

Customer Perception and Challenges Towards Yango Taxi Services in Zambia

Dr. Sankara Nayagam

Senior Lecturer, Department of Management & Commerce, Dmi-St. Eugene University Zambia.

ABSTRACT:

This research study examined Customer Perception and Challenges Towards Yango Taxi services in Zambia City. Customer Perception, are not just two words simply to be used in any business context. Actually, these are the words that encapsulate the theme of what sort of business practices are being done by the companies in terms of making their customers satisfied or delight. A pivotal role is played by customer satisfaction in today's business scenario and there are some basic factors which may impact on customer satisfaction either positively or negatively.

Introduction

Background

In today's fast-paced world, the convenience and accessibility of transportation services play a pivotal role in urban life. Ride-hailing services, which offer on-demand rides via mobile applications, have revolutionized the way people commute. One such prominent player in the ride-hailing industry is Yango, an multinational ride-sharing company. Yango provides a variety of services including peer-to-peer ridesharing, ride service hailing, and food delivery. This study focuses on customer perception and challenges towards Yango services in Zambia, Africa country.

Hypothesis 1:

Null Hypothesis (H0): Customers in Zambia have a neutral perception of Yango services.

Alternative Hypothesis (H1): Customers in Zambia have a positive or negative perception of Yango services.

Hypothesis 2:

Null Hypothesis (H0): There are no significant challenges faced by customers using Yango services in Zambia.

Alternative Hypothesis (H1): Customers in Zambia face significant challenges when using Yango services.

Hypothesis 3:

Null Hypothesis (H0): The level of customer satisfaction with Yango services in Zambia is independent of the perceived challenges.

Alternative Hypothesis (H1): The level of customer satisfaction with Yango services in Zambia is significantly affected by the perceived challenges.

Review of literature

Research has consistently highlighted that convenience, cost-effectiveness, and ease of use are key factors driving the adoption of ride-hailing services worldwide. According to a study by Rayle et al. (2016),

customers prefer ride-hailing services for their ability to provide quick and reliable transportation compared to traditional taxi services. Additionally, the integration of technology, such as mobile applications for booking rides, has significantly enhanced user experience and satisfaction (Rayle et al., 2016).

In emerging markets, such as Zambia, the dynamics of customer perception towards ride-hailing services can differ significantly from those in developed countries. Research by Schaller (2018) indicates that in these markets, factors such as affordability, safety, and availability of rides are crucial determinants of customer satisfaction. Furthermore, studies suggest that the socio-economic context, including infrastructure development and digital literacy, plays a vital role in shaping customer perceptions in these regions (Schaller, 2018).

The ride-hailing industry faces several challenges that impact both service providers and customers. A study by Ma, Zhang, and Wang (2019) identifies key challenges such as regulatory issues, safety concerns, and inconsistent service quality. In the context of Zambia, similar challenges are prevalent. For instance, a report by the Zambia Information and Communications Technology Authority (ZICTA) (2020) highlights issues such as inadequate infrastructure, limited internet connectivity, and regulatory hurdles as significant barriers to the growth of ride-hailing services.

Yango, operating in various international markets, has faced both opportunities and challenges unique to each region. In Zambia, Yango has been working to establish its presence in a competitive market. A case study by Mwansa (2021) on Yango's operations in Zambia reveals that while customers appreciate the affordability and convenience offered by Yango, there are concerns related to ride availability, driver professionalism, and payment methods. Mwansa (2021) also notes that customer education and awareness about using digital platforms for ride-hailing are critical for improving service adoption in Zambia.

Comparative studies have shown that Yango's performance in Zambia can be benchmarked against other regional and international ride-hailing services. For example, research by Gachoki (2022) comparing Yango and Uber in African markets indicates that Yango's competitive pricing is a significant advantage. However, Uber's more established brand and broader service offerings pose a challenge for Yango's market penetration. Gachoki (2022) suggests that enhancing driver training, expanding service areas, and improving customer support are essential strategies for Yango to compete effectively. Technological advancements have been a game-changer in the ride-hailing industry. Studies by Ketter and Avrahami (2020) emphasize the role of artificial intelligence (AI) and data analytics in optimizing ride matching, pricing strategies, and enhancing overall service efficiency. For Yango, leveraging these technologies can provide a competitive edge by improving operational efficiency and customer satisfaction in Zambia.

Significance of the Study

Understanding customer perception is critical for the success of any service-oriented business. For Ola, comprehending how customers in Tirunelveli perceive their services can provide valuable insights into customer satisfaction, preferences, and areas needing improvement. Additionally, identifying the challenges faced by customers can help Ola enhance its service quality, thus leading to improved customer retention and market expansion.

Objectives

The primary objectives of this study are:

- To evaluate the overall perception of customers towards Yango services in Zambia

- To identify the specific challenges faced by customers while using Yango services.
- To analyze the impact of these challenges on customer satisfaction and service utilization.
- To provide recommendations for improving Yango service offerings based on customer feedback.

Research Design

In the quest of establishing the quality practices and customer satisfaction and problems towards yango services A Mixed research design will be used as it is a combination of quantitative and qualitative research of which survey is used to collect information about peoples' perspective, inclination, as well as their routine or other general conditions being sought.

POPULATION OF THE STUDY AND SAMPLING AREA.

The population of the study will include individuals both male and female of Lusaka city. The population of Lusaka was about 2.5 million people in 2021. sampling area will consider Lusaka area.

SAMPLE SIZE

A total of 50 participants will be chosen for this research.

SAMPLING TECHNIQUE

Simple Random sampling technique

This is a technique used to select a sample of individuals or items from a larger population. It will be used as it is easy to understand and implement .it is considered to be unbiased as it gives every member of the population an equal chance of being selected.

METHODS OF DATA COLLECTION

Questionnaires' will be considered in series of questions asked to individuals to obtain statistically useful information about this topic.

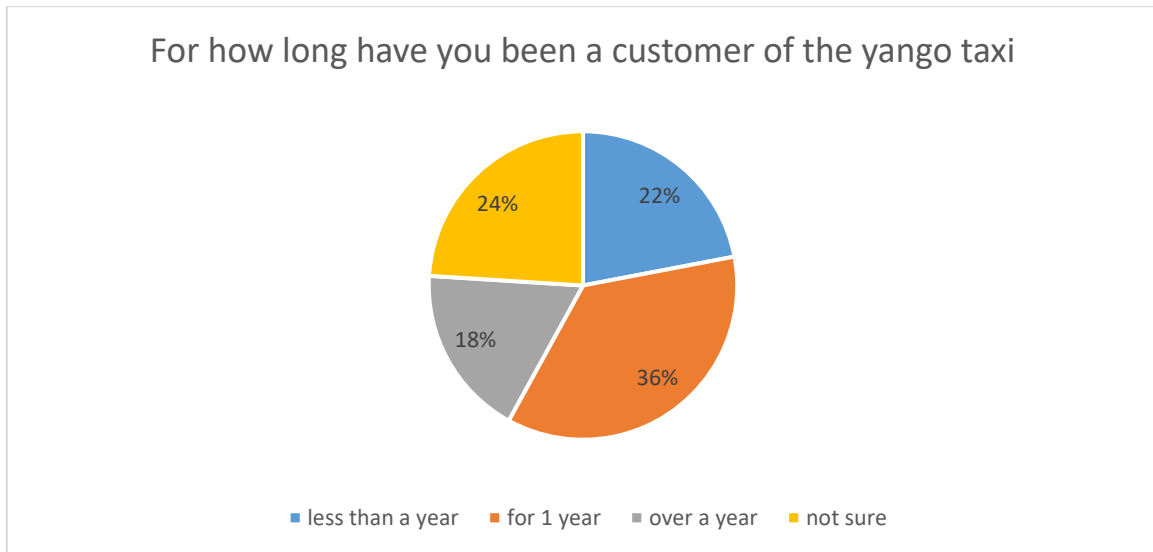
Interview technique information will be collected by means of the researcher asking respondents a series of prepared questions physically.

Interpretation:

Period of being a customer of Yango Taxi Service.

s.no	Particulars	Frequency of respondents.	Frequency of Percentage %
1	Less than a year	11	22
2	For 1year	18	36
3	Over a year	9	18
4	Not sure	12	24
5	Total	50	100

Source: Researcher (2023)



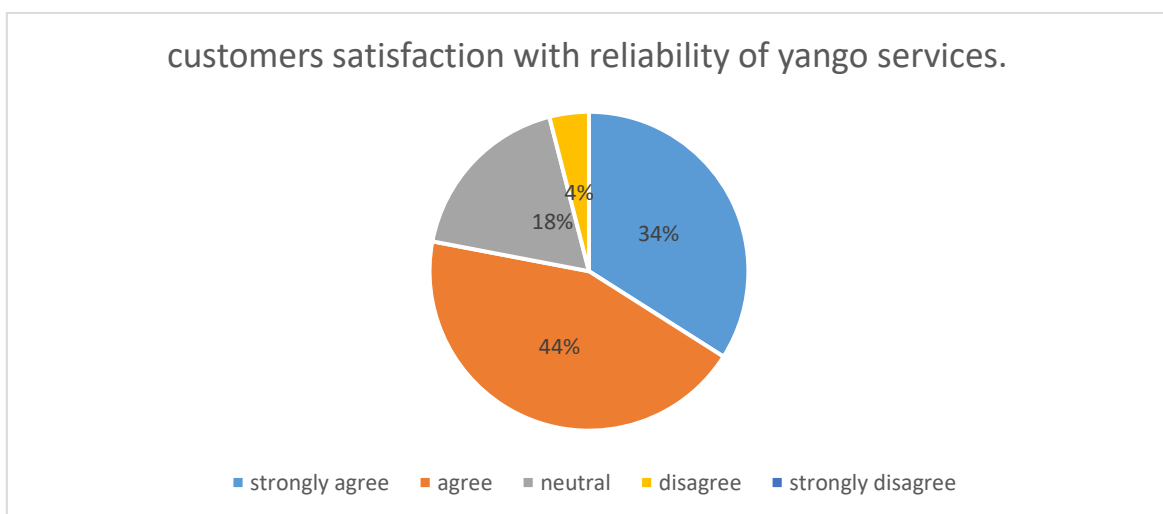
Interpretation

Reveals that 36% of the respondents responded have been customers for 1 year, then followed by 24% of the respondents responded not sure, 22% of the respondents responded less than a year. 18% over a year. Which shows that most of the respondents have been customers for a year.

Customers Satisfaction with Reliability of Yango Services.

s.no	Particulars	Frequency of respondents	Frequency Percentage of
1	Strongly agree	17	34
2	Agree	22	44
3	Neutral	9	18
4	Disagree	2	4
5	Strongly disagree	-	-
6	Total	50	100

Source: Researcher (2023)



Interpretation: shows that 44% of the respondents responded agree, 34% responded strongly agree, 18% responded neutral, 4% responded disagree. This shows that most of the customers are satisfied with the

reliability of yango services.

FINDINGS:

- It was found that the number of male who answered the questionnaires was higher than the number of female, with values of 60% for males and 40% for female respectively.
- According to the respondents, 44% of them were in the age range of 19-30 years, which shows that most users of Yango services are either working or have a source of income.
- Most of the users of Yango services, according to the research, are either self-employed, constituting 40% of the respondents who earn daily, while 38% are employed and earn monthly.
- The study shows that 38% of the respondents use Yango more than once a month.
- The study also revealed that 40% of the respondents reached the secondary level of education, while 38% reached the tertiary level, indicating that most users are at least able to read and operate the application without much difficulty.
- It was also found that 36% of the respondents have been customers for 1 year.
- About 44% of the study revealed that the reason for the use of Yango, according to the respondents, is because it is comfortable.

Conclusion:

This study aims to provide a comprehensive understanding of customer perception and challenges towards Yango services in Zambia. The insights gained will not only help Yango enhance its service quality but also contribute to the broader field of urban transportation and customer service management. By addressing the identified challenges and leveraging customer feedback, Yango can improve its service offerings, ensuring a better commuting experience for its users in Zambia.