



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Study On Passengers Attitude Towards Pink Taxi Services In Coimbatore City

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### Abstract

This study investigates the attitude of passengers towards Pink Taxi services in Coimbatore City, with a particular focus on the social and psychological factors influencing their preferences. Traditional transportation studies often assume that passengers make travel choices purely based on cost, convenience, and availability. However, real-world behavior frequently deviates from this assumption due to concerns related to safety, gender sensitivity, cultural acceptance, and emotional comfort. This research emphasizes the influence of personal security perceptions, social awareness, cultural norms, and media portrayal in shaping passengers' attitudes toward women-only taxi services like Pink Taxi. Safety concerns, especially among women passengers, are a primary driver of preference for such services, with family influence and peer recommendations also playing a significant role. Cultural values, particularly in regions with traditional mindsets, affect the acceptance and popularity of gender-specific transport. Additionally, media representation of gender-based violence and public campaigns for women's safety can significantly impact awareness and demand. The study utilizes primary data collected from 155 respondents through structured questionnaires and applies tools like percentage analysis, Likert scale, and chi-square tests to analyze the findings. It concludes that emotional and social considerations often take precedence over economic reasoning in the acceptance of Pink Taxi services. The research highlights the need to recognize these behavioral drivers to enhance gender-sensitive transportation policies and promote safer commuting options. While the study is limited to the Coimbatore district and based on convenience sampling, its insights offer valuable implications for transport providers, urban planners, and policymakers aiming to improve inclusive mobility systems.

**Keywords:** Pink Taxi, Passengers, Attitude, Safety, Coimbatore, Women Empowerment, Transportation

### INTRODUCTION

The transportation sector in Tamil Nadu has witnessed significant transformation over the past two decades, particularly with the emergence of call taxi services that have redefined the commuting experience. While traditional models of transport emphasized fixed-route systems and unstructured fares, modern call taxi platforms have introduced flexibility, transparency, and enhanced accessibility. The growing penetration of smartphones and digital payment systems has accelerated the adoption of app-based taxi services, positioning them as a crucial component of urban and semi-urban transport ecosystems. These services offer convenience,

real-time booking, safety features, and pricing transparency, making them a preferred alternative to conventional transport modes like autorickshaws and private taxis.

Tamil Nadu, being one of India's most urbanized and industrially progressive states, provides a unique backdrop to study commuter behavior and perceptions toward call taxi services. In bustling cities such as Chennai, Coimbatore, Madurai, and Tiruchirappalli, the demand for dependable and efficient transportation has surged. Call taxi providers like Ola, Uber, and various local players have expanded their reach to serve the growing commuter base, catering to diverse needs that range from daily office travel to emergency transportation. The increasing popularity of these services has significantly altered mobility patterns and redefined the standards of convenience, safety, and cost-effectiveness in the region.

Passengers' attitudes toward call taxi services are influenced by several interconnected factors, including ease of booking, driver behavior, vehicle cleanliness, ride affordability, and perceived safety. Positive experiences often highlight prompt service, courteous drivers, and fair pricing, whereas negative perceptions stem from surge pricing, service delays during peak hours, or app-related glitches. These experiences form a wide spectrum of user attitudes, shaped by personal expectations, socio-economic status, and frequency of service usage.

Socio-cultural diversity across Tamil Nadu further complicates the assessment of passenger attitudes. While urban dwellers may value time efficiency and app usability, passengers from semi-urban or rural areas may prioritize affordability and local language support. Additionally, the rising awareness of women's safety in public transportation has led to the emergence of gender-specific taxi options, such as women-driven or women-only services, adding a new dimension to consumer preferences. The integration of vernacular languages into app interfaces and support systems has also played a key role in enhancing service inclusivity and accessibility for non-English-speaking users.

Understanding these varying passenger attitudes is critical for stakeholders across the transportation ecosystem. Service providers can leverage such insights to identify pain points, improve ride experiences, and build customer trust and loyalty. Policymakers and urban planners can use the findings to frame regulations that promote fairness, innovation, and inclusivity in transport services while addressing regional disparities.

The COVID-19 pandemic has added a further layer of complexity to passenger expectations. Health safety practices, including driver vaccination status, vehicle sanitization, and contactless payment options, have become essential criteria in selecting call taxi services. This shift in priorities emphasizes the need for continual adaptation and innovation in the industry.

This study aims to explore the multi-dimensional attitudes of passengers toward call taxi services in Tamil Nadu, focusing on factors that influence satisfaction, reliability, and long-term usage. By analyzing the relationship between socio-cultural influences, service quality, and technological integration, the research seeks to offer valuable insights for improving the effectiveness and sustainability of call taxi operations in a dynamic, post-pandemic landscape.

## REVIEW OF LITERATURE

**Moses Olaniran Olawole (2021)**, in his study titled "An empirical study of commuters' satisfactions with taxi service quality in Abeokuta, Nigeria", surveyed 272 respondents and found average levels of commuter satisfaction. The factors that significantly influenced satisfaction were tangibility, empathy, and assurance, while reliability had minimal impact. The study recommended the modernization of taxi services through the implementation of e-hailing systems and improved driver behavior. It also emphasized the need for government-regulated quality assurance mechanisms and proposed Bus Rapid Transit (BRT) as a long-term solution to enhance urban mobility, reduce reliance on less safe options like motorcycle taxis, and improve overall public transport quality.

**S. Birundha and C. Pushpalatha (2021)**, in their study "An Exploratory Study on Female Passengers Preference towards Digital Cab Services in Coimbatore City, Tamil Nadu", investigated the preferences and satisfaction levels of 150 female passengers using statistical tools like ANOVA and t-tests. The results showed that live location tracking and access to detailed driver information were the most significant factors influencing preference. Despite 68% of respondents expressing satisfaction, concerns such as high

cancellation charges, safety issues, and surge pricing remained prevalent. The study emphasized addressing these challenges to further improve service quality and passenger experience.

**S.M. Yamuna and R. Shiji (2019)**, in their study “A Study on Customer Preference towards Online Cab Booking Facility with Special Reference to Coimbatore City”, explored the benefits of online cab booking services. The research underscored convenience, safety, real-time location updates, 24/7 availability, and cashless transactions as major attractions. Most participants preferred services with transparent pricing and were motivated by promotional offers. Safety and cab availability emerged as top priorities among users. The study identified high peak-hour pricing and the need for better-trained drivers as key challenges, recommending competitive pricing strategies and enhanced customer service initiatives.

**Bassey B.J., Ochiche C.A., Odu et al. (2023)**, in their research titled “Factors influencing customer decision-making in choosing e-cab services over traditional taxis in Calabar metropolis”, examined the factors affecting customer preferences for e-cab services. Drawing data from 463 respondents, the study highlighted the appeal of ease of booking, transparent pricing, ride quality, and convenience. Although demographic variables such as marital status, education, and occupation influenced choices, age and gender had minimal impact. Customers generally prioritized service quality over cost, favoring e-cab services for their features like real-time tracking and digital payments. The authors recommended service efficiency improvements, competitive pricing, and targeted customer incentives to boost satisfaction and market share.

**Dr.M.Kalimuthu, S.Preethika (2023)**, The main aim of this article is to know the impact of women passenger using TNSTC free busses provided by Tamil Nadu State Transport Corporation in Coimbatore city. Based on study findings, it can be concluded that free buses have helped women passengers to save. The money which is saved is used in household expenses of the women passengers family. Students and working women are benefited by this scheme as they can study and go to work places also. Mostly young age students from the age group of 19 years to 25 years use this free bus scheme. Many women travel 5 kilometers-10 kilometers per day to fulfill their needs. The study reveals that most of the respondents are aware about this free bus scheme. This scheme is great initiatives by the government for the welfare of women in Tamil Nadu.

## STATEMENT OF THE PROBLEM

Since external factors like safety and comfort influence women’s travel choices, the acceptance of Pink Taxi services is often driven by perception rather than pure logic. Emotional reassurance, ease of booking, and trust play a major role in shaping user attitudes. Recognizing this mechanism is key to improving service quality, and only through this understanding can women-centric transport services grow and gain wider acceptance.

## SCOPE OF THE STUDY

Within this work, the focus is on the analysis of passengers' attitudes toward Pink Call Taxi service providers in Coimbatore. The study will investigate key factors that influence satisfaction, service perception, and loyalty among female passengers. Specific attention will be given to areas such as service quality, pricing transparency, driver behavior, safety and security, technological ease of use, and customer support. The research aims to evaluate how these factors shape user experiences and identify areas for improvement, ultimately providing recommendations to enhance the overall effectiveness and acceptance of women-centric taxi services in urban transportation.

## OBJECTIVES

- Understanding customer preferences and perceptions of Pink Taxi services.
- To analyse the various factors which are influencing people to use cabs in Coimbatore.
- To ascertain the customer satisfaction and trust of Pink taxi services in Coimbatore.
- To suggest improvements for better service delivery of Pink taxi in Coimbatore.

## RESEARCH METHODOLOGY

The research methodology is the overall plan for finishing a research project. It outlines the systematic procedures for data collection and analysis, along with the theoretical framework supporting the study. This methodology ensures that the research is carried out in a rigorous, consistent, and credible manner, enabling accurate assessment of key factors such as service quality, pricing, safety, and customer satisfaction. A well-defined methodology is essential for producing valid and reliable results that contribute meaningfully to understanding and improving women-centric transportation services.

### Research Design

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. This study is based on both primary data and secondary data. The primary data is collected through framing a structured questionnaire by Convenient sampling technique.

**Sampling Unit:** Sampling unit implies that who are the respondents from female passengers using Pink Taxi services in Coimbatore city.

**Sampling Size:** 155 female passengers using Pink Taxi services in Coimbatore city has been selected to fill the questionnaire for the survey report.

**Sampling Techniques:** Sampling technique is a technique used to select the sample size from the population. Convenient Sampling Techniques has been adopted for the study.

**Statistical Tools:** Percentage Analysis, and Likert Scale Analysis have been adopted to find the results for the data collected.

## LIMITATIONS

- This study is carried out only in Coimbatore City.
- Findings of the study are purely depending on the responses provided by the respondents.
- The sample size taken for the study is limited only to 155 respondents.

## FINDINGS

### Percentage Analysis

- Majority [35% (54)] of the respondents are under the age of below 20 years.
- Majority [77% (119)] of the respondents are female.
- Majority [52% (80)] of the respondents are unmarried.
- Majority [27% (41)] of the respondents are students and private employee.
- Majority [39% (61)] of the respondents are 4 in a family.
- Majority [38% (59)] of the respondents are use it weekly.
- Majority [37% (58)] of the people learned about Pink Taxi through friends or family.
- Majority [33% (51)] of the respondents use Pink Taxi for shopping, making it the most common purpose.
- Majority [48% (75)] of the respondents prefer to book Pink Taxi cabs by phone calls.
- Majority of respondents [57% (89)] of respondents prefer using digital wallets like Google Pay, PhonePe, and Paytm.
- Majority [33% (51)] of the respondents choosing bus as their preferred mode of transport apart from Pink Taxi.
- Majority [38% (59)] of the respondents chosen most important factor that is time saving.
- Majority [58% (90)] of the respondents were chosen sometimes they feel safe while using pink taxi.
- Majority [30% (47)] of the respondents were reported a issues as driver cancellation.
- Majority [85% (131)] of the respondents chose yes to recommend pink taxi to other women.
- Majority [30% (47)] of the respondents requested to improve more availability of cabs.

## Likert Scale

- **Ease of Booking Pink Taxi:** Likert Scale value 3.7 is higher than the middle value (3), so the respondents are Agree with the ease of booking pink taxis.
- **Pricing of Pink Taxis:** Likert Scale value 3.1 is higher than the middle value (3), so the respondents are Agree with the pricing of pink taxis.
- **Satisfaction with Pink Taxi Services:** Likert Scale value 3.8 is higher than the middle value (3), so the respondents are Agree with the satisfaction level of pink taxi services.
- **Necessity of Pink Taxi Services:** Likert Scale value 3.9 is higher than the middle value (3), so the respondents are Agree with the necessity of pink taxi services.
- **Cleanliness of Pink Taxis:** Likert Scale value 3.9 is higher than the middle value (3), so the respondents rated the cleanliness of pink taxis as Good.
- **Driver Behaviour in Pink Taxis:** Likert Scale value 3.8 is higher than the middle value (3), so the respondents rated the behaviour of drivers as Good.
- **Likelihood to Use Pink Taxis Again:** Likert Scale value 4 is higher than the middle value (3), so the respondents are Somewhat Likely to use pink taxis again.
- **Availability of Pink Taxis:** Likert Scale value 3.6 is higher than the middle value (3), so the respondents are Agree with the availability of pink taxis.
- **Safety Provided by Pink Taxis:** Likert Scale value 3.9 is higher than the middle value (3), so the respondents are Agree with the safety provided by pink taxis.
- **Comfort During Ride:** Likert Scale value 3.7 is higher than the middle value (3), so the respondents are Agree with the comfort level during pink taxi rides.
- **App Interface/User-Friendliness:** Likert Scale value 3.5 is higher than the middle value (3), so the respondents are Agree with the user-friendliness of the pink taxi booking app.
- **Trust in Pink Taxi Drivers:** Likert Scale value 3.8 is higher than the middle value (3), so the respondents are Agree with the trust in pink taxi drivers.
- **Wait Time for Pink Taxis:** Likert Scale value 3.4 is higher than the middle value (3), so the respondents are Agree with the acceptable wait time for pink taxis.
- **Navigation Accuracy of the App:** Likert Scale value 3.6 is higher than the middle value (3), so the respondents are Agree with the accuracy of navigation in the app.
- **Clarity of Fare Display:** Likert Scale value 3.5 is higher than the middle value (3), so the respondents are Agree with the clarity of fare display in pink taxi services.
- **Driver's Communication Skills:** Likert Scale value 3.7 is higher than the middle value (3), so the respondents are Agree with the driver's communication skills.
- **Discounts and Offers in App:** Likert Scale value 3.3 is higher than the middle value (3), so the respondents are Agree with the discounts and offers available in the app.
- **Overall Experience with Pink Taxi Services:** Likert Scale value 3.9 is higher than the middle value (3), so the respondents are Satisfied with their overall experience with pink taxi services.

## SUGGESTION

- To meet growing demand, expand the taxi fleet and optimize driver schedules to ensure better cab availability across peak and off-peak hours.
- Strengthen safety protocols by integrating in-app SOS features, enabling live GPS tracking, and conducting thorough background checks on drivers.
- Introduce a balanced system of penalties for unnecessary cancellations and incentives for ride completions to ensure higher booking reliability.
- Launch a user-friendly mobile app and introduce alternative booking channels such as WhatsApp to offer more convenient and accessible booking experiences.
- Provide special discounts and loyalty benefits tailored for students and frequent weekly riders to encourage regular usage.
- Conduct regular driver training sessions focusing on advanced customer service etiquette and defensive driving techniques to improve ride quality.

- Boost visibility and adoption of pink taxi services through active social media campaigns and strategic partnerships with shopping malls and corporate offices.

## CONCLUSION

The socio-demographic factors significantly influence individual attitudes toward trading and the decisions made regarding investments. Key factors such as age, gender, education, and income have been identified as critical in shaping trading preferences and investment strategies. However, emotional and social factors often play a more substantial role in financial decisions than financial literacy, risk appetite, herd mentality, social media influence, and peer network effects. These measures will equip individuals to make informed financial decisions, thereby enhancing investment outcomes and contributing to improved overall financial well-being.

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