ADDIS ABABA UNIVERSITY
SCHOOL OF POST GRADUATE STUDIES

FACTORS INFLUENCING CONSUMER BRAND CHOICE ON APPLICATION BASED TAXI SERVICES IN ETHIOPIA: THE CASE OF RIDE, FERES AND ZAYRIDE

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JUNE 2023

ADDIS ABABA, ETHIOPIA

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING

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A THESIS SUBMITTED TO THE ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE - IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER OF ART IN MARKETING MANAGEMENT

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JUNE 2023

ADDIS ABABA, ETHIOPIA

DECLARATION

I hereby declare that the thesis entitled **— Factors Influencing Consumer Brand Choice on Application Based Taxi Services In Ethiopia: The Case of Ride, Feres And Zayride** is my original work submitted by me for the award of Master's degree of Marketing Management from Addis Ababa University, School of Commerce and that all sources of materials that have been used for this research have been properly acknowledged.

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Statement of Certification

This is to certify that the thesis entitled: **Factors Influencing Consumer Brand Choice on Application Based Taxi Services In Ethiopia: The Case of Ride, Feres And Zayride** submitted in partial fulfillment of the requirements for the degree of Masters of Marketing Management of the Postgraduate Studies, Addis Ababa University, School of Commerce and is a record of original research carried out by **Ms. Saron Gebre**, under my supervision, and no part of the thesis has been submitted for any other degree or diploma. The assistance and help received during the course of this investigation have been duly acknowledged. Therefore, I recommend it to be accepted as fulfilling the thesis requirements.

Dr. Mulugeta G/Medhin	Signature	Date

ADDIS ABABA UNIVERSITY

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Assessing Factors Influencing Consumer Brand Choice on Application Based Taxi Services in Ethiopia: The Case of Ride, Feres and Zayride

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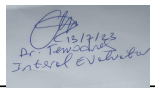
Dr. Tewodros Mesfin		_____
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Acronyms and Abbreviations

ANOVA: Analysis of Variance

BC: Brand Choice

BIR: Brand Image and Reputation

E-taxi: Electronic Taxi

E-hailing: Electronic Hailing

P: Price

PRO: Promotion

SQUAL: Service Quality

UI: User Interface

Acknowledgement

Through the process of writing this thesis, there are people who helped me starting from giving academic guidance and being supportive and patient in this journey. I want to sincerely thank them: Before anything else; all the glory and all the success happen in my life is because of abundant grace of God. I also want to thank my adviser, Dr. Mulugeta G. Medhin (PhD) for his constant, unwavering feedbacks during this research time.

I also want to express my gratitude to my family, Ato Gebre Namaga, W/ro Bizunesh Bizani, and my friend Feker Fekadeselassie for their constant support and inspiration. In moments of doubt and difficulties, your love and confidence in me have kept me going. Last but not least, I'd want to thank the volunteers who kindly offered their time to our study. This study would not have been possible without their assistance.

Saron Gebre

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Abstract

This study deals with factors influencing consumer brand choice on application-based taxi services in Ethiopia: the case of Ride, Feres and Zayride. A questionnaire was distributed to 384 respondents and 369 respondents had been screened and participants are selected using a purposive sampling technique to participate on the study . After the data was collected; analyzed using SPSS version 29.In the data analysis process mean, standard deviation, correlation, and multiple regression analysis are used to analyze the data. After the analysis of the data, it was found that service quality, promotion and promotional offers, brand image and reputation, user interface and price have significant effect on brand choice. Five hypotheses were tested to examine the effect these variables have on brand choice. The Multiple regression analysis result proved that four out of five hypotheses are confirmed. While the fifth hypothesis of price is negatively affect brand choice. In addition to that promotion has a substantial impact followed by service quality then brand image and reputation. Based on the findings the research recommends for the service providers work on these variables in order to stay in the market and compete the crowded market of application-based taxi services.

Key words: Brand Choice, Price, Promotion, Service Quality, Brand Image and Reputation, User Interface

CHAPTER ONE
INTRODUCTION

1.1.Background of the Study

The choice of a brand has grown in significance for today's consumer. Making a selection about a brand is challenging because there are many possibilities available. Rua and Santos (2022) state that "branding has been recognized as an essential element in creating and sustaining competitive advantage". While deciding to choose from one brand to many similar services/goods brands, there are many factors that consumers' need to consider. Several factors that play an imperative role in influencing a consumer's brand choice. And the marketers understanding the forces that drive the decision-making process is critical to identify optimal positioning strategies for their products or services.

Consumer brand choice can be attributed to a wide range of motivations, from emotional connection or self-expression to price points or loyalty programs (Ugwuanyi, 2017). When it comes to choosing an application-based taxi services, however, consumer behaviors rely on more tangible features such as safety ratings or customer reviews in addition to the pricing structures or payment options available when signing up for any particular service (Pakusch et al., 2021). These factors that will determine how successful the business of the companies will be in an already crowded market space where competition between companies is only increasing while consumer expectations remain fairly consistent across services (Aquilani et al., 2015).

The development and use of technology have transformed the concept of current business. This is evident in the form of application-based taxi services in Ethiopia. Prior to the development of technology, people used transportation in conventional ways that were made possible by shared taxis, minibuses, and other mass transit systems. But because of development of technology, many people are turning to mobile application-based taxi services for their convenience and ease of use in their day-to-day transportation systems. In addition, compared to privately owned automobiles, car rentals, and long-distance travel options, taxi services are a cost-effective choice. Currie & Delbosc (2014).

In the context of Ethiopia's, especially the main city Addis Ababa's, rapid urbanization, mitigation of population growth, and competitive economic landscape, the need for efficient mobility has grown exponentially. The total population of Ethiopia is increasing, and since this population needs to travel from place to place, there is great potential for application-based taxi services to capture a larger portion of the population's transportation needs by offering innovative solutions that are seamless and cost-effective (Deyas et al., 2022). By using big data analytics as well as other technologies like mobile payments and customer relationship management platforms, these companies have been able to further refine their operations while still delivering a quality experience (Deyas et al., 2022). There is rapid innovation happening to meet the demands of consumers and compete in the market. These competing brands each come with their own pros and cons, which make it difficult for consumers to decide which brand can satisfy their demands more.

The study of consumer brand choice has become increasingly important in how businesses choose to grow and engage with their target customers. Over the past few years, application-based taxi services have turned into a popular mode of transport, giving consumers an easy and reasonable means of hailing taxi service. This study seeks to understand the effect of factors like brand image or reputation, price, service quality, user interface, and promotion on consumer brand choice for three application-based taxi services in Ethiopia. Specifically, this research focused on three such taxi services: RIDE, Feres, and Zayride. By understanding what motivates consumers to pick one service over another, businesses can better tailor their strategies to meet the needs of the market (Saxena & Shrivastava, 2022).

1.1.2. Background of the Study Area

Ethiopia first allowed ride-hailing (E-hailing or Application-based taxi service) in 2016, and after that the number of the application-based taxi service providers have been increasing. Although there are already more than 22 businesses with permits to provide e-taxi services, almost all of which are owned domestically, the largest platforms are run by local players Ride and Feres.

The first E-Taxi company is started by Habtamu Tadesse, Zayride in 2016. A year after its launch, it became the first platform to offer taxi booking via application rather than text messages or phone calls. (Bemnet,2020)

The other E-taxi service provider is RIDE, a private organization that competes in the Addis Ababa mobile app-based taxi transportation market. It is founded by Samrawit Fikru, co-founder, and CEO of The Hybrid Design PLC officially established it in 2015. (Bemnet,2020)

Feres, which launched in February 2020, offers its All-In-One Feres Miles package to users for the first two months. The company gave away 100Km of extra "Feres miles" to anyone who downloaded the app and booked three rides with Feres. It also gave away 50Km to those who downloaded the app based on a recommendation and traveled with Feres. Customers can use their miles to pay for their trips and can also exchange the bonus miles for mobile card credit. (Bemnet,2020)

1.2.Statement of the problem

The use of application-based taxi services has become increasingly popular in recent years, however the factors that influence a customer's choice of one service over another are not yet clearly understood (Hui et al., 2016). The challenge of understanding the factors that influence consumer brand choice on application-based taxi services in Ethiopia can be complex.

Consumer habits and preferences are evolving in today's digital world as consumers now turn to technology for improved convenience, faster service access and better convenience when it comes to purchasing products and services. In particular, qualities such as brand image, price, service quality, user interface, availability, promotions, and payment options have become key factors that influence consumer decision-making with regards to application-based taxi services.

Numerous relevant studies on the factors influencing consumer brand preference and customer satisfaction have been conducted. First study, Factors Influencing Consumer Choices for the Taxi Industry (Yeshwas 2019), this study's scope is constrained because it solely examines transportation-related decision-making rather than brand loyalty or consumer satisfaction with various taxi services in Ethiopian cities. Additionally, it fails to recognize long-term patterns related to customers' demands and wants to change over time in this industry sector.

The second study, Factors Affecting Customer's Satisfaction of Application Based Taxi Service (The Case of Ride) (Yodit 2019), focused solely on the RIDE company and did not conduct additional research by contrasting and comparing businesses in the same industry to provide a more complete picture of the effects of the factors. Additionally, other research in the same field was conducted most of the focus on one factor or one company, and none of them attempted to compare and contrast other businesses operating in the same industry.

Though several studies have been conducted on mobile based application taxi services in different countries and in Ethiopia by (Yodit 2016; Tesfanesh 2021; Kidist 2022; Girma 2021; Horsu & Yeboah 2015; Metasebiya 2020; Sakunlertvattana 2016; Nikaljie 2016; Perera 2021; and Ramasamy et al 2021) the studies more focus on the adoption of the mobile application taxi services, customer satisfaction and effect of service quality. Thus, this paper sought to investigate the effects of brand image, price, service quality, user interface and promotions on influencing consumers' brand choice on Application Based Taxi Services in Ethiopia in case of RIDE, Feres and Zayride.

This study will contribute to development of to the study on factors like brand image and reputation, promotion and promotional offers, user interface, service quality and price for the mobile application-based taxi service providers and it adds value to the existing literatures. And also, conducting this research will create greater market awareness among application-based taxi companies operating within Ethiopia so that they can better meet user expectations while optimizing efficiency and economic returns simultaneously.

1.3.Research Question

1. What is the effect of the brand image of Application Based Taxi services on consumer brand choice?
2. What is the effect of the price of Application Based Taxi services on consumer brand choice?
3. What is the effect of service quality of Application Based Taxi services on consumer brand choice?
4. What is the effect of user interface on consumer brand selection for Application Based Taxi Services?

5. What is the effect of advertising and promotional activities provided by Application Based Taxi Services on influencing consumers' brand preference?

1.4.Research Objectives

1.4.1. General Objective

The general objective of the study was to identify effects of brand image, price, service quality, user interface, and promotions on influencing consumers' brand choice on Application Based Taxi Services in Ethiopia in case of RIDE, Feres and Zayride.

1.4.2. Specific Objective

- ✓ To examine the effect of brand image on consumer brand choice of Application Based Taxi services.
- ✓ To determine the impact of price on consumer brand choice of Application Based Taxi services.
- ✓ To analyze and assess service quality of Application Based Taxi services affect consumer brand choice.
- ✓ To evaluate the impact of user interface on consumer brand selection for Application Based Taxi Services.
- ✓ To analyze and assess the effect of advertising and promotional activities provided by Application Based Taxi Services on influencing consumers' brand preference.

1.5.Significance of the study

The purpose of this study is to gain insights into the effects of different factors on influencing consumers' brand choice when it comes to application-based taxi services. This study provides useful information that can help application-based taxi services provider companies in understanding how important these factors are in influencing consumer choices. Companies can also use the results of this research to develop strategies in order to obtain a competitive advantage in an increasingly crowded mobile application-based taxi service industry. Additionally, the study would provide future researchers with a point of view that could serve as a springboard for additional research in the field.

1.6.Scope of the study

This study scope is encircled in terms of geographical, conceptual, and methodological aspects to achieve the objective of the study. The research geographical location of the study is enclosed to Addis Ababa, Ethiopia. Conceptually, it was constrained to as of independent variables brand image, price, service quality, user interface, and promotion and as of dependent variable consumer brand choice. Methodologically, the research used primary data to draw conclusions, and this include surveys.

1.7.Limitation of the Study

This research limited to application-based taxi service users that only use RIDE, Feres or Zayride. The data gathered from this research did not include any external variable or participants outside the scope of this project. Hence, the results of this study do not reflect actual results outside the designation area and only serve as indicators to better understand the effect of the factors to what extent affect consumers brand choice in relation to application-based taxi services in Ethiopia.

1.8.Definition of Terms

- Brand Image: is the impression that customers have of a particular brand's products and services.
- Price: Price is the monetary amount charged from customers for a product or service.
- Service Quality: is any aspect of a service provided by an organization which meets or exceeds customer expectations.
- User Interface: refers to how user interacts with software applications such as apps etc., It highlights the look & feel of any app along with usability helpings users determine where information is located on screen and how quickly can they access what they need.
- Promotions: Promotions refer to marketing activities undertaken by different organizations in order to persuade people into buying/choosing their product or service over others.
- Consumer: Consumers are people who purchase or use services or goods for personal consumption.
- Brand Choice: Brand choice is a process in which customers consider available alternative brands and make their selection from among them.

- Consumer Decision: Consumer decision making is a process where individuals evaluate various brands before making a purchasing decision.

1.9.Organization of the study

The study is divided into five chapters. The first chapter covers the background of the study, the problem statement, the basic research question, the general and specific objectives, the significance of the study, the scope of the study, the limitations of the study, and the definition of terms. Reviews of literature in theoretical review, empirical review and conceptual framework are the subject of the second chapter. The study's research method is presented in the third chapter. The in-depth data analysis, interpretation, and outcome are displayed in chapter four in full. The final chapter of chapter five concludes with a summary of findings, a conclusion, and a recommendation.

CHAPTER TWO
REVIEW OF RELATED LITERATURE

2.1. Introduction

A theoretical review, an empirical review, and a conceptual framework are all provided in this chapter's review of the literature in the subject the field. This review of the literature examines how price, brand image, service quality, user interface, and promotion influence customers' brand choice among three application-based taxi services.

2.2. Theoretical Review

2.2.1. Definition of E-hailing (Application based) Taxi Service

The e-hailing concept emerged in 2003 G.C with the launch of the Uber Cab Company. By 2011, companies like Hailo and Taxi Magic had started using e-hailing technologies to facilitate and streamline traditional taxi services (Doney & Pickett, 2017).

In recent years, mobile applications have revolutionized the way we request taxi services by being available 24/7. E-hailing has served as a sustainable replacement to traditional taxi services because they have created greater convenience to customers and providing cost-effective solutions to businesses, they have become a go-to in modern times (Lesley & Swartz, 2016).

According to Oxford Textbook of Public (2012), e-hailing is a advanced the service by allowing customers to book, track and pay for the taxi or ride-sharing service through the connection of internet and the application in their mobile phone. The customer has an option to use the application either it is on a smartphone or website to find and call a ride from their current location. These services can be summoned almost immediately, though certain services also allow users to pre-book a ride for a later date and time. Furthermore, it allows customers to view the estimated fare beforehand and even see information about the driver and vehicle assigned for their ride.

The process of using E-hailing consists of four main steps. In the first step to use this application, the customers need to download an app onto their mobile device and create an account. Next, they select the type of vehicle they would like, add their pickup location, and enter the destination into Google Maps before confirming the trip. Once customers have entered this information into the app, they can check out estimated fares based on current traffic conditions as

well as any discounts being offered at that moment. Thirdly, they confirm payment by entering credit card details within the app; some services also accept cash payments. Lastly, passengers are then able to monitor their driver's progress towards them via GPS in real-time until their vehicle arrives.

Most e-hailing platforms will use dynamic pricing models based on estimated demand levels at different times of day or other environmental factors. To maintain high levels of customer satisfaction while meeting regulatory requirements, certain services have implemented additional safety features such as adding 24/7 support lines or offering insurance coverage for drivers (Schudel, 2017).

2.2.2. The concept of Mobile Application for E-hailing Taxi Service

Mobile applications for e-hailing taxi services have dramatically changed the way people use taxis. Due to the existence of the mobile application services, passengers are now able to order a taxi in just a matter of minutes through their phones. This has profoundly improved convenient travel methods, increased speed, and reliability, as well as reducing costs. (Shen et al. 2015).

E-hailing solutions provide personalized service and convenience to customers as they are able to access transport services anytime and anywhere at their own convenience. The mobile application-based platform improves user experience by providing clear pick up and arrival times (Shen, Qiu, Li & Feng, 2015). As such individuals can plan their trips more effectively, making travelling less burdensome.

Moreover, mobile applications provide a level of safety and security that was not previously achievable with conventional taxis. In most cases, these applications include detailed information about the drivers including name, rating system for reviews from past rides, route taken by the driver etc. (Khan et al., 2020).

Such an implementation further adds to users' trust towards these services which further leads to higher adoption rates (Chen et al., 2018). The continuous development of technologies today mobile applications for e-hailing taxi services are becoming increasingly popular worldwide due to its efficiency, expediency, and privacy. These platforms have made it easier than ever to book a ride from one's comfort at their doorstep while ensuring customers' peace of mind wherever they go.

2.2.3. The concept of Brand and Brand Choice

According to Kotler & Keller (2016) "A brand is a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of a seller and differentiate them from competitors".

The brand choice of consumers in the application-based taxi market directly affects their decision making on which service to use. Factors such as trustworthiness cost and convenience can play a key role in influencing consumer's brand choice (Csibra et al., 2016). Trustworthiness is particularly important for this type of digital service since customers rely on third-party vendors for safety when taking rides. Additionally, the quality of customer service can be an important factor for consumers to choose an application-based taxi service over others (Segarra et al., 2017

Brand choice is the distorted, deliberate, and behavioral tendency that influences a consumer's proclivity for a specific brand. In his words, David Aaker (1996) distinguishes five levels of customer attitude toward a brand, from lowest to highest:

- ✓ Customers will switch brands, particularly for price reasons. There is no brand loyalty.
- ✓ The customer is pleased. There is no reason to change the brand.
- ✓ The customer is satisfied and changing the brand would incur costs.
- ✓ The customer regards the brand as a friend.
- ✓ The customer is devoted to the brand.

Committed, loyal customers buy their preferred brand because they have a strong and positive attitude toward it. The foundation of brand loyalty is brand choice. Customers develop loyal brand preferences, which can lead to happiness.

2.2.4. Factors Influencing Brand Choice

Although many studies have been conducted on various factors that influence customer satisfaction, the literature on brand selection in application-based taxi services in Ethiopia focuses on only one service provider and does not include other service providers . Considering different studies conducted with different factors for the selection application-based taxi service for this study; therefore, in this study five variables be considered i.e., Brand image, quality of service, pricing, promotion and user interface.

2.2.4.1. Service Quality

The five main areas where service quality can be measured are: reliability, responsiveness, assurance, tangibles, and empathy (Kotler 2020). For application-based taxi services these areas can be strongly associated with specific aspects of the service.

Reliability refers to whether customers can trust that all their expectations will be met each time they use the service; for example - timeliness of pick-up/drop-off times and costs due to traffic or distance taken. App based taxi drivers should meet customer expectations consistently while also providing additional support training if needed (Mitiku & Nega, 2021, Yousuf, 2017)

Responsiveness is about how quickly drivers react to customers' needs; picking them up quickly, using navigation systems efficiently and implementing trouble shooting solutions when required (Al-Azzam, 2015). In the meantime, the professionalism of the drivers is important in the time of giving services.

Assurance is a measure of trustworthiness between driver and customer which is built over time after multiple positive experiences (Ramasamy et al., 2021). Drivers need to ensure that privacy standards are upheld when making pickups/drop-offs while being genuinely enthusiastic towards providing good customer service instead of just following company rules or set guidelines. Trustworthiness builds confidence within the consumers, who can rely on their driver even in extreme situations like late night travel etc.

Tangibles refer principally to physical components of the service experience; vehicles used by drivers should always be neat clean and properly maintained for safety reasons as well as forming a good first impression (Horsu & Yeboah 2015). Availability of information during times of peak demand should also be one of Key Performance Indicators for customers' satisfaction here too. Drivers must select cars according to type specified by customers accurately every time.

Empathy means being aware of customer's feelings and wanting them to have an enjoyable experience; greetings along with small friendly chats help build connections instantly and going an extra mile ensures driver stands out from others competing in same market space (Shah & Kubota, 2022 & Thaithatkul et al., 2021). Offering services like water bottles on long drives

might then come naturally and create memorable experiences which could result in more referrals leading to higher revenues later down line.

2.2.4.2. Price

The effect of prices on consumer brand choice for application-based taxi services is not a minor one, as fares can be a major deciding factor in a customer's decision-making process. As numerous mobile application-based taxi service providers operate in a highly competitive market, surge pricing has become an increasingly common practice and will have an influence on overall consumer brand preference.

For example, a study conducted by Zhao et al., & Siyal et al (2021) found that prices had a significant influence on the consumers' choice when selecting between two mobile application-based taxi service providers. The study reported that most consumers prefer brands with lower prices and are more likely to choose those with lower prices in their purchase decisions, as they save money while still achieving the same result. Furthermore, the study found that price also increased customer satisfaction and loyalty, leading to greater brand loyalty over time, particularly in cases of repeat purchases (Zhao et al., & Siyal et al., 2021).

According to most of the Murti et al.,(2011) purchase occasions consumers appear to make their brand choice based on past prices which influence their price expectations

2.2.4.3. Brand Image and Reputation

Consumers nowadays are more likely to use a particular service based on their perception of its brand. Positive brand images lead to favorable perceptions, which result in more sizeable market shares for the brands with good reputations. In order to maximize profits, companies must have a strong brand image that can increase consumer loyalty and build trust with potential customers. Brands should focus their efforts on developing strong images with consumers and establish a sense of trustworthiness to maximize their potential for sales (Amron, 2018)

Brand image is a major factor that has an influence on consumers' brand choice when it comes to using application-based taxi services. A strong brand image can have a positive impact on the consumer and increase the likelihood of them preferring that service. Consumers with a higher opinion of the brand may be more likely to use their service over competing brands or options. They will also be more likely to recommend the service to their friends and family as well,

introducing more people to the provider and increasing their customer base. As such, companies need to ensure they establish a strong brand image and focus on providing exceptional customer service, efficient pricing models and value-added service offerings in order to attract customers and ensure loyalty in the long run. (Arjuna & Ilmi & Anwar, 2020) (Amron, 2018)

2.2.4.4. Promotion

Promotions and promotional offers can have a significant impact on consumers' brand choice when it comes to application-based taxi services. These incentives can encourage consumers to use their favorite service more often, or even switch from one app to another. Offering promotions and discounts helps companies gain customers, foster loyalty, and improve brand visibility. For example, customers who receive discounts for using an application-based taxi service may post about it on social media, thus helping increase the company's reach even further. Additionally, offering rewards can help retain customers; this is key in many highly competitive industries such as transportation. Consumers may decide to use a certain service if they know that the more trips they take, the more rewards point they earn which lead them to bigger discounts in the future (Maulana et al., 2020).

Promotion and promotional offers have a significant impact on consumers' brand choice and buying behavior. Consumers often view promotional pricing as an opportunity to purchase a product which has been discounted for a certain period of time, leading to the rise in product demand. A study conducted by Khan et al., (2019) claimed that most customers form their impression of brands based on the promotional offers they receive. Another research conducted by Ismail & Siddiqui, (2019) revealed that promotional shopping experience influences customers' future behavior significantly. By providing promotional offers, companies can increase overall sales volume as well as market share and brand recognition.

Overall, promotion and promotional offers are an effective way to demonstrate value to consumers who are looking for reasonable prices, which makes them more likely to return when the promotion ends. Companies should strive to attract new customers while retaining loyal ones by providing appropriate discount campaigns such as seasonal discounts or loyalty programs. Moreover, companies need to constantly refine their promotional strategies in order to engage

with the right segment of consumers and influence their purchasing decisions in order to gain competitive advantage in the long run.

2.2.4.5. User Interface

User interface (UI) plays an essential role in the success of mobile applications. According to research from Accenture, 99% of customers surveyed reported that user experience is important in their decision if they want to use a specific app or keep on using it. For taxi-hailing apps, having a good user interface can drive up the chances of a consumer choosing one app over another and creating loyalty in the process. This is because certain aspects such as the clarity of the layout, structural design of interfaces and ease-of-use create an impression with customers that one app could be more reliable than another. (Saleh Dobijan et al., 2022)

A good user experience can help increase brand loyalty as well as customer satisfaction, which leads to better business performance. Additionally, an effective UX design can improve customers' trust in a company and therefore make them more likely to purchase products or services from the same provider (Dabas & Bajaj, 2019).

2.2.5. The concept of Consumer Decision Making and Brand Choice

A decision-making unit's biased behavioral response to utilize the service over time in relation to one or more alternative brands out of a group of such brands as a result of psychological processes (decision-making, evaluative process). In every product category, consumers have more choices, more information, and higher expectations than ever before. To move consumers from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer's existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant management strategy (Kotler & Keller, 2014).

A purchase decision is the selection of two or more options for making a purchase (Hsin Chang & Wang, 2011). Purchase decisions are especially important when a product or service has many options with the same functionality (Amron & Usman, 2016). The consumer decision-making process for application-based taxi services follows a sequence of steps. The first step in the process is typically recognizing the need for a taxi service. This could be triggered by factors such as realizing one's destination is far away or they do not want to use their own vehicle. After

recognizing the need, the individual will typically search and evaluate available options. For example, they may compare different company services, waiting times, and fares in order to determine which offers the best value. The next step is choosing a particular provider, booking, or ordering the service, utilizing it, and making payment. Finally, post-usage evaluation occurs where consumers assess satisfaction with regards to their expectation before use (Nunes et al., 2018).

2.3. Empirical Review

This component of the study analyses previous research on consumers brand choice on mobile application-based taxi services from both domestic and foreign sources.

According to Ramasamy et al., (2021), their study aimed to understand customer priorities for selection of call taxi service provider. Qualitative and quantitative data were gathered via survey responses from 270 inhabitants living in four major Indian cities (Bangalore, Mumbai, New Delhi, and Kolkata). The results revealed the importance of numerous factors influencing customers' preferences for selecting a call taxi service provider. These included cost, security/safety measures, vehicle availability, convenience/reliability of booking, punctuality at pick-up/drop-off times and experience/friendliness of the driver, among others. The study also identified significant differences in preferences across cities with respondents from Delhi placing the highest priority on safety and reliability as compared to those from Bangalore who showed a greater preference for higher levels of 'experience' provided by drivers. The authors conclude that understanding these preferences could inform strategies employed by call taxi companies which might eventually result in improved customer loyalty and satisfaction.

According to Perera & Samarasinghe (2021) on Factors Affecting Customer Satisfaction in Mobile App-Based Taxi Services, the study aimed to identify the factors that affect customer satisfaction in mobile app-based taxi services by surveying customers who use such services in Sri Lanka. Through the survey, 25 different variables related to customer satisfaction were identified and analyzed for their effects on customer satisfaction. The results of the study revealed that a majority of the 25 factors had significant positive relationships with customer satisfaction levels among users of mobile app-based taxi services in Sri Lanka. The five most influential factors affecting customer satisfaction included: driver professionalism, price competitiveness of service and/or discount program availability, ability to access/track rides

easily; ride frequency and efficiency; and vehicle type/condition. Additionally, positive relationships were also observed between other behaviors such as payment method availability; comfortability with the system; recognition by drivers and companies; ease in contacting drivers by phone/in person; and fair compensation when problems arise. Thus, this study found that various factors are associated with customer satisfaction with mobile app-based taxi services in Sri Lanka. Improving these factors can help increase user satisfaction when using these types of services.

According to Yodit (2019) on the factors affecting customer's satisfaction of application-based taxi service (the case of ride), on her study she found that 3 of the 6 factors that influence customer satisfaction had a significant positive impact on customer satisfaction. Timeliness had the greatest impact on customer satisfaction, followed by price and ease of use. Responsiveness, vehicle health and driver professionalism have a positive relationship with only a small impact.

According to Nikalje (2016), A Study on Factors Influencing the Consumers in Selection of Cab Services study showed that the three factors chosen for the study, namely price perception and coupon redemption, are all considered. Consumer behavior and innovation influence taxi service choices. Price awareness and Coupon redemption behavior was found to be positively associated, and the association was significant. Being watched the research showed that price perception, coupon redemption behavior, and consumer willingness to innovate are related and their influence in the selection of taxi services.

According to Kidist (2022), the research aimed to investigate the effects of service quality on customer satisfaction on application-based taxi services, specifically the Ride service. The results supported the relationship between service quality, reliability and responsiveness measures and customer satisfaction. Specifically, convenience and politeness had a significantly positive effect on customer satisfaction; however, reasonable fees had no significant effect on customer satisfaction.

According to Tesfanesh (2021) Passengers using the mobile app for taxi services showed a 78% satisfaction rate. The study found that quality of service parameters such as ease of use have a significant impact Mobile app, vehicle status, pricing and call center responsiveness were critical. While it influences customer satisfaction in correlation and regression analyses, drivers

Behavioral and time reliability showed adverse effects that could be attributed to these variables are no longer issues for customers.

According to Horsu & Yeboah (2015) conducted a study that aimed to investigate the influence of service quality on customer satisfaction in minicab taxi services in Cape Coast, Ghana. A survey was conducted with 225 customers who had used the service before and their responses were analyzed based on the SERVQUAL model to measure the five dimensions of service delivery: tangibility, reliability, responsiveness, assurance, and empathy. The results indicated that out of all these five dimensions, tangibility had the highest influence on customer satisfaction. It was further found that overall satisfaction levels were low with more than 60 percent of respondents rating their satisfaction as either moderately satisfied or dissatisfied. The authors concluded that understanding customer needs was important for service companies to improve customer experience and ensure customer satisfaction.

According to Metasebiya (2020) on analyzing factors affecting the adoption of e-hailing service in Addis Ababa Ethiopia, this study analyzed the factors affecting the adoption of the e-hailing service in Addis Ababa, Ethiopia. The researchers used a quantitative survey of 400 people to examine the various socio-economic and demographic characteristics associated with usage behavior and intent to use e-hailing services. The results showed that having access to the internet was most significantly associated with adoption whereas age, income, intended time of use, and gender were less strongly correlated but still important determinants. It also showed that the trial of using service, price per kilometer fare, proximity to service provider office, waiting time for services, level of safety and security experiences are decisive factors in terms of adoption intentions. The findings imply that strategies focusing on building confidence around safety and security can increase engagement with e-hailing services amongst consumers in Addis Ababa.

According to the research conducted by Sakunlertvattana (2016), there are five key factors that influence consumer brand choice of the top 3 taxi booking mobile applications in Bangkok: Uber, Grab Taxi and Easy Taxi. The first factor is convenience – users prefer apps that are easy to understand and use with minimal setup time. The second factor is trustworthiness – consumers have to feel safe when using a particular app. The third factor is reliability – consumers need to trust in the app's ability to deliver results as promised. The fourth factor is price competitiveness

– consumers want an app with competitive prices so they can save money. Lastly, customer service quality was identified as the fifth factor influencing consumer choice; users need an efficient and helpful customer support system that can respond quickly to queries.

Through analyzing these 5 factors it is clear that each of these apps have their own strengths and weaknesses based on the needs of the consumer. Uber and Grab Taxi offer great user convenience, acceptable prices, good customer service quality and reliable services; however, Uber may be more expensive than Grab Taxi due to surge prices. Easy Taxi also offers user friendly interface but may not be as reliable as Grab Taxi or Uber in terms of timely delivery for bookings made at peak hours. Therefore, it can be concluded that depending on what type of consumer requirements he/she has, any one of these three apps could be chosen for taxi bookings in Bangkok.

Furthermore, differences in preferences were noted across cities with respondents from Delhi prioritizing safety and reliability over those from Bangalore who placed more importance on driver experience. The authors suggest that an understanding of these preferences can lead to improved customer loyalty and satisfaction for companies offering call taxi services. Perera & Samarasinghe (2021) conducted a study on Factors Affecting Customer Satisfaction in Mobile App-Based Taxi Services in Sri Lanka which found that the majority of the factors had significant positive relationships with customer satisfaction levels among users. The most influential factors included: driver professionalism, price competitiveness of service, ability to access/track rides easily; ride frequency and efficiency; and vehicle type/condition. And the preferences showed in the Ethiopia case price, ease of use, security, and safety.

In general, there are several studies that explore and assess the effect of different factors on consumers' brand choice on the application-based taxi services but failed to address the effect of these factors to determine the choice of consumers among similar application-based taxi service providers that operate in the same industry and location. In addition to that, according to different researchers conducted in Ethiopia on factors affecting customers' satisfaction on the application based and adoption of the application-based taxi services their difference between factors that are critically influences the customers satisfaction and usage of the service.

In this study the researcher will address in a broad point of on how factors like service quality, price, promotion, Brand Image, and user interface affect the consumers' brand choice from perspective of three application-based taxi services that operate on same industry and location.

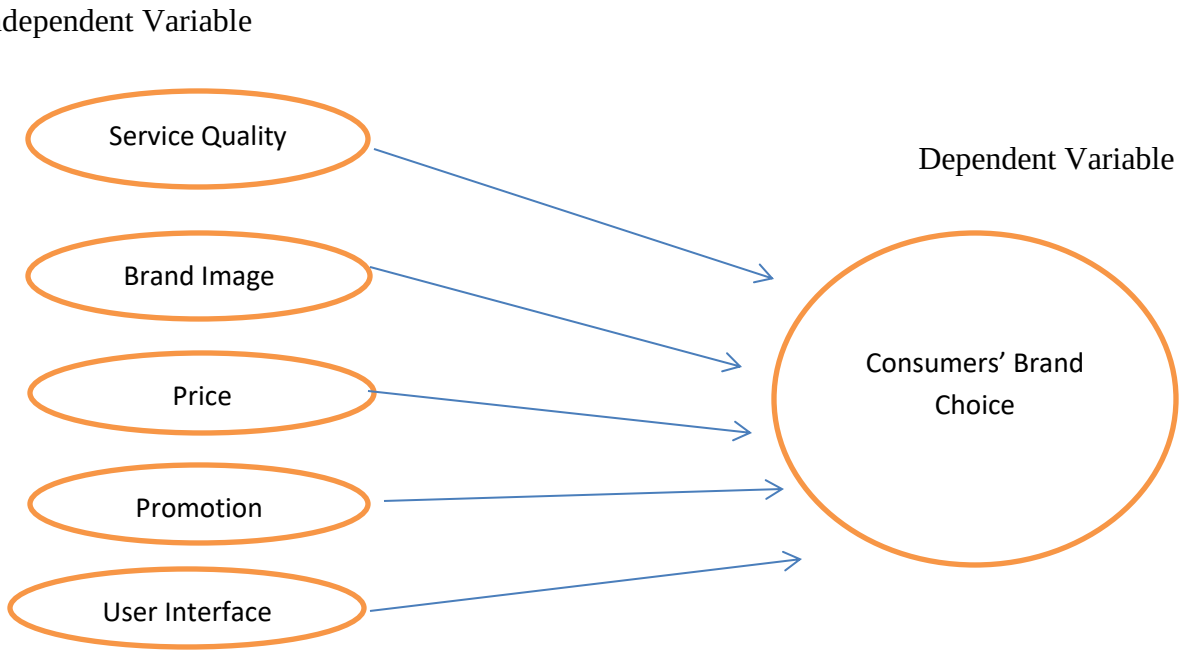
2.4. Conceptual Framework

The emergence of technology has ushered in a new era in which services can be quickly, cost-effectively, and conveniently consumed through the use of digital applications. This is notab4ly true for application-based taxi services, where consumers demand convenience, reliability, and affordability. Understanding what motivates consumers to choose one brand over another is critical to staying competitive in the marketplace. Therefore, this paper presents a conceptual framework for understanding the factors that influence consumer choice when selecting an application-based taxi service. The framework identifies five key influences in this decision process: perceived service quality, brand image, user interface, price, and promotion. Each factor is discussed as it pertains to features such as available amenities, vehicle safety ratings, responsiveness, operational performance, and others. By looking at how these factors interact with one another to shape consumer brand selection decisions, organizations can better position their offerings to attract the greatest number of patrons.

Hypothesis

H1: Perceived Service quality positively and significantly affects consumers' brand choice.
H2: Price positively and significantly affects consumers' brand choice.
H3: Brand Image positively and significantly affects consumers' brand choice.
H4: Promotion and Promotional offers positively and significantly affects consumers' brand choice.
H5: Easy and user-friendly user interface positively and significantly affects consumers' brand choice.

Figure 2.4. Conceptual Framework of the study



Source: adopted from Watchareebhorn Sakunlertvattana (2016)

CHAPTER THREE
RESEARCH METHODOLOGY

Utilizing the scientific method, business research seeks to understand the reality of business occurrences. One component of business research is surveys. In this process, concepts and theories are developed, problems are identified, information is sought after and gathered, it is analyzed and interpreted, and the results and their consequences are shared with the user (Zikmund, 2014).

As a result, this chapter goes over the study's research methodology. In this chapter the research approach, design, research population and sampling determination, data collection and analysis methods are included in.

3.1. Research Approach

The study focused on Addis Ababa city and especially tried to identify the variables that affect consumers' brand choice application-based taxi services in Ethiopia in case of the three-application based taxi services Ride, Zayride and Feres. Consequently, a quantitative research strategy is used. The quantitative approach, according to Creswell (2013), is when the researcher primarily uses postpositive claims for knowledge development, i.e., cause-and-effect relationships between known variables of interest, or it employs strategies of inquiry like experiments and surveys and collects data on predetermined instruments that produce statistical data. Without statistical accuracy, it would be challenging to collect and evaluate the data points from large-scale surveys or tests. Quantitative analysis gives us this ability to learn more about how consumers view these services, how they interact with them, , how their loyalty towards one provider changes over time, how price affects brand selection, what features attract more users and why other factors impact consumers brand choice by combining these two methods.

3.2. Research Design

In this study, the researcher utilized explanatory research design that delivers an accurate and valid representation of the factors that are relevant to the research question. Also, it allows researchers to assess relationships between the independent and dependent variables, generate valid predictions about potential outcomes, and provide rigorous analysis of the data. According to Bhattacherjee (2016), the descriptive survey involves collecting information about one or more groups of people asking them questions and tabulating their answers. Explanatory or

analytical research aims to understand occurrences by discovering and measuring causes and effect relations among them. The research used quantitative method to gather the most appropriate data to answer the research questions.

3.3. Source of Data

Both primary and secondary sources of data were used in this study. The primary source of data was structured questionnaires. The information gathered through questionnaire from the selected sample of respondents of Application based taxi service users. Secondary data was used to review prior research works, related books, reports, and online journal articles to support the study's findings.

3.4. Population and Sampling Techniques

3.4.1. Target Population

A population is the total collection of study groups about which we want to include the to do inferences (Check & Schutt, 2011). Any person using one of the three selected application-based taxi services and who was at least 18 (eighteen) years old used on the study's target group (RIDE, Feres and ZayRide).

3.4.2. Sampling Techniques

Purposive sampling techniques employed by the researcher to select participants for this study who have at least utilized one from the three app-based taxi services. This is owing to the fact that the purposive sampling approach is utilized when components are chosen for a particular reason, typically due to their distinctive position (Check & Schutt, 2011). The researcher utilized the probability sampling method to calculate the sample size due to the size of the population.

3.4.3. Sample Size Determination

When studying a phenomenon that has an undefined population size, the key to determining an appropriate sample size is to identify the acceptable level of error or margin of sampling error that the researcher is willing to accept. Factors such as variability in responses desired confidence level and estimated response rate all contribute to defining an accurate sample size for the study.

To determine sample size when population size is unknown, the researcher used a formula known as Andrew Fisher's Formula as below.

$$n = \frac{Z^2(pq)}{e^2}$$

Where:
n = the sample size
z= the level of confidence (determined form the standard error)
p= estimated variability in the population
q= (1-p)
e=accepted error or the desired degree of accuracy

With a 95% confidence level, 0.5 probability and 0.05 accuracy rate, sample size is **384.**

3.5.Method of Data Collection

Primary data are the original, hand-collected facts. When secondary data is few, inaccurate, or unreliable, researchers typically acquire primary data (Sekaran and Bougie, 2013). There are various techniques for gathering primary data, such as questionnaires, observations, and interviews (Bryman and Bell, 2011). This study has adopted questionnaires to collect primary data. The data collected through questionnaires method analyzed through descriptive and inferential statistical method. The questionnaires have a five –point Likert-type response scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

3.6.Validity of the study

A test's validity refers to how closely it measures the variables we actually want to track (Cooper, 2014). The most important criterion, validity, demonstrates how closely an instrument matches its intended purpose.

As stated in the methodology, the questionnaire is used to collect the primary data. Therefore, to assure validity of the instrument the researcher conducted a pilot research on a small group (40 respondents) to gather feedback and determine whether the questions were easy to understand. The questionnaire was then modified based on their feedback, and the final questionnaire was distributed. The use of brief explanations added before each variable to provide the conceptual framework could have aided respondents in better understanding the questions.

3.7.Method of Data Analysis Techniques

For data analysis, a number of statistical tools were employed in order to make the analysis acceptable for efficient decision-making (Sreejesh, 2014). To analyze the data descriptive

statistical analytical technique and to conduct the computation Statistical package for social sciences [SPSS Version 29]. For investigating the relationship between the independent variables and dependent variables, the collected data is analyzed using the correlation and regression analysis method. i.e., factors influencing consumer brand choice and brand choice. frequency, percentage, mean, and standard deviation are used to analyze the data that was gathered. Table format was utilized to display the respondents' responses. Mean and standard deviation are two popular techniques used in descriptive statistical analysis to describe the fundamental characteristics of the data gathered in a research study (Dancey and Reidy, 2004; Tabachnick and Fidell, 2007). The bigger value of SD reveals that a data set's observations are widely scattered about the mean, while the smaller value of SD demonstrates that most observations are located close to the mean (Pallant, 2007). To analyze the relationship among variables the researcher implemented Correlation and also the researcher used regression analyses to measure the effect of this factors on the consumer's brand choice.

3.8.Reliability

According to Leedy & Ormrod (2018), Reliability is the consistency with which a measuring instrument yields a certain result when the entity being measured has not changed. Leedy & Ormrod (2018) further explained that Consistency is the main component of reliability. That is, we may state that our measurement tool is dependable if we measure something repeatedly and the results are consistent.

Cronbach's alpha coefficient, which is the most widely used method of reliability evaluation. An alpha score of higher than 0.70 acceptable. (Oluwa tayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007). This coefficient was calculated for all items under each variable and the results showed an acceptable level of reliability. In order to evaluate the internal consistency of variables in the research instrument Cronbach alpha coefficient used. As a result, the dependability test of the complete model produced a Cronbach's Alpha score of 0.785 , which is greater than 0.7. Therefore, the data is consistent.

Table 3.8. Reliability Statistic

Variables	Cronbach's Alpha	N of Items
Brand Choice	0.829	6

Price	0.780	3
Service Quality	0.929	14
Advertising and Promotion	0.730	3
User Interface	0.729	3
Brand Image and Reputation	0.710	3
Average	**0.785**	

3.9.Ethical Considerations of the Research

When conducting research, the researchers consider different ethical issues starting from the beginning to data analysis. According to Leedy & Ormrod, (2018) most ethical issues in research fall into one of his four categories: Protection from harm, informed consent, right to privacy, integrity to fellow professionals. As for this study the method to collect data questionnaires is used as a means of data collection and primary data source. Participants that use mobile application-based taxi services at least once in this study informed the nature of the study and requested their voluntary participation. All the data filled by the respondents kept confidential as per it is mentioned in the questionnaire during the data collection and analysis time also. The moral obligation between researchers and participants is to be honest and to maintain privacy at all times.

CHAPTER FOUR
DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

In this chapter, the collected data are analyzed and summarized. On the data collection process 384 questionnaires were distributed to collect information from the respondents and only 369 respondents passed the screening question of if they have at least used mobile application-based taxi services.

Following the collection of data using appropriate tools and techniques, the next logical step was to analyze and interpret the data in order to arrive at an empirical solution to the problem. The findings are intended to answer the study's research question. Frequency, mean, and percentages, as well as inferential statistics like regression analysis and analysis of variance (ANOVA), were used in the data analysis process.

Response Rate = Number of respondents that cooperated = 369/384 = 96.09%

4.2.Reliability Test

A reliability test was conducted on the data collected for each statement in order to investigate its consistency. Cronbach's Alpha was used to conduct the reliability test, as this is a measure of how dependable a measuring instrument is when it produces consistent outcomes (Kothari, 2004). The study showed an exceptionally high value for Cronbach's Alpha, which tends to be closer to one, implying a better outcome. As per the results from SPSS Version 29, the table below confirms that the data is highly reliable.

The internal consistency reliability of a research is measured by Cronbach's alpha which needs to be the value of Cronbach's alpha is greater than 0.7 . In this study the value of Cronbach's alpha is **0.785**. It suggests that the items in the study are positively correlated with one another, implying good internal consistency. Generally, a value of 0.7 or higher is considered to be a reliable measurement tool. Therefore, in this case, the Cronbach's alpha value of 0.785 indicates good internal consistency and high reliability of the measurement tool used in the research.

4.3. Demographic Profile of Respondents

The background of the responder is the fundamental criterion for the presentation of accurate information as well as the efficacy of the study's variables. To understand how consumers' demographic gender distribution, age range, educational background, occupation, income level of respondents affects the brand choice of the specified brands, it is crucial to analyze the background of the respondents. The accompanying table provides a summary of the respondents' demographic makeup.

4.3.1. Respondents of Gender Profile

Gender Respondents: From the total **369** respondents **195 (52.85 %)** of them are Female respondent and **174 (47.15 %)** of them respondent is male, this implies that female respondents are greater than male in **5.69%**.

In addition to that from the total of **195** female respondents **105(53.85%)** uses Ride mobile application taxi services and **89 (45.64%)** uses Feres mobile application taxi services and 1 (0.51%) uses Zayride mobile application taxi services. And from the total number of male respondents that uses the mobile application-based taxi services classifiable in **120(68.97%)** are Ride Taxi service users, **52(29.89%)** are Feres Taxi service users and **2(1.14**%) are Zayride users**.**

Table 4. 3.1 Respondents of Gender Profile

Brand of Taxi Service			**Frequency**	**Percent**
Ride	Valid	Male	120	53.3
		Female	105	46.7
		Total	**225**	**100.0**
Feres	Valid	Male	52	36.9
		Female	89	63.1
		Total	141	100.0
Zayride	Valid	Male	2	66.7
		Female	1	33.3

		Total	**3**	**100.0**

(Survey result, 2023)

4.3.2. Respondents of Educational Level

Educational level Respondents: Based on the table, from the total respondents **5 (1.4%)** are 10th grade and below, **2 (0.5%)** are certificate holders, **51 (13.8%)** are Diploma holders, **229 (62.1%)** are Degree holders and **82 (22.2%)** are master's degree holders. This implies that the majority of the respondents are first degree holders and 2nd Degree holders

Table 4.3.2. Respondents of Educational Level

Brand of Taxi Service			**Frequency**	**Percent**
Ride	**Valid**	10th grade below	4	1.8
		Diploma	33	14.7
		Degree	136	60.4
		Masters	52	23.1
		Total	**225**	**100.0**
Feres	**Valid**	10th grade below	1	.7
		Certificate	2	1.4
		Diploma	17	12.1
		Degree	91	64.5
		Masters	30	21.3
		Total	**141**	**100.0**
Zayride	**Valid**	Diploma	1	33.3
		Degree	2	66.7
		Total	**3**	**100.0**

(Survey result, 2023)

4.3.3. Respondents of Age

Age Respondents: 13(3.5%) are 20 and below years old, **186 (50.4%)** are between 21-30 years old, **129 (35.0%)** are between 31-40 years old, **34 (9.2%)** are between 41-50 years old and the remaining respondents **7 (1.9%)** are 50 and above years old. This implies that the majority of the respondents are young people that utilize the mobile application-based taxi services for different purposes.

Table 4.3.3. Respondents of Age

Brand of Taxi Service	**Frequency**	**Percent**

Ride	**Valid**	20 years and below	10	4.4
		21-30 years	100	44.4
		31-40 years	89	39.6
		41-50 years	21	9.3
		above 50 years	5	2.2
		Total	**225**	**100.0**
Feres	**Valid**	20 years and below	3	2.1
		21-30 years	86	61.0
		31-40 years	40	28.4
		41-50 years	10	7.1
		above 50 years	2	1.4
		Total	**141**	**100.0**
Zayride	**Valid**	41-50 years	**3**	**100.0**

(Survey result, 2023)

4.3.4. Respondents of Occupation

Occupation Respondents: For Ride, there were a total of 225 valid responses. Among these, 10 individuals (4.4%) reported being students, 116 (51.6%) worked in the private sector, 28 (12.4%) worked in the public sector, and 71 (31.6%) were self-employed.

For Feres, out of 141 valid responses, 4 individuals (2.8%) were students, 88 (62.4%) worked in the private sector, 18 (12.8%) worked in the public sector, and 28 (19.9%) were self-employed. Additionally, 3 individuals (2.1%) worked for NGOs.

For Zayride, the data are based on only 3 valid responses. Out of these 3, 2 individuals (66.7%) worked in the public sector and 1 person (33.3%) was employed in the private sector.

Table 4.3.4 Respondents of Occupation

Brand of Taxi Service			**Frequency**	**Percent**
Ride	**Valid**	Student	10	4.4
		Private sector	116	51.6
		Public Sector	28	12.4
		Self Employed	71	31.6
		Total	**225**	**100.0**
Feres	**Valid**	Student	4	2.8
		Private sector	88	62.4

		Public Sector	18	12.8
		Self Employed	28	19.9
		NGO	3	2.1
		Total	**141**	**100.0**
Zayride	**Valid**	Public Sector	2	66.7
		Private Sector	1	33.3
		Total	**3**	**100.0**

(Survey result, 2023)

4.3.5. Respondents of Income Level

Income Level Respondents: in the case of Ride, a total of 14 customers have a monthly income of 5000 and below, which corresponds to 6.2% of the total customers, 23.1% of customers fall between 5001-10000, 24.0% of customers have an income between 10001-15000, 29.8% of customers fall under 15001-20000, and 16.9% of customers have a monthly income of 20000 and above.

Based on the data given in the table, it is possible to observe that the bulk of respondents for each ride-sharing service falls in the mid-income bracket, specifically, between 10001-15000. Additionally, for the high-income bracket or 20000 and above, Feres seems to have a higher percentage of respondents in that category than Ride and Zayride.

Table 4.3.5. Respondents of Income Level

Brand of Taxi Service			**Frequency**	**Percent**
Ride	**Valid**	5000 and below	14	6.2
		5001-10000	52	23.1
		10001-15000	54	24.0
		15001-20000	67	29.8
		20000 and above	38	16.9
		Total	**225**	**100.0**
Feres	**Valid**	5000 and below	11	7.8
		5001-10000	22	15.6
		10001-15000	42	29.8
		15001-20000	27	19.1

		20000 and above	39	27.7
		Total	**141**	**100.0**
Zayride	**Valid**	5001-10000	1	33.3
		15001-20000	2	66.7
		Total	**3**	**100.0**

(Survey result, 2023)

4.4.Number of times the respondents use mobile based application taxi service per month.

Table 4.4. Number of times the respondents use mobile based application taxi service per month.

Brand of Taxi Service			**Frequency**	**Percent**
Ride	**Valid**	1-2 times	109	48.4
		3-5 times	47	20.9
		5-7 times	40	17.8
		7-10 times	22	9.8
		More than 10 times	7	3.1
		Total	**225**	**100.0**
Feres	**Valid**	1-2 times	50	35.5
		3-5 times	35	24.8
		6-8 times	11	7.8
		9-10 times	10	7.1
		More than 10 times	35	24.8
		Total	**141**	**100.0**
Zayride	**Valid**	7-10 times	**3**	**100.0**

(Survey result, 2023)

The above table indicates that for Ride, there were 109 (48.4%) who used the service 1-2 times, 47 (20.9%) who used it 3-5 times, 40 (17.8%) who used it 5-7 times, 22 (9.8%) who used it 7-10 times and 7 (3.1%) More than 10 times. In total, there were **225 (60.8%)** respondents from the total population of 369 uses Ride Mobile application-based taxi services. For Feres, there were 50 (35.5%) who used it 1-2 times, 35 (24.8%) who used it 3-5 times, 11 (7.8%) who used it 6-8 times, 10 (7.1%) who used it 9-10 times and 35 (24.8%) who used it more than 10 times. In total, there were **141 (38.21%)** respondents used Feres Mobile application-based taxi services. Finally, Zayride only had responses for those who used it 7-10 times with a total of 3 (0.81%) respondents.

Overall, the 'Ride' taxi service has the highest usage frequency among customers compared to the other two services, while 'Feres' has a balanced range usage between less than 2 times and more

than 10 times. In contrast, the 'Zayride' service only catered to customers who use the service 7-10 times.

4.5. Descriptive Analysis

This study has used two measures of descriptive analysis such as means and standard deviation. (SD). The study makes a broad argument on the basis of higher mean value and smaller value of SD (SD of 1of 1 and less shows less variability in a five point) and infers the various factors that influences the consumers brand choice on mobile application-based taxi services. These analyses are aimed at answering specific research questions focusing on the effect of brand image and reputation, price, user interface, Advertising and promotions and Service Quality. The descriptive analysis results of these variables are discussed in subsequent sections.3.1

Table 4.5. Five-Scaled Likert criterion

No	Mean range	Response options
1	1.00- 1.80	Strongly disagree
2	1.80- 2.60	Disagree
3	2.60- 3.40	Neutral
4	3.40- 4.20	Agree
5	4.20- 5.00	Strongly agree

Source: (Al-Sayaad et.al 2006)

4.5.1 Brand Choice

Table 4.5.1 Brand Choice

	Minimum	Maximum	Mean	Std. Deviation
I choose taxi brand since it was the first taxi brand I used and have continued to use.	1	5	3.95	.974
I choose the taxi brand because it had some emotional value for me.	1	5	4.03	.978
I chose taxi brand based on the other customer good feedback/Testimony. (Word	1	5	4.04	.980

of mouth)				
I choose taxi brand because the company actively engaged in corporate social responsibilities.	1	5	3.67	1.093
I choose taxi brand because brand gives me sense of belongingness.	1	5	4.03	.913
I choose taxi brand just because I believe their cybersecurity system is safe and my data is protected	1	5	3.97	.928

(Survey result, 2023)

The table provided represents consumer responses (on a scale of 1-5) to reasons why they choose a particular taxi brand. In this table mean and standard deviation are used to interpret the data. The Mean is the average score for all of the respondents' answers in each category. The higher the mean score, the stronger the reason was for consumers to choose that particular taxi brand. The Standard Deviation measures the dispersion of the responses from the mean. The lower the standard deviation, the more consistent the responses were from one another.

The reason "I chose the taxi brand because it had some emotional value for me." has the second highest mean score of 4.03 from the other items, and also the highest standard deviation of .978. This implies that while this reason was a significant factor for many respondents, it was not as consistent or uniform as some of the other reasons.

"I choose taxi brand based on the other customer good feedback/Testimony. (Word of mouth)" and "I choose taxi brand because brand give me sense of belongingness." in both questions the result of their mean scores both have similarities of 4.04 and 4.03, respectively, implying that these reasons were likely equally strong for most of the respondents in this survey.

"I choose taxi brand because the company actively engaged in corporate social responsibilities." has the lowest mean score of 3.67, implying that this reason was not as strong or influential

among the respondents. However, the high standard deviation of 1.093 indicates that there were likely a significant number of respondents for whom this reason was important.

"I choose taxi brand just because I believe their cybersecurity system is safe and my data is protected" has a mean score of 3.97, implying that this reason was moderately important among the respondents. The standard deviation of .928 suggests that most respondents were relatively consistent in their responses to this question.

4.5.2. Brand Image and Reputation

Table 4. 5.2 Brand Image and Reputation

	Minimum	Maximum	Mean	Std. Deviation
The reputation of a particular application-based taxi service had on my decision to use that company for a journey.	1	5	4.56	.761
Having an attractive and desirable logo with regards to an application-based taxi Service increases my trust in them as providers.	1	5	3.89	.875
the public perception of an application-based taxi service affects my decision to choose one brand from another	1	5	3.82	1.016
Overall	**1**	**5**	**4.09**	**.884**

(Survey result, 2023)

The table provides data related to the brand image and reputation of application-based taxi services and their influence on customers' decision-making. The data shows a minimum value of 1 and a maximum value of 5 for all three factors - reputation, logo attractiveness, and public perception.

The mean value of reputation is 4.56, which represents that most customers consider reputation as one of the important factors when choosing a taxi service. A higher reputation score implies that customers feel positive about the taxi service and its past experiences with its services. The

standard deviation value of .761 indicates that most customers had similar ratings for brand reputation with less deviation.

The mean value of logo attractiveness is 3.89, which signifies that customers do consider appealing logos while selecting a taxi service, but it is not as significant as the brand reputation. The standard deviation value of .875 suggests that customers have varying preferences when it comes to attractive logos, and it is not a major deciding factor in selecting a taxi service.

The mean value of public perception is 3.82, which means that people tend to choose a taxi service based on its public perception. This suggests that customers are influenced by what they hear or read about a taxi service in the news, reviews, or social media. The standard deviation value of 1.016 indicates that customers have diverse opinions of public perception, and it can be a less consistent factor to assess compared to reputation or logo attractiveness.

Overall, the mean value of all three factors is 4.09, which represents that people consider these factors significant while choosing a taxi service. This indicates that taxi services should focus on building their brand image and reputation through better services and customer feedback to gain more customers' trust and loyalty.

4.5.3 Price

Table 4.5.3 Price

Price	Minimum	Maximum	Mean	Std. Deviation
The higher the price of an application-based taxi service, the more likely I am to choose a different brand.	1	5	3.91	.878
I am willing to pay more for premium (additional) services offered by an application-based taxi service provider	1	5	3.83	.862
Small increases in pricing	1	5	3.41	1.042

for an application-based taxi service are acceptable if other features remain the same or improved significantly.				
Overall	**1**	**5**	**3.72**	**.93**

(Survey result, 2023)

The table shows that the mean value for the first variable "The higher the price of an application-based taxi service, the more likely I am to choose a different brand" is 3.91, which indicates that, on average, customers are less likely to choose the same brand if the price is high. This conclusion is supported by the fact that the minimum value of the variable is 1 and the maximum value is 5, which means that some customers do show a likelihood to choose the same brand even if the prices are high, but the majority does not prefer to do so.

The second variable "I am willing to pay more for premium (additional) services offered by application-based taxi service providers" has a mean value of 3.83, which suggests that, overall, customers are willing to pay higher prices for additional or premium services offered by taxi services. This interpretation is further supported by the range of values for this variable, with a minimum of 1 and a maximum of 5, which indicates that some customers are not willing to pay extra for premium services, while others are.

The third variable "Small increases in pricing for an application-based taxi service are acceptable if other features remain the same or improved significantly," has a mean value of 3.41 implying that most customers are willing to tolerate slight price increases if the availability and quality of other features, such as convenience or comfort, are maintained or improved.

Finally, the overall mean value of 3.72 reflects the overall attitude of customers towards application-based taxi services, which can be considered as moderately favorable. However, the standard deviation of .93 indicated that there is considerable variability in customers' preferences and attitudes towards these services.

Overall, the table suggests that customers are sensitive to the prices of application-based taxi services but are willing to pay more for additional services. Moreover, customers are willing to tolerate small price increases if other factors remain the same or are improved significantly.

4.5.4. User Interface

Table 4.5.4 User Interface

	Minimum	Maximum	Mean	Std. Deviation
Having a visually appealing and easy to use interface is important for me when choosing an application-based taxi service.	2	5	3.93	.731
Easy customer experience offered by application-based taxi services (from booking online to getting dropped off) influence my choice	2	5	3.84	.826
Availability of different languages on the application influences my decision to use this one taxi service over other taxi services	2	5	3.79	.747
Overall	2	5	3.85	0.768

(Survey result, 2023)

The table shows that both user interface and user experience while using the mobile application to book/ call the taxi services play an essential role in selecting an application-based taxi service. The data supports the interpretation that a visually appealing and easy-to-use interface, along with a smooth customer experience from booking to reaching the destination, are equally critical factors in determining the user's preference for a taxi service.

The first statement, "Having a visually appealing and easy-to-use interface is important for me when choosing an application-based taxi service," has a mean score of 3.93, which indicates that the respondents on average consider the user interface as an important factor while selecting a

taxi service. The standard deviation is .731, implying that most responses were close to the mean.

The second statement, "Easy customer experience offered by application-based taxi services (from booking online to getting dropped off) influence my choice," has a slightly lower mean score of 3.84 compared to the first statement. However, it is still clear that the user experience is an essential factor when selecting a taxi service. The standard deviation for this statement is .826, which is slightly higher than the first statement.

The third statement, " Availability of different languages on the application influences my decision to use this one taxi service over other taxi services influence my choice," has a slightly lower mean score of 3.797 compared to the second statement. However, it is still clear that the user experience is an essential factor when selecting a taxi service. The standard deviation for this statement is .747, which is slightly higher than the first statement.

An overall view of the importance of user interface and user experience, has a mean score of 3.85. This score is between the means for the first, second and third statements, implying that this three-user interface and experience are important in selecting a taxi service.

4.5.5. Promotion

Table 4.5.5. Promotion

	Minimum	Maximum	Mean	Std. Deviation
Having an intensive promotion influenced my impression since they fight to stand out from the crowded market.	1	5	3.86	.959
Promotional discounts can encourage customers to use particular brands that offer greater discounts than others	1	5	3.92	.923

do.				
Offering promotional offers and loyalty gifts has a significant positive effect on consumer's brand choice for application-based taxi services	1	5	3.93	.876
Overall	**1**	**5**	**3.90**	**.919**

(Survey result, 2023)

The table shows the results of a survey that aimed to explore the impact of different types of promotions on consumers' impression and brand choice.

The mean value for "Having an intensive promotion influenced my impression since they fight to stand out from the crowded market" is 3.86, which indicates that consumers prefer brands that strive to promote their products more frequently than those that do not. The standard deviation of .959 suggests that the responses varied widely from the mean value.

The second row shows that promotional discounts have a mean score of 3.92, which implies that customers are encouraged to select particular brands that offer more discounts than others. The standard deviation for this variable is .923, implying that there was considerable variation in the respondents' rating.

The third row of the table reveals that offering promotional offers and loyalty gifts has a significant positive effect on consumer's brand choice for application-based taxi services. The mean score value of 3.93 reflects that such activities have a positive impact on the choices of the customers. Additionally, the low standard deviation of .876 indicates that the ratings were more consistent among the participants as compared to other promotional activities.

The last row of the table provides the overall mean value (3.90) for all the promotional activities. It shows that consumers still perceive promotions positively, with a greater likelihood of selecting the brands that offer various promotional activities. The standard deviation of .919 reflects moderate variability among the responses.

In conclusion, the table suggests that promotion holds a significant role in shaping consumers' perceptions and brand choice. Overall, respondents rated all four types of promotions highly, with promotional offers and loyalty gifts showing greater effect than the other variables.

4.5.6. Service Quality

Table 4.5.6. Service Quality

	Minimum	Maximum	Mean	Std. Deviation
Tangibility	**1**	**5**	**3.96**	**1.156**
Responsiveness	**1**	**5**	**3.87**	**.887**
Empathy	**1**	**5**	**4.00**	**.952**
Assurance	**1**	**5**	**3.91**	**.949**
Reliability	**1**	**5**	**4.00**	**.971**
Overall Service Quality	**1**	**5**	**3.95**	**.983**

(Survey result, 2023)

The Responsiveness factor consists of two aspects: the driver's willingness to help and the taxi service provider's response during emergencies. The average score (3.87) suggests that the responsiveness level of this service provider is satisfactory.

The Empathy component focuses on how compassionate the taxi service provider is towards its users, especially women passengers in inconvenient places during late hours. The mean score (4.00) suggests that users find this aspect to be essential and are satisfied with the service provider's level of empathy.

The Assurance component has two aspects, highlighting how the drivers' behavior directly influences users' brand choice, and how safe and secure their transportation experience is. The average score (3.91) implies that users are somewhat satisfied with this aspect of the Taxi service.

The Reliability component has four different aspects, including punctuality, knowledge of alternative routes, ease of pickup, and driving skills. The mean value is 4.00, which leads us to infer that the users perceive the taxi service provider to be reliable across all the aspects of the Reliability factor.

Overall, the Taxi service provider's Service Quality scores 3.95, which indicates that the customers are fairly happy with the quality of service offered by the given taxi service provider. The relatively low standard deviation of .983 also suggests that there is not much variation in users' responses, implying that the results of this survey are reliable.

4.6. Correlation Analysis

Correlation analysis is used to measure association and confirm the relationship between variables. As a result, the Person correlation coefficient was used to investigate the magnitude (intensity of relationship -1 to +1) and direction of the relationships (+ve/-ve) (Mark et. al., 2009). Similarly, the significance level, p-value, is labeled as "Sig." in the SPSS output and is used to statistically determine the significance of the results during a hypothesis test. The relationship is statistically significant when the significance value is less than 0.05 ($p<0.05$). If the p-value is greater than 0.05, the relationship is not statistically significant.

Table 4.6. Correlation Analysis

Correlations							
Variables		Brand Choice	Brand image and Reputation	Price	Promotion	User Interface	Service Quality
Brand Choice	Pearson Correlation	1	.641**	.457**	.847**	.471**	.817**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	369	369	369	369	369	369
Brand image and Reputation	Pearson Correlation	.641**	1	.461**	.561**	.288**	.589**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	369	369	369	369	369	369
Price	Pearson Correlation	.457**	.461**	1	.499**	.272**	.475**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	369	369	369	369	369	369
Promotion	Pearson Correlatio	.847**	.561**	.499**	1	.359**	.717**

	n						
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	369	369	369	369	369	369
User Interface	Pearson Correlation	.471**	.288**	.272**	.359**	1	.517**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	369	369	369	369	369	369
Service Quality	Pearson Correlation	.817**	.589**	.475**	.717**	.517**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	369	369	369	369	369	369
**. Correlation is significant at the 0.01 level (2-tailed).							

(Survey result, 2023)

The table shows the correlations between different variables specifically Brand Choice, Brand Image and Reputation, Price, Promotion, User Interface, and Service Quality where the data has been collected from 369 people. The Pearson Correlation coefficient is used to measure the linear relationship between two variables ranging from -1 (perfect negative correlation) to 1 (perfect positive correlation), with 0 implying no correlation. The analysis reveals positive correlations between all variables.

Looking at the results, we can see that Brand Choice has strong positive correlations with Promotion (r = .847) and Service Quality (r = .817), implying that high-quality service and effective promotions are likely to drive customer preference for a particular brand.

Brand Image and Reputation also have strong positive correlations with Brand Choice (r = .641) and Promotion (r = .561), suggesting that a positive brand image and reputation are important factors in attracting and retaining customers.

Price has a moderate positive correlation with Brand Choice (r = .457), implying that while price is a consideration for customers, it may not be the most important factor in their decision-making process.

Promotion has a strong positive correlation with Brand Choice (r = .847) and moderate positive correlations with Brand Image and Reputation (r = .561) and User Interface (r = .359). This suggests that effective promotion strategies can have a significant impact on customer choice, as well as the customer's perception of the brand and their experience using the product or service.

User Interface has a moderate positive correlation with Brand Choice (r = .471) and Service Quality (r = .517), implying that a user-friendly interface can lead to increased customer satisfaction and preference for a particular brand.

Service Quality also has strong positive correlations with Brand Choice (r = .817) and Promotion (r = .717), implying that high-quality service can significantly impact customer loyalty and the effectiveness of promotional efforts.

Overall, the table highlights that brands need to focus on building a positive reputation, providing high-quality service, offering attractive promotions, maintaining a reasonable price, and optimizing user interface to improve brand choice among consumers.

4.7. Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to explore the relationship between a continuous dependent variable and multiple independent variables. It estimates how much each independent variable contributes to the variation in the dependent variable, while holding all other independent variables constant.

4.7.1. Common Assumption Test

The following are common assumption tests of multiple linear regression done on this study.

4.7.1.1. Multicollinearity Test

Table 4.7.1.1. Multicollinearity Test

Variables		Tolerance	VIF
	Brand Image and Reputation	0.587	1.702
	Price	0.691	1.447

	Promotion	0.437	2.289
	User Interface	0.730	1.369
	Service Quality	0.367	2.723

a. Dependent Variable: Brand Choice

(Survey result, 2023)

The multicollinearity test table presents information about the level of multicollinearity among the independent variables in a regression analysis, with Brand Choice being the dependent variable. Multicollinearity occurs when two or more independent variables in a model are highly correlated with each other, leading to inflated standard errors and unreliable estimates of the coefficients.

The Tolerance score is an inverse measure of the degree of multicollinearity associated with each independent variable. It represents the proportion of variation in one independent variable that is not explained by the other independent variables in the model. In this case, we can see that Brand Image and Reputation has a Tolerance score of 0.587, implying that it explains 58.7% of the variation in the model that is not explained by the other independent variables. A Tolerance score of less than 0.2 indicates a high level of multicollinearity, so we can conclude that there is no serious multicollinearity issue with the independent variables in this model.

The VIF (Variance Inflation Factor) score gives a numerical value representing how much the variance of the estimated regression coefficient is increased due to multicollinearity. A VIF score of 1 indicates no correlation between the independent variable and the other independent variables in the model. Generally, a VIF score of less than 5 is considered acceptable, while a VIF score greater than 10 may be indicative of problematic multicollinearity. According to Pallant (2007), VIF is the true inverse of the tolerance value, calculated by dividing it by the tolerance value. VIF readings above 10 would be problematic because they show multicollinearity. The above table shows that the VIF values for brand image and reputation, price, promotions, user interface and service quality are all below 10, with a tolerance result of over 0.10, implying that there is no interdependence among independent variables. The result thus confirms the Multi collinearly assumption is fulfilled. In this table, all VIF scores are below 3, which is well below the threshold for concern.

Based on the Tolerance and VIF scores presented in the table, we can interpret that there is no significant multicollinearity issue among the independent variables (Brand Image and Reputation, Price, Promotion, User Interface, and Service Quality) in the regression model predicting Brand Choice.

4.7.1.2. Normality Test

Another need for moving on to perform the regression and correlation analysis is the evaluation of data normality. Regression analysis operates under the assumption that the distribution of scores on the dependent variables is normal. A value between -2 is deemed to be acceptable for a data (Tabachnick & Fidell, 2013) (George & Mallery, 2020). In light of this observation, the following numerical values were produced

Table 4.7.1.2. Normality Test

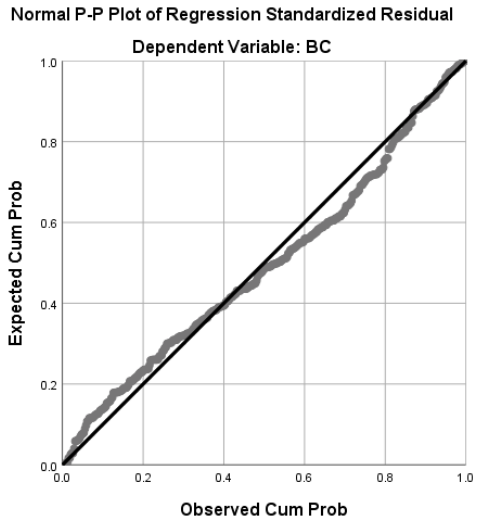
Statistics

		BC	BIR	P	PRO	UI	SQUAL
N	Valid	369	369	369	369	369	369
	Missing	0	0	0	0	0	0
Skewness		-1.203	-.880	-.297	-.770	-.417	-1.450
Kurtosis		1.724	1.249	.020	1.136	.491	1.650

(Survey result, 2023)

4.7.1.3. Linearity Test

Figure 4.7.1.3. Linearity Test



(Survey result, 2023)

4.7.1.4. Autocorrelation assumption test

Table 4.7.1.4. Autocorrelation assumption test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.909[a]	0.827	0.824	0.30125	1.883
a. Predictors: (Constant), SQUAL, P, UI, BIR, PRO					
b. Dependent Variable: BC					

(Survey result, 2023)

The Model Summary table displays the multiple correlation coefficient (R) which is 0.909. This means that there is a strong positive relationship between the predictor variables and the dependent variable. The R-Square value is 0.827, implying that approximately 82.7% of the variability in Brand Choice can be explained by the predictor variables.

The Adjusted R-Square value is given as 0.824, suggesting that the model fits the data well and that the presence of all five predictor variables contributes significantly to the prediction of Brand Choice.

The standard error of the estimate, which is 0.30125 represents the average distance that the observed values fall from the predicted values by the model. Thus, it suggests that the model provides a reasonably accurate prediction of Brand Choice.

Finally, the Durbin-Watson statistic is shown as 1.883, implying that there is not a significant amount of autocorrelation within the residuals of the model. This means that the errors are not correlated with each other over time, which is important for the reliability of the statistical analysis.

In conclusion, based on the given table, the regression model appears to be a good fit for the data, with the five predictor variables included contributing significantly to predicting Brand

Choice. Furthermore, there is no evidence of autocorrelation within the residuals of the model, adding further credibility to the model's predictions.

4.7.1.5 ANOVA

The ANOVA (analysis of variance) table shows the sources of variation in the data, including the sum of squares (SS), degrees of freedom (df), mean squares (MS), F-statistic, and p-value. The F-statistic tests the hypothesis that all the regression coefficients are equal to zero (i.e., that the predictor variable(s) have no effect on the response variable) against the alternative hypothesis that at least one of the coefficients is not zero. A low p-value (typically less than 0.05) indicates strong evidence against the null hypothesis and suggests that the model is a good fit to the data.

Table 4.7.1.5 ANOVA

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	157.255	5	31.451	346.556	.000[b]
	Residual	32.943	363	0.091		
	Total	190.199	368			

a. Dependent Variable: BC

b. Predictors: (Constant), SQUAL, P, UI, BIR, PRO

(Survey result, 2023)

The model's overall ability to predict Brand Choice was statistically significant, as indicated by the F-value of 346.556 with p-value of .000 ($p < .05$), implying that the model is highly significant, and the probability of obtaining such an extreme statistic by chance is very low, therefore, there is strong evidence supporting the claim that the model does a good job of explaining the variation in brand choice.

Additionally, the table shows that the regression model explains a significant amount of variance in Brand Choice. The sum of squares for Regression is 157.255, which makes up most of the total sum of squares of 190.199. This indicates that the predictors are responsible for quite a large portion of variance in Brand Choice.

Furthermore, the table indicates that the number of predictors (Df = 5) had a significant effect on the regression model, as the Mean Square value for the regression (31.451) was much larger than

the Mean Square value for the residuals (0.091), showing that the predictors significantly contributed to the model's variance.

Overall, the ANOVA table suggests that the regression model is a valid predictor of Brand Choice and that each of the predictors (Service quality, Price, User interface, Brand image and reputation, and Promotion) have a significant impact on Brand Choice.

4.8. Coefficients

Table 4.8 Coefficients

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.256	0.122		-2.093	0.037
	BIR	0.156	0.029	0.153	5.386	0.000
	P	-0.051	0.024	-0.055	-2.091	0.037
	PRO	0.498	0.032	0.514	15.549	0.000
	UI	0.093	0.030	0.080	3.138	0.002
	SQUAL	0.367	0.039	0.343	9.519	0.000
a. Dependent Variable: BC						

(Survey result, 2023)

The given table shows the results of a multiple regression analysis conducted to examine the relationship between brand choice and five predictor variables which are Brand Image and Reputation, Price, Promotion, User Interface, and Service Quality. Below is a detailed interpretation of the coefficients and their significance:

1. Constant: The constant shows the value of the dependent variable (Brand Choice) when all the predictor variables are zero. In this case, the value of the dependent variable is -0.256. The p-value associated with the constant is 0.037, which indicates that the constant is significantly different from zero.

2. Brand Image and Reputation (Beta=0.153, $p<0.001$): The coefficient for Brand Image and Reputation (B=0.156) suggests that a one-unit increase in this predictor variable is associated

with a 0.153 unit increase in Brand Choice. This coefficient is statistically significant ($p<0.001$), which means that Brand Image and Reputation significantly predict Brand Choice.

3. Price (Beta=-0.055, p=0.037): The coefficient for Price (B=-0.051) indicates that a one-unit increase in Price is associated with a -0.055 unit decrease in Brand Choice. This coefficient is statistically significant (p=0.037), which means that Price has a statistically significant negative effect on Brand Choice.

4. Promotion (Beta=0.514, $p<0.001$): The coefficient for Promotion (B=0.498) shows that a one-unit increase in Promotion is associated with a 0.514 unit increase in Brand Choice. This coefficient is statistically significant ($p<0.001$), which means that Promotion has a statistically significant positive effect on Brand Choice.

5. User Interface (Beta=0.080, p=0.002): The coefficient for User Interface (B=0.093) suggests that a one-unit increase in User Interface is associated with a 0.080 unit increase in Brand Choice. This coefficient is statistically significant (p=0.002), which means that User Interface significantly predicts Brand Choice.

6. Service Quality (Beta=0.343, $p<0.001$): The coefficient for Service Quality (B=0.367) shows that a one-unit increase in Service Quality is associated with a 0.343 unit increase in Brand Choice. This coefficient is highly statistically significant ($p<0.001$), which means that Service Quality has a strong positive effect on Brand Choice.

In conclusion, the regression analysis indicates that Brand Image and Reputation, Promotion, User Interface, and Service Quality positively predict Brand Choice, while Price has a negative effect on Brand Choice.

The regression equation estimates the relationship between the dependent variable (Brand Choice) and independent variables (Brand Image and Reputation, Price, Promotion, User Interface, and Service Quality). The unstandardized coefficients indicate the size and direction of the effect of each independent variable on the dependent variable.

The regression equation would take the following form to measure Brand Choice

$$\mathbf{Y = \beta^{\circ} + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + \beta 6X6 + \varepsilon^{\circ}}$$

Brand Choice = -0.256 + 0.153(Brand Image and Reputation) - 0.055(Price) + 0.514(Promotion) + 0.080(User Interface) + 0.343(Service Quality)

Based on the standardized coefficients (Beta), we can see that "Promotion" has the most substantial impact on brand choice, followed by "Service Quality," then "Brand Image and Reputation," "User Interface," and "Price."

4.9. Hypothesis Testing

Hypothesis testing is a statistical method used to evaluate assumptions or claims regarding a population. It involves testing if a claim about the population is true or not using sample data. The goal of hypothesis testing is to determine the likelihood of the claim or hypothesis by analyzing the probability of the results.

Table 4.9. Hypothesis Testing

Hypothesis	Result	Reason
H1: Perceived Service quality positively and significantly affects consumers' brand choice.	Supported	β= 0.343 t = 9.519 p<0.001
H2: price positively and significantly affects consumers' brand choice.	Rejected	t = -2.091 β =-0.055 p=0.037
H3: Brand Image positively and significantly affects consumers' brand choice.	Supported	t =5.386 β =0.153 p<0.001
H4: Promotion positively and significantly affects consumers' brand choice.	Supported	t =15.549 β =0.514 p<0.001
H5: Easy and user-friendly user interface positively and significantly affects consumers' brand choice.	Supported	t =3.138 β=0.080 p=0.002

(Survey result, 2023)

4.10 Discussion of results

As per the multiple regression result, among the five independent variables, four of them (User Interface, Brand Image and Reputation, promotion, & service quality) showed a positive & statistically significant result. However, price showed a negative relationship but significant impact. Thus, this leads to the support of the five hypotheses developed and the rejection of one hypothesis.

Hypothesis 1 suggested that service quality has a positive and significant effect on consumers brand choice. Service Quality has a Beta value of 0.343, implying a moderate positive relationship with Brand Choice Coefficients. The t-value of 9.519 is highly significant at $p<0.001$. In the SERVQUAL model, all the dimensions have their own contribution on the effect of service quality on brand choice. In each dimension starting from the driver's behavior up to the car neatness physical, availability of the car at any time, availability of different types of payment options rather than cash payment, safety and reliability of the services has their own effect on the brand choice. Al-Azzam, (2015) and Ramasamy et al., (2021) said that professionalism and trustworthiness while ensuring the safety and privacy of the customers of the drivers is important at all times during interactions with customers. From the five dimension of service quality more empathy and reliability with both having the mean value is 4.00, have more effect on the brand choice.

Hypothesis 2 suggested that Price has positive and significant effect on consumers brand choice Price has a Beta value of -0.055, implying a negative relationship with Brand Choice Coefficients. The t-value of -2.091 is significant at $p<0.05$. According to Zhao et al., & Siyal et al (2021) and Murti et al.,(2011) when choosing between two mobile application-based taxi service providers, costs had a significant role. Most consumers choose brands with cheaper pricing and are more inclined to select them when making purchases since they save money while still getting the same outcome. Also Horsu & Yeboah (2015) said that consumers are sensitive to price changes

Hypothesis 3 suggested that brand image and reputation has positive and significant effect on consumers brand choice. The value of brand image and reputation as a Beta value of 0.153, implying a positive relationship with Brand Choice Coefficients. The t-value of 5.386 is significant at level $p<0.001$. As it indicates it has the second highest Beta value next to

promotion. According to Arjuna & Ilmi & Anwar(2020) and Amron (2018), a company with higher Brand Image and reputation have a high chance of consumers loyalty and consumers use their service over competing brands or options.

Hypothesis 4 suggested that promotion and promotional offers have positive and significant effect on consumers brand choice Promotion has a Beta value of 0.514, implying a strong positive relationship with Brand Choice Coefficients. The t-value of 15.549 is highly significant at $p<0.001$. from the other factors promotion and promotional offers have a higher value Beta value. According to Maulana et al., (2020), promotions and promotional offers can have a significant impact on consumers' brand choice when it comes to application-based taxi services. These incentives can encourage consumers to use their favorite service more often, or even switch from one app to another. And in addition to the promotional offers, intensive advertising in different media makes the brand to be recognized and creates trustworthiness.

Hypothesis 5 suggested that user interface has positive and significant effect on consumers brand choice User Interface has a Beta value of 0.080, implying a small positive relationship with Brand Choice Coefficients. The t-value of 3.138 is significant at $p<0.01$. According to Saleh Dobijan et al., (2022), for taxi-hailing apps, having a good user interface can drive up the chances of a consumer choosing one app over another and creating loyalty in the process.

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

All the results of the analysis of the study have been discussed in the previous chapter, Chapter 4. On this chapter, the researcher discusses the summary of the findings, conclusion, recommendation, and suggestions of areas for future research to be conducted by other researchers. Conclusions are drawn and suggestions are provided based on the major findings and results. The recommendations included steps to enhance current service providers and the new entrants to understand how this factors affect their consumers and pave the way for further studies.

5.2. Summary of major findings

This study was conducted to identify the effects of different factors in influencing consumer brand choice on application-based taxi services in Ethiopia: the case of Ride, Zayride and Feres. In order to identify different factors, the researcher reviewed previous research and related literatures, after reviewing five factors were selected. On this five selected factors, it was examined their effect on consumers brand choice. The factors that are selected to be investigated were Price, Brand Image and Reputation, Service Quality, User Interface, and Promotion

Based on the collected data from 369 respondents the following major findings are obtained:

- The number of Ride mobile application taxi users are 225(60.8%) , Feres mobile application taxi users are 141(38.21%) and Zayride mobile application taxi users are only 3(0.81%).
- The frequency of usage of the Ride were 109 (48.4%) who used the service 1-2 times, 47 (20.9%) who used it 3-5 times, 40 (17.8%) who used it 5-7 times, 22 (9.8%) who used it 7-10 times and 7 (3.1%) More than 10 times. For Feres, there were 50 (35.5%) who used it 1-2 times, 35 (24.8%) who used it 3-5 times, 11 (7.8%) who used it 6-8 times, 10 (7.1%) who used it 9-10 times and 35 (24.8%) who used it more than 10 times. Finally, Zayride only had responses for those who used it 7-10 times with a total of 3 (0.81%) respondents.

  Overall, the 'Ride' taxi service has the highest usage frequency among customers compared to the other two services, while 'Feres' has a balanced range usage between less than 2 times and more than 10 times. In contrast, the 'Zayride' service only catered to customers who use the service 7-10 times.
- The regression analysis indicates that Brand Image and Reputation, Promotion, User Interface, and Service Quality positively predict Brand Choice, while Price has a negative effect on Brand Choice.
- There are significant and positive relationships between Brand Image and Reputation, Promotion, and Service Quality with Brand Choice. On the other hand, Price has a negative relationship with Brand Choice, while User Interface has a positive but weak relationship.

5.3. Conclusion

According to the research findings it can be concluded that all of the independent variables (Brand Image and Reputation, Price, Promotion, User Interface, and Service Quality) have a significant impact on the dependent variable (Brand Choice)

The results suggest that when individuals make decisions about which brand to choose, they consider its brand reputation, promotion efforts, service quality, and price. Even if user interface has low impact on brand choice, neglecting its effect on brand choice will give an option to shift for other brands. As it can be seen in the data, even if Ride and Zayride enter in the market in 2015 and 2016 respectively and Feres enter in 2020, the majority of the respondents use Ride and then Feres. Almost less than 1% of the total population uses Zayride. The variables provide insight into the aspects of the brand that are valued by consumers when making their choices.

5.4. Recommendation

- **Improve Brand Image and Reputation** - The study found a significant and positive relationship between Brand Image and Reputation and Brand Choice. While companies providing service or in their day-to-day operation, they need to maintain their brand image and participate in activities that will build the reputation of the company through quality service, good deeds like participating in corporate brand image and creating positive reviews and word of mouth among the consumers.
- **Offer Promotions and promotional offers** – Promotions and promotional offers were found to have a high significant and positive effect on Brand Choice. These service providers can increase their brand choice by offering various promotions such as discounts, happy hours, and loyalty programs. Moreover, having promotional offers companies need to consider having intensive advertisement creates brand awareness and will create an option for that brand to be chosen in a time of need.
- **Enhance Service Quality** - The study reported a significant and positive relationship between Service Quality and Brand Choice. And they need to focus more on empathy and reliability SERVQUAL dimension because they do have the highest mean value of 4.00. The Companies should ensure that their customers receive excellent service from booking up to reaching the desired destination, their compassion to help in the need time high-quality customer service, providing quick and effective solutions to customer

complaints. And ensuring safety to women passengers and vulnerable people. In addition to that, they need to work on the reliability of the mobile application to easily navigate the GPS system to relocate the customer easily and to reach the destination in an easy way.

- **Price Management** - The study stated that the price had a negative association with Brand Choice. Companies must analyze the competitors' prices and offer mid-range and affordable prices by keeping the quality of the products and services high. While setting the price companies must consider the competitor's price, consider the customers' budget and the increment of the cost of living, they may go for an alternative product or service.
- **Improve User Interface** - While the User Interface has a weak relationship with Brand Choice, it cannot be disregarded. To enhance brand selection, companies should pay attention to developing an intuitive and easy-to-use user interface for their services and in addition they need to incorporate the system to provide different languages furthermore to the English language on their mobile application.

Generally, companies should focus on promoting their brand through various channels to increase its visibility, improve service quality, and build their reputation to influence consumers' brand choices. They also need to ensure that their products have a good user interface and reasonable price in order to compete the crowded market.

5.5. Limitations and directions for future research

This paper was limited in Addis Ababa only, so the future research can have a comparative study with other city and east African countries where the mobile application-based taxi are applicable and focus on more different types demographic factors, the use of electric vehicles for mobile application services and different service providers, and this study uses a quantitative approach and collects data from a limited number of respondents and for further study other researchers can study on factors influencing drivers brand choice . More research is needed to use a qualitative approach and collect data from a larger number of respondents could be added for the other future studies.

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Appendix

Addis Ababa University
School of Commerce
Department of Marketing Management
Post graduate program.

Consumers Brand Choice Questionnaire

Dear respondents, I am a student in Addis Ababa University School of commerce in marketing management department. I am conducting a research on a topic "FACTORS INFLUENCING CONSUMER BRAND CHOICE ON APPLICATION BASED TAXI SERVICES IN ETHIOPIA: THE CASE OF RIDE, FERES AND ZAYRIDE" in a partial fulfillment of the requirements for the award of an MA degree. I kindly request you to spend some minutes of your time in answering the questionnaire designed to assess the effects of some selected factors on consumers brand choice". Your responses will be used only for academic research and any information which you provide will be kept confidential. Your genuine response will have a significant effect on the result of the study. Writing your name on the questionnaire is not mandatory. Thank you very much for your valuable opinion & time.

Saron Gebre

Part 1: General Information

SECTION A: Demographic Profile Section PLEASE READ EACH QUESTION CAREFULLY. Please tick (√) to the most appropriate response for each of the following questions.

1. Gender

1. Male ( ) 2. Female ( )

2. Age

1.20 years and below ( ) 2.21-30 years ( )

3.31-40 years ( ) 4. 41-50 years ( )

5. .Above 50 years ( )

3. Educational level

1. 10th Grade and below ( )

2. Certificate ( ) 3.Diploma ( )

4. Bachelor's Degree ( ) 5.Master's Degree and above ( )

4. Occupation

1. Student

3. Public sector ( ) 2. Private sector ( )

4. Self-employed ( ) 5. Other _____

5. Monthly Income

1. 5000 and below ( ) 2. 5,001-10,000 ( )

3. 10,001-15,000 ( ) 4. 15,001- 20,000 ( )

5. 20,000 and above ( )

Part 2: Factors Influencing Consumers Brand Choices

SECTION - B: Specific question Section PLEASE READ EACH QUESTION CAREFULLY.

Please tick (√) to the most appropriate response for each of the following questions.

6. Do you have Experience using mobile application-based taxi services at least once?

1. Yes ( ) 2. No ( )

7, How many times per month do you use mobile application-based taxi services per month?

1. 1-2 times ( ) 2. 3-5 times

3. 5-7 times ( ) 4. 7-10 times ( ) 5. More than 10 times

8, Type of Taxi Hailing App you mostly use among?

1. Ride ( ) 2. Feres ( ) 3.Zayride ( )

9. Based on the above question, please rate the following factors as to how much they influence your choice when choosing a mobile app-based taxi service. 1 = low, 5 = high

	1	2	3	4	5
I choose taxi brand since it was the first taxi brand I used and have continued to use.					
I choose the taxi brand because it had some emotional value for me.					
I choose taxi brand based on the other customer good feedback/Testimony.					
I choose taxi brand because the company actively engaged in corporate social responsibilities.					
I choose taxi brand because brand gives me sense of belongingness.					
I choose taxi brand just because I love the brand.					

SECTION - C: General Opinion Section, please choose the most suitable answer to indicate the extent to which you agree or disagree with each of the statements given below. Please tick (√) your appropriate answer based on the following rating. 1= strongly disagree 2= disagree 3= neutral 4= agree 5= strongly agree

S/N		**Strongly Disagree (1)**	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly Agree (5)**
	Brand Image and Reputation					
10	The reputation of a particular application-based taxi service had on my decision to use that company for a journey.					
11	Having an attractive and desirable logo with regards to an application-based taxi Service increases my trust in them as					

	providers.					
12	the public perception of an application-based taxi service affects my decision to choose one brand from another					
Price						
13	The higher the price of an application-based taxi service, the more likely I am to choose a different brand.					
14	I am willing to pay more for premium (additional) services offered by an application-based taxi service provider					
15	Small increases in pricing for an application-based taxi service are acceptable if other features remain the same or improved significantly.					
Promotion						
16	Having an intensive promotion influenced my impression regarding the safety and reliability of an application-based taxi service provider.					
17	Promotional discounts can encourage customers to use particular brands that offer greater discounts than others do.					
18	Offering promotional offers has a significant positive effect on consumer's brand choice for application-based taxi services					
User Interface						
19	Having a visually appealing and easy to use interface is important for me when choosing an application-based taxi service.					
20	Easy customer experience offered by application-based taxi services (from booking online to getting dropped off) influence my choice					
21	Availability of different languages on the application influences my decision to use this one taxi service over other taxi services					

Service Quality						
	Tangibility					
22	a good-condition car influences my decision to use this one taxi service over other taxi services					
23	Availability of different types of car for different purposes influences my decision to use this one taxi service over other taxi services					
24	Availability of different payment methods in addition to cash payment influences my decision to use this one taxi service over other taxi services					
25	Getting the service in any case and time (24/7) influence my choice					
	Responsiveness					
26	Drivers' willingness to help in every situation influences my choice of a particular brand for taxi services					
27	The response of the taxi service providers in case of emergency influences in driving my choice of brand					
	Empathy					
28	The compassion levels of application-based taxi services providers' influences in driving my choice of brand					
29	Making women passengers feel safe at night and in inconvenient places will influences my choice from one service to another					
	Assurance					
30	The behavior of the driver directly influences my choice of a particular brand for taxi services					
31	Safe travel, pickup and drop off influences my decision to use this one taxi service over other taxi services					
	Reliability					
32	Drivers arrive at the pickup location per the promised range of					

	time					
33	Drivers have good knowledge of the routes and using alternative routes in case of traffic jam.					
34	Short time to pick up and easily utilized the GPS service to locate me for pickup influence my choice					
35	Drivers having a good driving skill influences my decision to use this one taxi service over other taxi services					

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