

RIDE-HAILING REALITIES: EXPLORING DRIVERS OF CONSUMER BRAND SWITCHING IN RIDE-HAILING PLATFORMS

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ABSTRACT

Brand switching refers to migration of users from one brand to another. Switching is associated with negative consequences such as declining market share and poor profitability. A structured questionnaire was adopted to collect the data. A Regression Analysis using SPSS was employed to derive the practical results. Through the online questionnaire it was found that although the cab riding is subjective, there are some general factors that seem to influence the switching behaviour of consumers among ride hailing apps. The purpose of this paper is to examine the impact of factors affecting consumers' preference on Brand Switching Behaviour (with special reference to ride hailing apps like Ola and Uber). Uber and Ola both are one of the most fastest growing firms in the taxi aggregator industry. However, both run through very different operations and working logistics in terms of driver and rides, route optimization, area connectivity, and availability. The results demonstrated that Ola (53.6%) is the highly preferred app followed by Uber (39.1%) and other ride hailing apps (7.3%). Key importance of this study derived from the analysis will help the marketers and advertisers.

Key words : Brand switching behavior, Ola ,Uber, Ride hailing apps, Online cabs.

INTRODUCTION

This study aims at the brand switching behavior between Ola vs Uber. Consumers may switch brands because they are motivated to consider their options. When a customer's perception of a brand is externally altered in a social context, switching happens. Beyond other ride hailing apps, this study adopted Ola and Uber into main consideration because of it's raising need among it's users. With its headquarters in Bangalore, Ola Cabs is a multinational taxi service provider in India. It was one of the premier taxi services when it first opened in 2010. Through the ola app, the application's service is provided. Ola provides daily service to millions of consumers in 169 cities. Currently, ola has over 125 million registered users. Ola, a company with yearly revenue of Rs. 2,544.63 Crores. American mobility service provider Uber Technologies, Inc. It has operations in around 72 countries and 10,500 cities and is centered in San Francisco. Another popular software that is revolutionizing transportation is Uber. Uber made its official debut in San Francisco in 2008. Uber is renowned for having access to expensive vehicles in the taxi market. Uber offers its customers corporate services as well. Approximately the most recent fiscal year, Uber brought in \$14.1 billion (Rs.11,61,09,90,45,000) in revenue.

Technology has been booming fast as the gadgets used for work or any other purpose for our convenience has lead to the brand switching behavior between apps like Ola and Uber. Earlier people were very much fond of offline taxi and auto but nowadays as technology develops people were also updated and their preference were also shifted from offline to online ride hailing apps. As there is a growth and competition among many ride hailing apps, people started switching brands from one app to another. So this study aims at the brand switching behavior between Ola vs Uber because of it's raising need among it's users. The main objective of this study is to know the reasons which is triggering the brand switching behavior of users and to know the reasons behind the brand switching between Ola vs Uber.

REVIEW OF LITERATURE

Wong et al., (2018) has founded that emotional value, social value, epistemic value and confidence benefits predicted less smartphone brand switching behavior. **Garga et al., (2019)** has founded that product quality plays a significant role in customer satisfaction and usage of a product. They have also founded that customer satisfaction has positive effects on customer switching. **Grigoriou et al., (2018)** has founded that overall dimensions of switching behavior and then validates a theoretical model. **Kashyap and Bhatia (2018)** have founded that Uber and Ola are notable for the creation of viable employment opportunities for drivers and there are many benefits for urban middle class users. **Goel et al., (2018)** has founded that changes in the commission percentage for drivers and cutting prices for customers by competitors have significant impacts on the car-hailing industry. **Chaurasia (2019)** has founded that availability and security are the main reasons for shifting to online cabs (Ola and Uber) from the offline taxi. She has also founded that 87% prefer to hire a cab and only 8% people hire taxi. **Trinh (2018)** has founded that Grab has the largest proportion of retaining their customers followed by Mai Linh and GoVietare. He has also founded that Grab has been dominated this market since the acquisition of Uber. **Shah et al., (2020)** has founded that the latent variables for ‘socio-economic status’ and ‘spending propensity’ negatively impacted sharing. They have also founded that the travel characteristics such as the number of companions and how they value comfort in a ride also had significant negative impacts on sharing choice. **Thapa (2020)** has founded that 95 percent of the respondents usually book cab using e-hailing cab application, rest either call a taxi or book using taxi company website. He has also founded that 40 percent of the respondents felt insecure when hiring a taxi at night. **Kumar et al., (2016)** has founded that all the three factors selected for the study namely price consciousness, coupon redemption behavior and innovativeness are influencing the consumers in their selection of cab services. They have also founded that the middle-aged adults are consuming cab services compared to other age group.

Brand switching behaviour in ride hailing app

Brand switching behavior in the ride-hailing app industry is influenced by various factors such as price, quality, customer service, and unique value proposition. Research has shown that understanding and analyzing brand switching behavior among competitive motorbike hailing apps using models like Markov Chain can provide insights into customer retention and acquisition rates (**Trinh, 2018**). Ride-hailing companies often struggle with brand loyalty and invest heavily in marketing efforts to retain customers (**Chen et al., 2023**). Strategies to prevent brand switching in this industry include offering competitive pricing, enhancing customer service, understanding and meeting customer needs, communicating unique value propositions, and investing in customer retention programs (**Ponder et al., 2019**). By implementing these strategies, ride-hailing companies can mitigate the risk of brand switching and maintain a loyal customer base in this competitive market.

RESEARCH METHODOLOGY

Research Methodology is a systematic way to solve the research problem. The Research Methodology places an important step in any research study. It may be understood as a science of studying how research is done scientifically. The methodology used for the study is structured into

different categories like data collection, questionnaire design and statistical techniques and tools. Research design is a logical and systematic plan prepared for directing a study. This is a blueprint which depicts the outline of how an investigation will take place. The research design is summarized in Table 1.

TABLE 1 RESEARCH METHODOLOGY	
DESCRIBER	DESCRIPTION
Sample size	150 distributed, 110 completed for analysis
Sampling technique	Purposive sampling
Study area and period	Chennai and 1 st week of February
Data collection	Primary - Questionnaire Secondary - Several source
Target population	Users of ride hailing apps
Software used	SPSS 26.0

The sample size of the study is limited to 110. The questionnaire method is used to select the sample to make an equal representation of the population. A total of 150 questionnaire were distributed to the respondents, out of which only 110 was found to be complete in all aspects and found suitable for the analysis. The sampling type used in the study is purposive sampling. Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique based on selected characteristics of a population and the objective of the study. The study was conducted in Chennai only. The period of study was 1st week of February 2023.

Hypotheses Development

Impact Of Social Value On Brand Switching Behavior

The impact of social value on brand switching behavior among Ola and Uber users is significant, as evidenced by research findings. Factors such as price, sales promotion, service quality, and customer satisfaction play crucial roles in influencing brand switching behavior within the ride-hailing industry (Suryawardani et al., 2020). Understanding the motivations behind brand switching and implementing strategies to enhance customer loyalty, such as maintaining consistent quality, providing unique value propositions, and engaging customers through community-building efforts, can help prevent brand switching and retain market share in this competitive sector. By focusing on customer satisfaction and loyalty through tailored strategies, ride-hailing companies like Ola and Uber can effectively address brand switching behavior and ensure long-term success in the evolving marketplace.

H1: Social Value has positive impact on Brand Switching Behavior of Ola users

H7: Social Value has negative impact on Brand Switching Behavior of Uber users

H13: Social Value has negative impact on Brand Switching Behavior of Other ride hailing app users

Impact of Switching costs on brand switching behavior

The review para states that switching costs have a negative impact on brand switching behavior of Ola and Uber users. Switching costs are the costs that a consumer incurs as a result of changing brands, suppliers, or products. These costs can be monetary, psychological, effort-based, and time-based. High switching costs are used by companies to deter customers from switching to other brands, as they make it more difficult and costly for customers to switch. In the context of Ola and Uber, the high switching costs may include the time and effort required to learn new systems, the emotional attachment to the current brand, and the financial costs associated with switching, such as cancellation fees or the loss of loyalty benefits. These costs make it less likely for customers to switch to a different brand, as the perceived benefits of staying with the current brand outweigh the costs of switching (Blut et al.,2016, Ting,2014, Blut et al., 2016).

H2: Switching Cost has negative impact on Brand Switching Behavior of Ola users

H8: Switching Cost has negative impact on Brand Switching Behavior of Uber users

H14: Switching Cost has negative impact on Brand Switching Behavior of Other ride hailing app users

Impact of Emotional value on the brand switching behavior

The review paragraph suggests that emotional value has a negative impact on the brand switching behavior of Ola and Uber users. Emotional value refers to the emotional attachment or connection that customers have with a brand, which can influence their loyalty and decision-making process. In the context of Ola and Uber, emotional value plays a significant role in customer sentiments towards the brands. The study indicates that customers exhibit more positive emotions and happiness towards Ola compared to Uber, possibly due to factors such as Ola's longer presence in the market, being an Indian brand, active social media presence, and strategic expansion into smaller cities. This emotional attachment and positive sentiment towards Ola may deter users from switching to Uber despite any potential benefits offered by the latter. Emotional value can create a sense of trust and loyalty among customers, making them less likely to switch brands even if there are competitive alternatives available (Garrido-Morgado et al., 2016).

H3: Emotional Value has negative impact on Brand Switching Behavior of Ola users

H9: Emotional Value has negative impact on Brand Switching Behavior of Uber users

H15: Emotional Value has negative impact on Brand Switching Behavior of Other ride hailing app users

Impact of Functional value on the brand switching behavior

The review paragraph suggests that functional value has a positive impact on the brand switching behavior of Ola and Uber users. Functional value refers to the practical benefits or utility that a product or service provides to its users. In the context of Ola and Uber, functional value includes factors such as the availability of services, ease of use, and the quality of the service provided. The study indicates that Ola and Uber users are more likely to switch brands if they perceive a significant improvement in functional value, such as

faster pick-up times, better driver ratings, or more convenient payment options. This suggests that functional value plays a crucial role in customer satisfaction and loyalty, as users are more likely to switch brands if they can find a service that offers better functional value. (Vijay et al., 2020, Qiao et al., 2022).

H4: Functional Value has positive impact on Brand Switching Behavior of Ola users

H10: Functional Value has positive impact on Brand Switching Behavior of Uber users

H16: Functional Value has negative impact on Brand Switching Behavior of Other ride hailing app users

Impact of Confidence Benefit on Brand Switching Behavior

The review paragraph indicates that confidence benefit has a negative impact on the brand switching behavior of Ola and Uber users. Confidence benefit refers to the level of trust and assurance that customers have in a particular brand. In the context of Ola and Uber, this study suggests that users may be less likely to switch between these two brands if they have a higher level of confidence and trust in one over the other. Factors such as reliability, safety, and consistency in service provision can contribute to building confidence in a brand. Therefore, if users perceive one brand to be more reliable or safer than the other, they are less inclined to switch brands due to the confidence they have in their current choice (Ramasamy et al., 2021, Vijay et al., 2020).

H5: Confidence Benefit has negative impact on Brand Switching Behavior of Ola users

H11: Confidence Benefit has negative impact on Brand Switching Behavior of Uber users

H17: Confidence Benefit has negative impact on Brand Switching Behavior of Other ride hailing app users

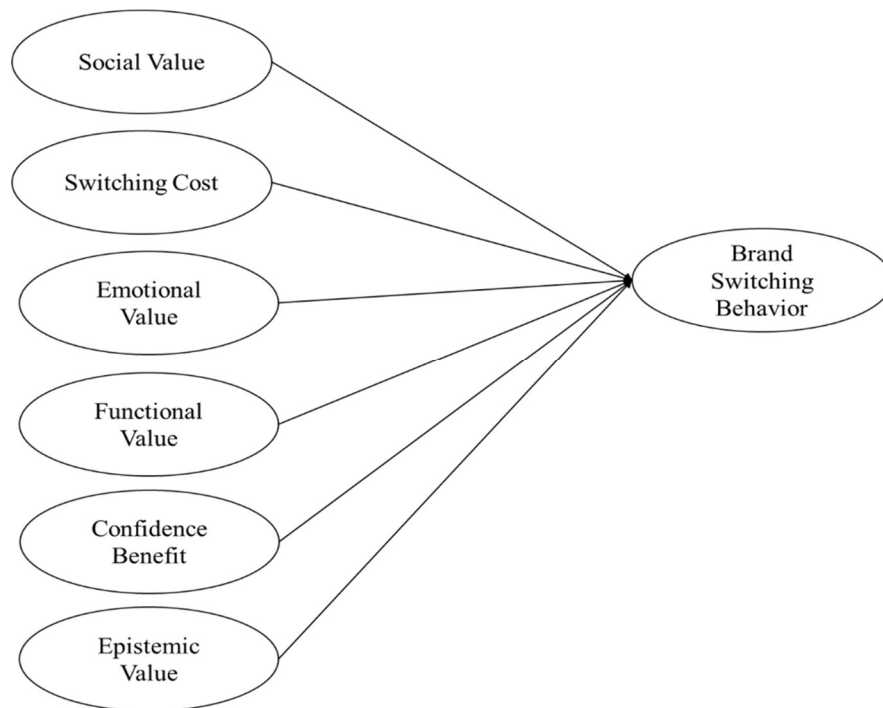
Impact of Epistemic value on the brand switching behavior

The review paragraph suggests that epistemic value has a negative impact on the brand switching behavior of Ola and Uber users. Epistemic value refers to the knowledge or information that customers associate with a brand, influencing their perception and decision-making process. In the context of Ola and Uber, this study implies that users may be less likely to switch between these two brands if they perceive one brand to offer more knowledge, information, or expertise compared to the other. Factors such as brand reputation, transparency in operations, and customer education initiatives can contribute to building epistemic value. Therefore, if users believe that one brand provides them with more valuable knowledge or information, they are less inclined to switch brands due to the perceived superiority in terms of knowledge and expertise. (Vijay et al., 2020, Ramasamy et al., 2021, Qiao et al., 2022).

H6: Epistemic Value has negative impact on Brand Switching Behavior of Ola users

H12: Epistemic Value has negative impact on Brand Switching Behavior of Uber users

H18: Epistemic Value has negative impact on Brand Switching Behavior of Other ride hailing app users



Proposed research model

RESULTS AND DISCUSSIONS

DEMOGRAPHIC PROFILE

TABLE II
DEMOGRAPHIC PROFILE

Descriptions		Frequency(N=110)	%
GENDER	Male	10	9.1
	Female	100	90.9
EDUCATIONAL QUALIFICATION	Schooling	27	24.5
	UG	65	59.1
	PG	15	13.6
	Other	3	2.7
EMPLOYMENT STATUS	Employed	27	24.5
	Unemployed	66	60.0
	Other	17	15.5
INCOME (PER MONTH IN RS.)	Less than 20,000	53	48.2
	20,000- 40,000	16	14.5
	More than 40,000	13	11.8
	Other	28	25.5
AGE COHORT	1946- 1964	2	1.8
	1965- 1980	10	9.1
	1995- 2010	98	89.1

A closer inspection of table II presenting the demographic profile shows that the majority of the respondents (89.1%) are in the age cohort of 1995 - 2010 all being Gen Z and the least being from Gen X (9.1%) and baby boomers (1.8%). The framework further shows that the largest proportionate participants are female (90.9%) and similar majority(59.1%)of the respondents are pursuing UG. The framework reveals that the majority of the participants (60%) are unemployed.

BRAND SWITCHING BETWEEN OLA VS UBER

TABLE III
MULTIPLE REGRESSION RESULTS- OLA

Hypothesis	Regression Weights			Beta Coeff.	t-value	p-value	Results
H1	Social Value	→	Brand Switching Behavior	.375	2.732	.009	Yes
H2	Switching Cost	→	Brand Switching Behavior	.090	.610	.544	No
H3	Emotional Value	→	Brand Switching Behavior	.040	.274	.785	No
H4	Functional Value	→	Brand Switching Behavior	.279	2.112	.039	Yes

H5	Confidence Benefit	→	Brand Switching Behavior	.145	1.040	.303	No
H6	Epistemic Value	→	Brand Switching Behavior	.048	.345	.732	No
ANOVA Results=F Value:12.701,(p=.000)				Adjusted R square Value = .594 or 59.4%			

H1: Social Value has positive impact on Brand Switching Behavior of Ola users

The hypothesis tests if Social Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Social Value to test the hypothesis H1. Social Value significantly predicted, $F = 12.701$, $p < 0.05$, which indicates that the Social Value can play a significant role in shaping Brand Switching Behavior ($b = .375$, $p = .009$). These results clearly direct the positive affect of the Social Value on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.

H2: Switching Cost has negative impact on Brand Switching Behavior of Ola users

The hypothesis tests if Switching Cost carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Switching Cost to test the hypothesis H2. Switching Cost significantly predicted, $F = 12.701$, $p < 0.05$, which indicates that the Switching Cost can play a significant role in shaping Brand Switching Behavior ($b = .090$, $p = .544$). These results clearly direct the negative affect of the Switching Cost on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.

H3: Emotional Value has negative impact on Brand Switching Behavior of Ola users

The hypothesis tests if Emotional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Emotional Value to test the hypothesis H3. Emotional value significantly predicted, $F = 12.701$, $p < 0.05$, which indicates that the Emotional Value can play a significant role in shaping Brand Switching Behavior ($b = .040$, $p = .785$). These results clearly direct the negative affect of the Emotional Value on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.

H4: Functional Value has positive impact on Brand Switching Behavior of Ola users

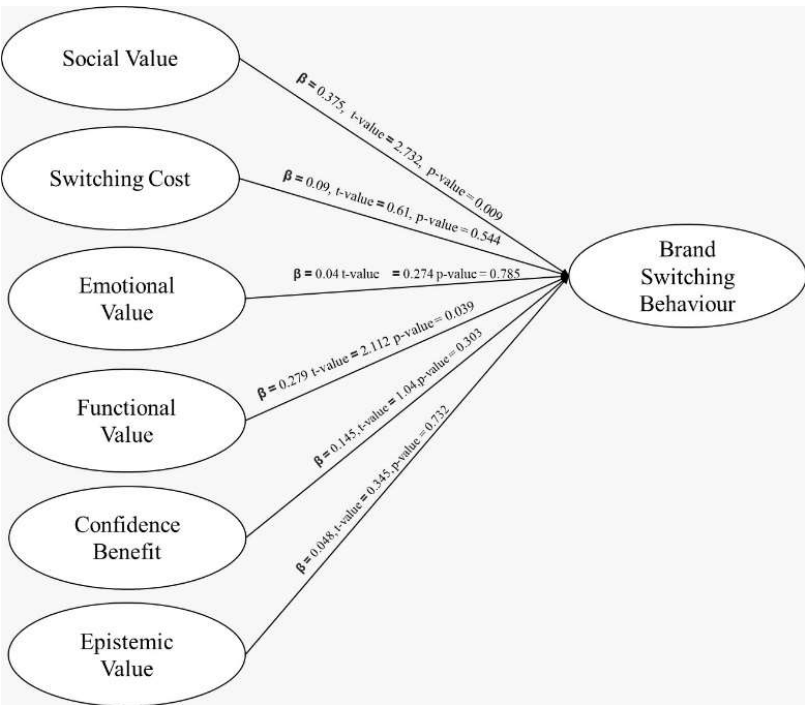
The hypothesis tests if Functional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Functional Value to test the hypothesis H4. Functional Value significantly predicted, $F = 12.701$, $p < 0.05$, which indicates that the Functional Value can play a significant role in shaping Brand Switching Behavior ($b = .279$, $p = .039$). These results clearly direct the positive affect of the Functional Value on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.

H5: Confidence Benefit has negative impact on Brand Switching Behavior of Ola users

The hypothesis tests if Confidence Benefit carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Confidence benefit to test the hypothesis H5. Confidence Benefit significantly predicted, $F=12.701$, $p < 0.05$, which indicates that the Confidence Benefit can play a significant role in shaping Brand Switching Behavior ($b = .145$, $p = .303$). These results clearly direct the negative affect of the Confidence Benefit on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.

H6: Epistemic Value has negative impact on Brand Switching Behavior of Ola users

The hypothesis tests if Epistemic Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Epistemic Value to test the hypothesis H6. Epistemic Value significantly predicted, $F=12.701$, $p < 0.05$, which indicates that the Epistemic Value can play a significant role in shaping Brand Switching Behavior ($b = .048$, $p = .732$). These results clearly direct the negative affect of the Epistemic Value on Brand Switching Behavior. Moreover, the $R = .594$ depicts that the model explains 59.4% of the variance in Brand Switching Behavior.



Results of Proposed model – OLA

TABLE IV MULTIPLE REGRESSION RESULTS UBER							
Hypothesis	Regression weights			Beta Coeff	t-value	p-value	Results
H7	Social Value	→	Brand Switching Behavior	.130	.899	.374	No

H8	Switching Cost	→	Brand Behavior	Switching	-.099	-.679	.501	No
H9	Emotional Value	→	Brand Behavior	Switching	.013	.060	.953	No
H10	Functional Value	→	Brand Behavior	Switching	.579	2.081	.045	Yes
H11	Confidence Benefit	→	Brand Behavior	Switching	.107	.494	.624	No
H12	Epistemic Value	→	Brand Behavior	Switching	.108	.669	.508	No
ANOVA Results = F Value: 8.504,(p=.000)					Adjusted R square Value = .586 or 58.6%			

H7: Social Value has negative impact on Brand Switching Behavior of Uber users

The hypothesis tests if Social Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Social Value to test the hypothesis H7. Social Value significantly predicted, $F = 8.504$, $p < 0.05$, which indicates that the Social Value can play a significant role in shaping Brand Switching Behavior ($b = .130$, $p = .374$). These results clearly direct the negative affect of the Social Value on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior.

H8: Switching Cost has negative impact on Brand Switching Behavior of Uber users

The hypothesis tests if Switching Cost carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Switching Cost to test the hypothesis H8. Switching Cost significantly predicted, $F = 8.504$, $p < 0.05$, which indicates that the Switching Cost can play a significant role in shaping Brand Switching Behavior ($b = -.099$, $p = .501$). These results clearly direct the negative affect of the Switching Cost on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior.

H9: Emotional Value has negative impact on Brand Switching Behavior of Uber users

The hypothesis tests if Emotional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Emotional Value to test the hypothesis H9. Emotional value significantly predicted, $F = 8.504$, $p < 0.05$, which indicates that the Emotional Value can play a significant role in shaping Brand Switching Behavior ($b = .013$, $p = .953$). These results clearly direct the negative affect of the Emotional Value on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior.

H10: Functional Value has positive impact on Brand Switching Behavior of Uber users

The hypothesis tests if Functional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Functional Value to test the hypothesis H10. Functional Value significantly predicted $F = 8.504$, $p < 0.05$,

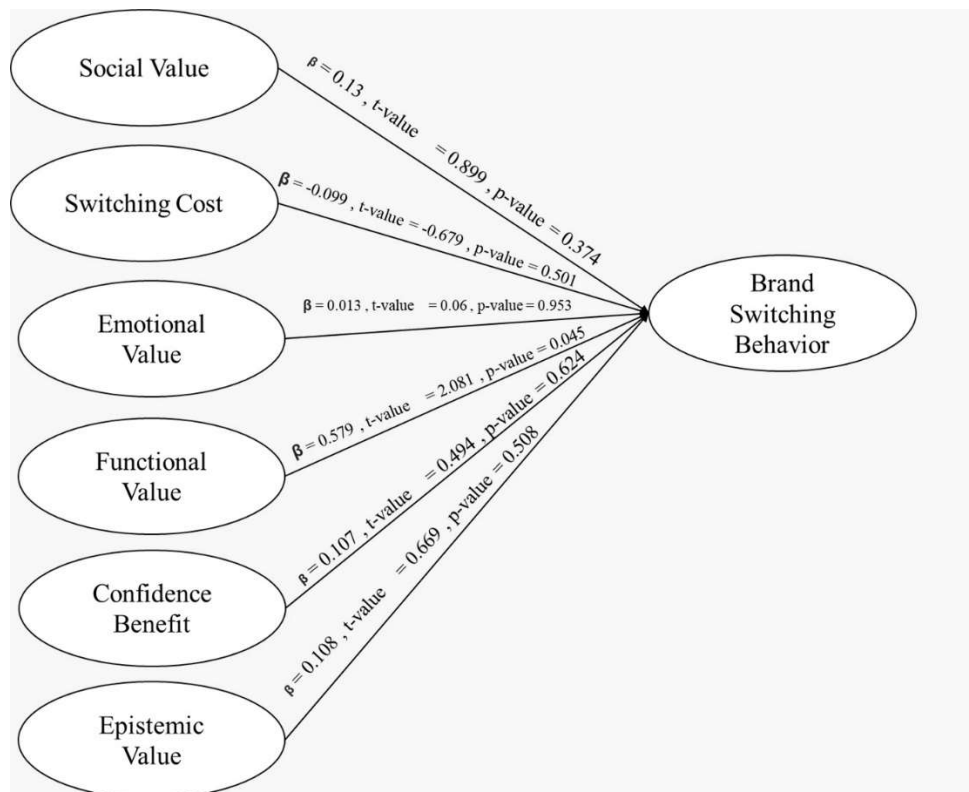
which indicates that the Functional Value can play a significant role in shaping Brand Switching Behavior ($b = .579, p = .045$). These results clearly direct the positive affect of the Functional Value on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior

H11: Confidence Benefit has negative impact on Brand Switching Behavior of Uber users

The hypothesis tests if Confidence Benefit carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Confidence benefit to test the hypothesis H11. Confidence Benefit significantly predicted, $F = 8.504, p < 0.05$, which indicates that the Confidence Benefit can play a significant role in shaping Brand Switching Behavior ($b = .107, p = .624$). These results clearly direct the negative affect of the Confidence Benefit on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior.

H12: Epistemic Value has negative impact on Brand Switching Behavior of Uber users

The hypothesis tests if Epistemic Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Epistemic Value to test the hypothesis H12. Epistemic Value significantly predicted, $F = 8.504, p < 0.05$, which indicates that the Epistemic Value can play a significant role in shaping Brand Switching Behavior ($b = .108, p = .508$). These results clearly direct the negative affect of the Epistemic Value on Brand Switching Behavior. Moreover, the $R = .586$ depicts that the model explains 58.6% of the variance in Brand Switching Behavior.



Results of Proposed model – Uber

TABLE V
MULTIPLE REGRESSION RESULTS OTHER

Hypothesis	Regression Weights			Beta Coeff	t-value	p-value	Results
H13	Social Value	→	Brand Switching Behavior	.129	.358	.781	No
H14	Switching Cost	→	Brand Switching Behavior	.536	.588	.661	No
H15	Emotional Value	→	Brand Switching Behavior	.557	1.146	.457	No
H16	Functional Value	→	Brand Switching Behavior	-.403	-.492	.709	No
H17	Confidence Benefit	→	Brand Switching Behavior	-1.393	-.807	.568	No
H18	Epistemic Value	→	Brand Switching Behavior	1.598	1.022	.493	No
ANOVA Results = F Value: 3.784,(p=.374)				Adjusted R square Value =.958 or 95.8%			

H13: Social Value has negative impact on Brand Switching Behavior of Other ride hailing app users

The hypothesis tests if Social Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Social Value to test the hypothesis H13. Social Value significantly predicted, $F = 3.784$, $p < 0.05$, which indicates that the Social Value can play a significant role in shaping Brand Switching Behavior ($b = .129$, $p = .781$). These results clearly direct the negative affect of the Social Value on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.

H14: Switching Cost has negative impact on Brand Switching Behavior of Other ride hailing app users

The hypothesis tests if Switching Cost carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Switching Cost to test the hypothesis H14. Switching Cost significantly predicted, $F = 3.784$, $p < 0.05$, which indicates that the Switching Cost can play a significant role in shaping Brand Switching Behavior ($b = .536$, $p = .661$). These results clearly direct the negative affect of the Switching Cost on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.

H15: Emotional Value has negative impact on Brand Switching Behavior of Other ride hailing app users

The hypothesis tests if Emotional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Emotional

Value to test the hypothesis H15. Emotional value significantly predicted, $F = 3.784$, $p < 0.05$, which indicates that the Emotional Value can play a significant role in shaping Brand Switching Behavior ($b = .557$, $p = .457$). These results clearly direct the negative affect of the Emotional Value on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.

H16: Functional Value has negative impact on Brand Switching Behavior of Other ride hailing app users

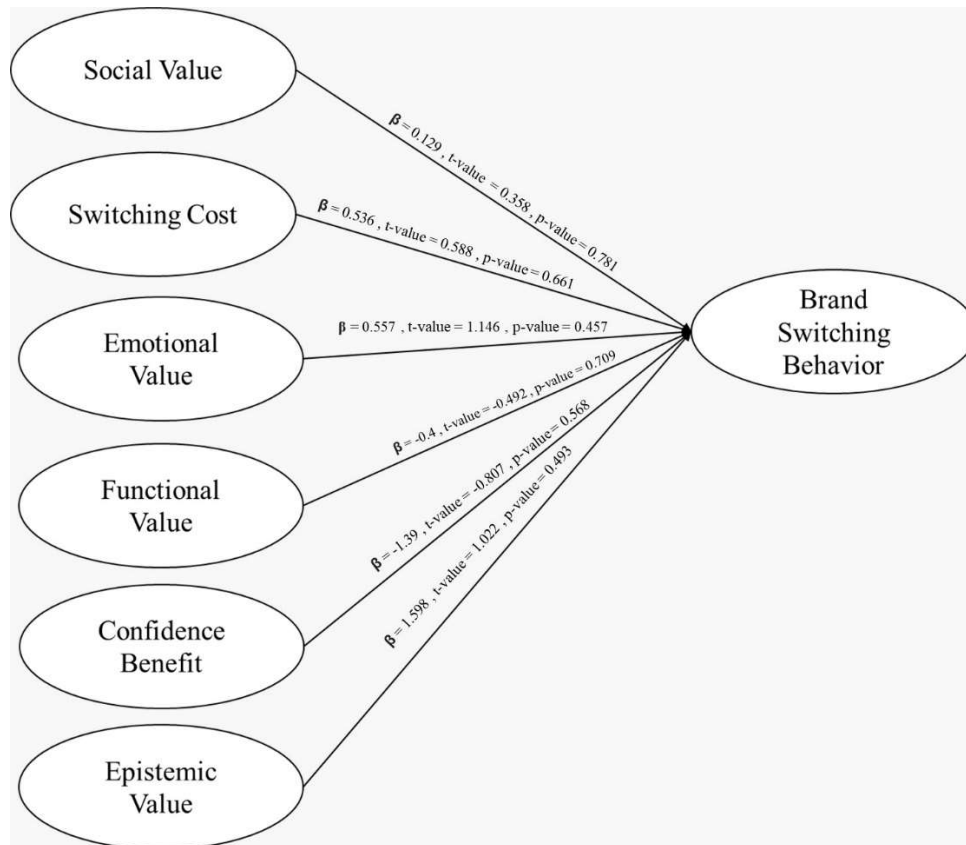
The hypothesis tests if Functional Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Functional Value to test the hypothesis H16. Functional Value significantly predicted, $F = 3.784$, $p < 0.05$, which indicates that the Functional Value can play a significant role in shaping Brand Switching Behavior ($b = -.403$, $p = .709$). These results clearly direct the negative affect of the Functional Value on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.

H17: Confidence Benefit has negative impact on Brand Switching Behavior of Other ride hailing app users

The hypothesis tests if Confidence Benefit carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Confidence benefit to test the hypothesis H17. Confidence Benefit significantly predicted, $F = 3.785$, $p < 0.05$, which indicates that the Confidence Benefit can play a significant role in shaping Brand Switching Behavior ($b = -1.393$, $p = .568$). These results clearly direct the negative affect of the Confidence Benefit on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.

H18: Epistemic Value has negative impact on Brand Switching Behavior of Other ride hailing app users

The hypothesis tests if Epistemic Value carries as significant impact on Brand Switching Behavior. The dependent variable Brand Switching Behavior was regressed on predicting variable Epistemic Value to test the hypothesis H18. Epistemic Value significantly predicted, $F = 3.785$, $p < 0.05$, which indicates that the Epistemic Value can play a significant role in shaping Brand Switching Behavior ($b = 1.598$, $p = .493$). These results clearly direct the negative affect of the Epistemic Value on Brand Switching Behavior. Moreover, the $R = .958$ depicts that the model explains 95.8% of the variance in Brand Switching Behavior.



Results of Proposed model – Others

CONCLUSION

From the above conducted survey based research, the findings of the study also found that 42.7 percent of respondents agreed that their family or friends suggested alternative apps for hailing a ride for them as a result of the study. Around 31.8% of the respondents neutrally agree that they might spend a lot of money to switch the brands. Around 39.1% of the respondents agree that they have searched product information of alternative ride hailing apps. Around 33% of the respondents agree that they have switched to a new ride hailing app brand. Around 35.5% of the respondents neutrally agree that their ride hailing apps brand has clean image in the market. Around 40% of the respondents agree that they prefer to have ride hailing apps features compatible with their needs.

The cancellation charge needs to be kept as low as possible to increase brand loyalty. Ensure a user-friendly app to reduce the amount of switching between brands. A mobile-friendly website and mobile apps are essential for those who would like to pre-book cabs online as most of them prefer mobile devices when doing so. It is also necessary to motivate customers to take advantage of special offers and discounts on certain occasions.

When competing activity change, consumers may switch brands because they are motivated to consider their options. When a customer's perception of a brand is externally altered in a social context, switching happens.

In the present investigation, we found that majority of the users prefer Ola rather than Uber and other ride hailing apps. Present study proves that Ola has the highest market share in the market other than all the existing ride hailing apps. The influence of the peer group is considered one of the major factors in the brand switching behaviour of customers. The results demonstrated that the majority of the respondents switched their ride hailing apps recently because of their dissatisfaction.

The unique feature of this investigation is to determine the reasons for and impact of the brand switching behaviour of customers, with special attention to Ola and Uber. Further, we hope that our research has shown the major differences between the two ride hailing apps, Ola and Uber, and the brand switching behaviour of the customers.

Further work can be done in the various geographical locations, as we focused on only Chennai city. As we focused on the two major ride hailing apps, which are Ola and Uber, a further study can aim to focus on all other ride hailing apps.

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