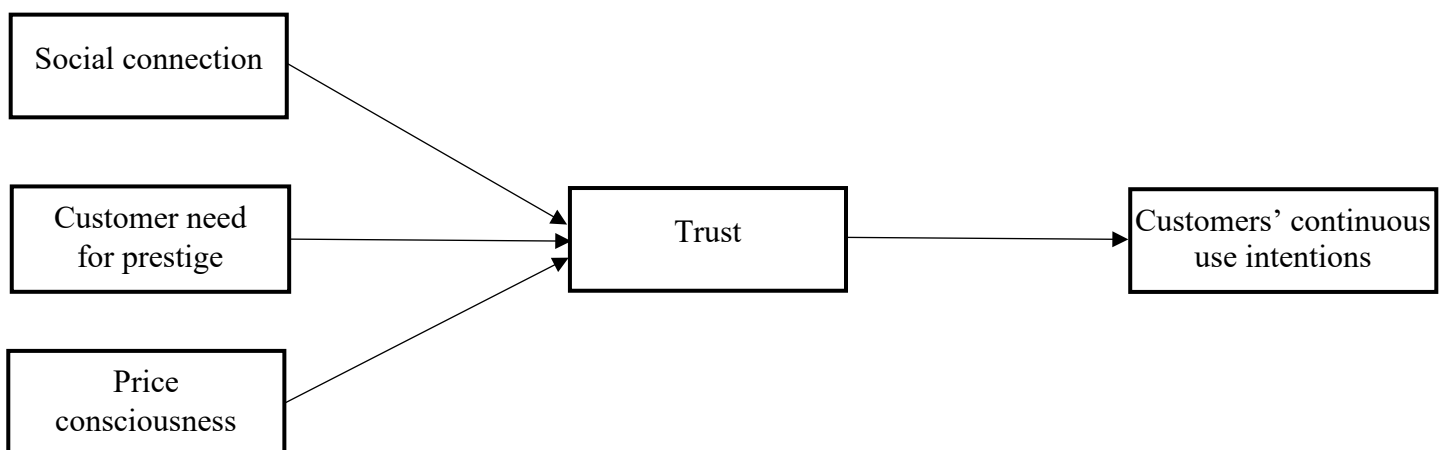


### Scenario for ASI3 MKTG8005

Taxi services have a long history in people's life in Sydney. Sydney Transport Group (STG)<sup>1</sup> has been operating in this sector for more than two decades. Recently they have begun to expand their operation by entering into internet taxi market. However, with the existence of strong rivals such as Uber and OLA, STG wants to understand what determines customers' continuous use of internet taxi. A senior manager at STG has conducted initial research that demonstrates factors such as social connection, customers' need for prestige, and customers' price consciousness influence customers' trust in internet taxi which, in turn, contribute to customers' intention to use internet taxi continuously. He would like to know if the relationships between these variables are statistically significant. The manager is also interested in knowing if trust in internet taxi differs across female and male customers group.

The senior manager designed the below research model and asked the marketing research department to collect data to address these issues. As a part of the team, you have to analyse the data premised on hypothetical relationships the senior manager has developed and report the findings to him. The senior manager expects you to provide him with a brief outline of what was done with the data and why. Further, he expects to have the results presented in a format that he can simply understand. He also wishes to have some managerial recommendations on the basis of findings to understand how to act based on findings to ensure he can retain customers.



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<sup>1</sup> The name is fictitious.

## Survey of items

|     |  |
|-----|--|
|     | <b>Social connection</b>   |
| SC1 | Using internet taxi services helps me get closer to important people.                    |
| SC2 | Using internet taxi services connects socially me to people.                             |
| SC3 | Using internet taxi services helps me develop relationships with others.                 |
| SC4 | I feel loved when using internet taxi services.  |
|     | <b>Consumer need for prestige</b>  |
| NP1 | Using internet taxi service enhances my self-confidence.                                 |
| NP2 | Using internet taxi service makes me a worthy person.                                    |
| NP3 | Using internet taxi service makes my friends value me.                                   |
| NP4 | Using internet taxi service is prestigious.  |
|     | <b>Customer price consciousness</b>  |
| PC1 | I usually use internet taxi services when the service provider offers special discounts. |
| PC2 | I use the lowest-priced internet taxi service that will suit my needs.                   |
| PC3 | When it comes to choosing an internet taxi service for me, I rely heavily on price.      |
| PC4 | When I use internet taxi services, I like to be sure that I am getting my money's worth. |
|     | <b>Trust</b>   |
| TR1 | I trust that internet taxi services are safer.   |
| TR2 | I trust that internet taxi services are robbery-free.                                    |
| TR3 | I trust that drivers of internet taxi services are careful when driving.                 |
| TR4 | I trust that drivers of internet taxi services will not run away with my belongings.     |
|     | <b>Service availability</b>  |
| SA1 | It is easy to search for internet taxi services on the mobile application.               |
| SA2 | Internet taxi services are easily available.   |
| SA3 | Internet taxi services are normally closer to me.  |
|     | <b>Riders continuous use intentions</b>  |
| RI1 | I will continue to use internet taxi services.   |
| RI2 | I encourage others to use internet taxi services.  |
| RI3 | I will use internet taxi services more often.  |