

CHALLENGES FACED BY THE CAB DRIVERS AND CONSUMERS SATISFACTION IN BENGALURU CITY DURING THE COVID-19 AND RECONSTITUTE THE CAB SERVICE AFTER THE PANDEMIC PERIODS

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Abstract

The period of 2019 till 2022 the Covid-19 hit the Indian economy platform through 3 waves in each periods of year. The various services such as health care, education, business, transportation etc., was affected in the various cities in India. The Bengaluru city of Karnataka state contain large services database. During Covid -19 period the large amount of services was affected in Bengaluru city specifically the cab drivers. These paper view the challenges faced by both cab drivers and also viewing the consumer satisfaction related to cab services during the Covid – 19 in the Bengaluru city. Analysis and evaluation of the covid 19 impact on cab drivers in each waves in these 3 years has been resulted. Results show that there has been anxiety among consumer for non-availability of cab services and drivers due to the non-availability of work. Hence the income of the cab drivers was affected, simultaneously the consumer satisfaction percent was reduced. The review of this paper to study the different risks faced by drivers and consumers in the cab service. Based on the consumer feedback after pandemic periods the action was taken in cab service for improvement is analysed and Resultant value is evaluated.

Keywords: COVID-19, Cab Driver, Health, Social Distancing

Introduction

In this new technology there is a rise in the cab services (online booking) all over the world from past 10 years. Almost 95% of peoples use the cab services especially in the Bengaluru city. There is a various reason for choosing the cab services such as it is 24x7 services, flexible etc. The family of computer device is mobile which helps huge number of peoples to book a cab with just a

click using internet and cab booking application. But in the period of 2019 till 2022 there was vary in the cab service which deeply affected the cab drivers and the consumer satisfaction due to the COVID-19. After the Pandemic period from 2023 onwards the cab service to increase it was very difficult because most of the cab drivers was not availed in the Bengaluru.

The Bengaluru resident cab drivers was only operating the Cab services.

Conceptual Background

During the 1st stage of Covid-19 approximate 60% of cab drivers was operate there cabs in the Bengaluru cities and around 15% of cab drivers were ready to operate the complete service of cabs, remaining 25% of cab drivers were operating the cab partially. Many drivers decided to sell their cabs due to the financial issues because there was no income. During pre-Covid period around 15,000-18,000 cabs were operated but before the Covid-19 approx., 1.25 lakh cabs were operated. After the Covid-19 pandemic periods increased to 3.8 lakhs.

After a two years i.e. in 2023 onwards in the Bengaluru there was a view of working from the office. Most of the consumers started to use only can service to be safe from COVID. But still the consumer faced a problem in the shortage of cab-service.

Literature Review

Cab Drivers Review

Manoj, a cab driver says that, *“he works in both uber and ola, since he have his own vehicle, He have to install the screen by himself which is very difficult because his earnings has been low”*

Suresh T, a cab driver says that, *“Due to the non-payment of loans, many cabs have been seized by financial institutions. The government has not helped them, nor have the taxi aggregators”*

Naveen cab driver says that *“Cab aggregators were charging a commission nearly 30 percent of their earnings has left many cab drivers in distress”*.

Consumer Review

Parvathi, a frequent user of ridding apps says that *“It was difficult to get any rides those days. She try to book a cab both on Ola and Uber, but the process has become quite troublesome”*.

Shubam Sinha, a sales executive, said *“he has come across only a few cabs with protective screens”*.

Priya, a consumer says that *“she had been waited nearly half an hour to book a cab during covid-19 period. There was a very high demand to book the cab because. There was very few cabs available on the road”*.

I. Objectives

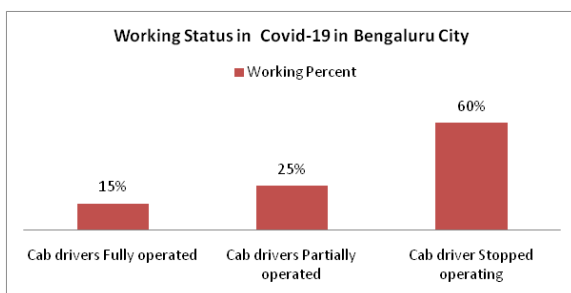
1. To understand the impact Covid is having on cab drivers in Bengaluru City.
2. To find out the satisfaction level of consumers using cabs in Bengaluru city.
3. To gain the Covid safety measures for the cab drivers.

4. To use the cashless payments in cab drivers.

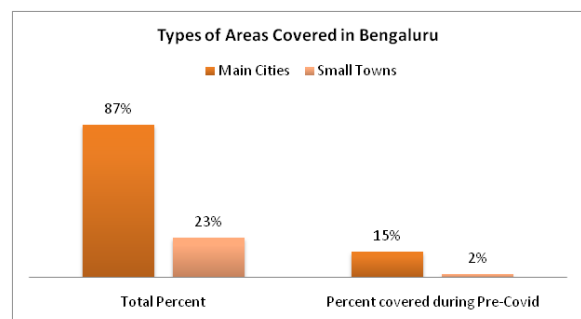
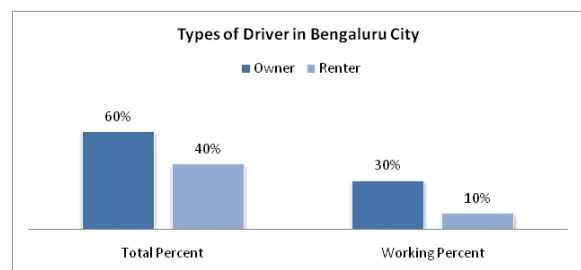
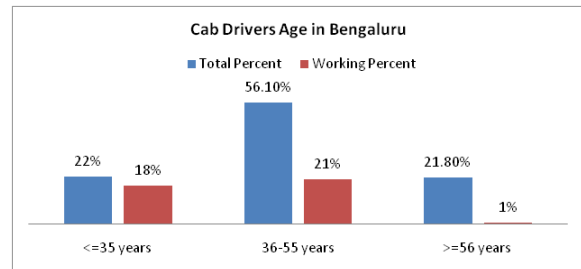
Research Methodology

The year period was from March 2020 to Feb 2022. The Karnataka government announced 4 times lockdown. From lockdown1.0 there were many peoples was attacked from covid-19 hence the Karnataka Government declared to close various activities [education, cabs, companies etc] in entire State. Later in Lockdown 4.0 the Karnataka government permitted to operate most of the sectors excluding theatre, hotels, malls, pub etc., between 7 am to 7 pm on all working days but except on every Sunday, this strict rule was followed till 31st May 2020. After more than two months, most of the public transport services such as bus, train, cabs services were permitted to operate from 19 July 2020.

But still the cab drivers of Bengaluru city was aware of Covid -19 so most of them began to operate and rest of them quit the operating the cabs. According to the survey the working status of cab drivers in Covid - 19 is shown below.



According to the survey and evaluation of the 40% of working cab drivers ages and their types as well the percentage of area covered during the covid-19 in Bengaluru City is given below.



After the Pandemic Period the consumers was very afraid to travel in public transportation hence 73% of consumers started you use cab to reach the destination on time. This was the plus point to the cab drivers to improve their service such as flexibility where the cab drivers were ready to move for long destination also with reliability according to the consumer

convenience and also they was aware of social situation by providing personal security and safety. This important points made the Positiveness of consumer satisfaction.

Cab Drivers Risk Resultant Value

Cab drivers risks during cab service is collected and analysed. The data is shown in the below table.

| Variable | Frequency (%) | | | |
|---|---------------|-----------|----------|-------|
| | Agree | Undecided | Disagree | Total |
| | 28.3 | 5.5 | 66.2 | 100.0 |
| When driver handle passengers' luggage, COVID may attack | 67.0 | 4.4 | 28.6 | 100.0 |
| Sneezing and coughing or illness of the passengers feel it is very danger. | 89.1 | 2.5 | 8.2 | 100.0 |
| Cash Tranfering from passanger may attack the COVID | 79.0 | 1.5 | 19.6 | 100.0 |
| Pick up and dropping the passengers without wearing masks is very high risk | 82.6 | 1.8 | 12.5 | 100.0 |
| COVID will not attack for drivers if they wear mask during cab service. | 40.7 | 7.8 | 51.5 | 100.0 |
| Transporting less number of passenger is prevention to control the COVID. | 56.9 | 2.6 | 40.5 | 100.0 |

Consumer Satisfaction

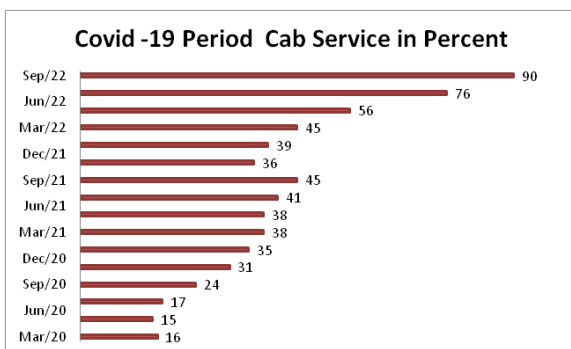
The customer satisfaction and service quality of the cabs as been surveyed by

various sectors of consumers as shown in the below table.

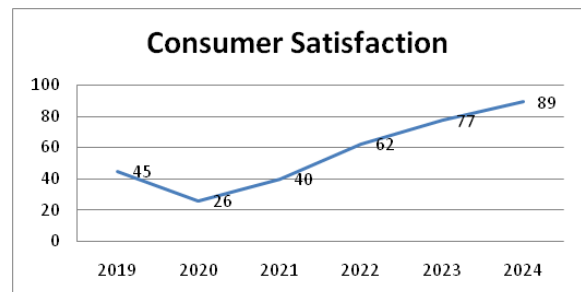
| Questions | Consumers | | | | |
|--|-----------|------------------|-----------------------------------|---------------------|---|
| | Students | | Private Sector Workers | Business | Housewives |
| | Graduate | Post Graduate | | | |
| Have you experienced any issues while booking the cab during Covid-19? | ✓ | ✓ | Median : Due to Work from Home | Not much applicable | Not much applicable |
| Have you ever been overcharged by the cab driver Covid - 19? | ✓ | ✓ | ✓ | ✓ | ✓ |
| Has any cab driver did not follow the safely measures of Covid-19 ? | ✓ | ✓ | ✓ | ✓ | ✓ |
| How the Cashless was helped? | ✓ | ✓ | ✓ | ✓ | Due to illiterate it was quite difficult for Housewives |
| Overall Rate of Cab service during Covid-19 | 4- Good | 4- Good | 3- Satisfaction | 4- Good | No rate: Not much Applicable |

Result

Analysis of Cab services in percent in these Covid-19 period from 2020 to 2022 year



Analysis of Consumer Satisfaction percentage from 2019 to 2024 year



Conclusion

To conclude that the COVID -19 periods was risk situation for both cab drivers and consumers but still some challenges faced by drivers are manageable and overall, they are 48% satisfied by the facilities. On the other hand, consumer's satisfaction level was average due to low efficiency of cab services in the COVID-19. Cab drivers evaluated the related risks faced during COVID-19 and find the impact of COVID-19 on knowledge, economic occurred in the cab service. Finally based on responses in the cab service the controlling of COVID-19 issue and improvement of cab service is explored.

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