

EXAMINING THE CRITICAL SUCCESS FACTORS OF CALL TAXI APP - A CASE OF UBER AND CAREEM

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



FALL, 2016

Bahria University Karachi Campus

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Acknowledgement

First of all I would like to thank the Almighty Allah for helping me overcome the obstacles I have faced in life till now.

I would like to express my sincere gratitude to my advisor, Sir KhurramAdeel Sheikh for the continuous support of my MBA Thesis, for his patience, motivation, and immense knowledge. His guidance helped me in all the time of research and writing of this thesis. I could not have imagined having a better advisor and mentor for my research.

Besides my advisor, I would like to thank Dr. Mustaghees and Bahria University for giving us the baseline and an opportunity of conducting a research.

Last but not the least; I would like to thank my family: my parents and my siblings, Maham, Anas and Khadija for supporting me spiritually throughout writing this thesis and my life.

Abstract

Purpose

With major growth and advancements in the mobile market and mobile internet, online apps of various e-businesses are readily available to the customers. Amid the triumph of the online shopping applications, like Daraz.pk, Kaymu.pk, Wish, AliExpress, etc., the services of app-taxi are also getting the much needed attention it requires. Two of the worlds' leading Call Taxi Apps are finally available in three major cities of Pakistan.

Uber and Careem launched its services in 2016 and 2015 respectively, and had huge response from the audience. In this research, the researcher will determine the success factors of the Call Taxi App, such as Uber and Careem, and how they have been approachable to the general public. The research will also determine the possible limitations CTA faces and what can be done to remedy it.

Methodology/ Sample

The research will determine the user adaptation of the CTA. As explained by Peng et al., (2014) which will be considered as the model research throughout the thesis, Perceived Ease of Use, Perceived Usefulness is included in the model. Besides, Perceived Risk, and Perceived Price Level will be included.

Results

The researcher used SPSS to analyze the responses from the participants, and it was concluded that the attitude towards using Uber and Careem is the most important factor for any customer of CTA. The female population uses CTA Careem and Uber more frequently than that compared to men.

Practical Implications

The research will help determine the success factors of CTA such as Uber and Careem, and will help the A-Taxi companies to see the story from the angle of the customer and implement the much needed changes.

Keywords: Smart phone, Mobile Internet, CTA (Call Taxi App), Application, Performance and Usability, Riding process, Security, Privacy, Technical Support, Mobile Commerce, E-Business, Mobile adaptation