H_0) is accepted, representing that there is no significant association between number of family members and awareness level regarding the use of ride-hailing services.

Use of E- Hailing and Awareness Level

To examine if use of e – hailing is associated with awareness level, the following hypothesis has been framed and tested.

H_{10} : Use of e- hailing is not associated with the level of awareness.

10. Table Use of E – Hailing and Awareness Level

USE OF E – HAILING	AWARENESS LEVEL			TOTAL
	LOW	MODERATE	HIGH	
DAILY	3	11	0	14
	21.4%	78.6%	0%	100.0%
WEEKLY	2	31	0	33
	6.1%	93.9%	0%	100.0%
OCCASIONALLY	1	42	1	44
	2.3%	95.5%	2.3%	100.0%
RARELY	9	33	0	42
	21.4%	78.6%	0%	100.0%
TOTAL	15(11.3%)	117(88.0%)	1(0.8%)	133

d.f:6 Table Value: Five per cent level: 12.5915

Pearson Chi-square:12.075 One per cent level:16.8118

Ten per cent level:10.6446

Among the 133 respondents, awareness of e-hailing services was predominantly moderate across all frequency-of-use groups. Occasional users showed the highest proportion of moderate awareness (95.5%), while daily and rare users recorded the highest low awareness (21.4% each). High awareness was very limited overall, with only one occasional user (2.3%) reporting a high level. The analysed Pearson chi-square value (12.075) was greater than the table value of 10.6446 at the 10% level of significance. Therefore, the null hypothesis is rejected, indicating a significant relationship between frequency of use of e-hailing services and awareness level.

Problems Faced by Customers While Using e-Hailing Services

To examine the problems faced by customers while availing e-hailing services, Garrett ranking technique is being adopted.

11. Table Problems Faced by Customers While Using e-Hailing Services

PARTICULARS	No. of. SAMPLES	MEAN	RANK
Frequent ride cancellation	133	4.9173	9
Increase in fares during peak hours	133	4.188	10
Delay in ride arrival	133	5.3158	7
Difficulty in contacting drivers	133	5.7368	3
Payment or billing related issues	133	5.8571	1
Safety concerns while using e – hailing services	133	5.4586	5
Poor overall service quality	133	5.7398	2
Unavailability of drivers during emergencies	133	5.0827	8
Unprofessional behaviour of drivers	133	5.3308	6
Poor customer support response	133	5.5338	4
Valid (N)	133		

The above table exhibits the results of Garrett ranking in examining the problems faced by customers while using e- hailing services. The findings indicate that **payment or billing-related issues** as the most important concern among respondents, with the highest mean score (5.8571), followed by **poor service quality** (5.7398) and **difficulty in contacting drivers** (5.7368). **Poor customer response** (5.5338) and **safety concerns** (5.4586) are also notable issues. In comparison, **increase in fares** records the lowest mean score (4.188). Overall, the results suggest that payment problems, service quality, driver communication, customer response, and safety are the major challenges faced by respondents in using e-hailing services.

Findings, Suggestions and Conclusion

Awareness of e-hailing services as a whole was predominantly moderate. The results of the study exhibit that awareness towards e hailing services was significantly associated with family income, education, and frequency of use (H_0 rejected). Further, the results of the study exhibit awareness towards e hailing services is not significantly associated with age, gender, occupation, marital status, area of residence, type of family, or family size (H_0 accepted for all). The results of Garrett ranking exhibit that payment/billing issues as the most crucial problem faced, followed by poor service quality and difficulty in contacting drivers, fare hikes during peak hours were the least. Since, payment and billing issues ranks first, e-hailing companies should simplify fare breakdowns and speed up dispute resolution. They should also improve service quality, driver communication and strengthen safety through driver verification, live tracking, and emergency access. Responsive customer support is also

needed. As awareness varies by income, education, and usage frequency, platforms and policymakers should run targeted outreach or in-app guidance for lower-income, less-educated, and occasional users, backed by ongoing feedback collection. E-hailing service providers has to concentrate more on creating awareness towards e-hailing services. Further, as the study reveals payment problem as the most crucial problem faced by customers, e-hailing service providers should move towards identifying the solutions for the problems. Thereby customers service quality will be automatically enhanced.

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