

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

W.M.D.N.B. Wijayasundara, C.J.P. Kulathike* and A.G.N.K. Fernando

Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka

Conventional taxi service is converted into a mobile app-based taxi service through a technology revolution. In Sri Lanka, people in the Colombo metropolitan area widely use this service due to heavy traffic and easiness. When mobile app-based taxi companies provide service, they cannot ignore service marketing mix and consumer buying behavior. However, there is a significant lack of empirical studies regarding the mobile app-based taxi service in Sri Lanka. The objectives of this study were to identify the impact of marketing mix variables on consumer buying behavior of mobile app-based taxi service and to identify the relationship between marketing mix variable and consumer buying behavior of mobile app-based taxi service. 150 respondents participated in this study and the convenience sampling method was used as the sampling method. For the research, data collection was done through questionnaires and those primary data were collected from the Colombo metropolitan area. Data were analyzed by correlation coefficient analysis and multiple linear regression techniques. The findings indicated that service marketing mix variables and consumer buying behavior of mobile app-based taxi service had a significant positive relationship. The research revealed product, process, and physical evidence significantly impacted the consumer buying behavior of mobile-app based taxi service. According to the study, results were able to provide a strong implication on the knowledge available regarding the relationship between the service marketing mix and consumer buying behavior of mobile app-based taxi service.

Key words: Service marketing mix, Consumer buying behavior, Mobile app-based taxi service, Colombo metropolitan area