



**The Influence of Marketing Mix Variables on  
Consumer Buying Behavior of Mobile App-Based  
Taxi Service in Sri Lanka  
(Special Reference to Colombo Metropolitan Area)**

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W.M.D.N.B. Wijayasundara

UWU/ENM/15/053

Department of Management Sciences

## ABSTRACT

Mobile app-based taxi service is an upcoming transportation method in Sri Lanka and now step by step it's becoming an internal part of public transportation. Mobile app-based taxi service is economical, quick and convenient to consumers. Conventional taxi service arises many problems. This research paper focuses on the influence of marketing mix variable on consumer buying behavior of mobile app-based taxi service in Sri Lanka with special reference to the Colombo metropolitan area. The service marketing mix is modern marketing theory and it's tied up with every service. Therefore, service providers should concentrate on service marketing mix. This study investigated the service marketing mix (7p's) influence that five mobile app-based taxi service providers in Sri Lanka. Both primary and secondary data was gathered through a questionnaire and from previous scholar's articles and company sources. The research analysis based on 150 consumers responses that were collected by who used or often used a mobile app-based taxi. Correlation and regression models used to analyze data. Results showed service marketing mix positively influence on consumer buying behavior of mobile app-based taxi service. It concluded that among service marketing mix (7p's) variable product, process and physical evidence has a significant impact on consumer buying behavior. The study recommended the government should develop regulation for mobile app-based taxi service and also service providers should update their standards and recruit more female drivers.

*Keywords: Service Marketing Mix, Consumer Buying Behavior, Mobile App-Based Taxi Service, Colombo Metropolitan Area*