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Research Study on the Satisfaction Level of Uber Users with Respect to Ahmedabad City

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Abstract: This study investigates user satisfaction among Uber users in Ahmedabad, India, focusing on key factors such as digital media consumption, the impact of the COVID-19 pandemic on household income, spending priorities, binge-watching habits, and perceptions of work-life balance. Using ANOVA analysis, significant differences were found in users' feelings of being overwhelmed by work and personal responsibilities, while other factors showed uniformity across demographic groups. These findings highlight the influence of socioeconomic factors on digital life balance, emphasizing the need for tailored strategies to enhance user satisfaction. By contributing to the understanding of the sharing economy's impact on urban mobility, this research provides valuable insights for improving user experiences in similar contexts. Future studies should consider longitudinal trends and cross-cultural comparisons to further enrich this evolving field.

Keywords: Uber, user satisfaction, digital life balance, sharing economy

INTRODUCTION

The rapid growth of ride-hailing services like Uber has significantly altered urban transportation, offering new levels of convenience, affordability, and accessibility to users worldwide. In the context of Ahmedabad, a fast-growing metropolitan city in India, the adoption of Uber has reshaped the way people commute, providing an alternative to traditional modes of transportation like taxis and auto-rickshaws. This study focuses on evaluating the satisfaction

levels of Uber users in Ahmedabad, considering factors such as service quality, ease of use, pricing, and the overall experience. Understanding the user satisfaction within the unique socioeconomic landscape of Ahmedabad is crucial, as it provides valuable insights into the role of ride-hailing services in shaping urban mobility and consumer behavior in a developing economy.

The literature highlights the growing influence of digital platforms in everyday life, particularly in the context of the sharing economy. Aguiar et al. (2024) emphasize the importance of trust in digital ecosystems, which is particularly relevant for Uber, as trust plays a critical role in how users perceive ride-hailing services. Trust in the platform, drivers, and overall service quality can significantly impact user satisfaction. Furthermore, Ajah (2024) explores the liminal space that digital platforms create for third-party developers, pointing to the complex interactions between users, platforms, and service providers. In the case of Uber, this interaction is essential, as the platform connects users with drivers, creating a shared economic ecosystem that relies on both parties for success.

Several studies have explored technological adoption in various sectors, such as the work of Amboage et al. (2024) on Brazil's PIX system, which underscores the importance of technology in enhancing user experience. Similarly, Uber's success in Ahmedabad is closely tied to its technological ease of use, which simplifies the booking process, provides real-time tracking, and offers a range of payment options. Aref's (2024) research on the sharing economy from the perspective of sustainable development goals further highlights the global importance of such platforms in promoting efficient resource use and reducing environmental impact. For a city like Ahmedabad, where public transportation infrastructure is still developing, Uber offers a sustainable alternative for urban mobility, reducing reliance on personal vehicles and easing traffic congestion.

User satisfaction is not solely determined by technological convenience. Pricing, service reliability, and user safety are critical factors. Studies like Hofmann et al. (2017) point out the balance between power and trust in collaborative consumption, which is highly relevant in the context of ride-hailing services. Users in Ahmedabad, like in many other cities, expect Uber to offer fair pricing, especially given the city's income disparities. Transparency in pricing strategies, along with consistent and reliable service, is crucial for maintaining high satisfaction levels among users. Safety concerns are also paramount, particularly for female passengers, as highlighted by studies like Hoque and Saumi (2022), which examine how ride-hailing services have impacted women's commuting experiences in Dhaka, Bangladesh.

This study aims to explore how these factors—trust, technological adoption, pricing, service quality, and safety—shape the satisfaction levels of Uber users in Ahmedabad. By analyzing user feedback and comparing it to existing literature on the sharing economy and digital platforms, the research will provide a comprehensive understanding of Uber's impact on urban transportation in Ahmedabad. This not only contributes to the growing body of knowledge on ride-hailing services but also offers practical insights for improving the user experience in similar urban contexts.

METHOD

The methodology for this study focuses on understanding the impact of global crises, media consumption, workplace dynamics, and health-related challenges on the lives of individuals, particularly in the context of Ahmedabad, India. A quantitative research design was chosen to collect and analyze data from a sample of 100 respondents in Ahmedabad. The research aims to explore the intersections between these factors and draw meaningful insights using SPSS software for data analysis.

Objectives

- Evaluate Uber user satisfaction in Ahmedabad based on digital media consumption and pandemic impacts on income.
- Investigate demographic influences on work-life balance perceptions among Uber users to enhance user experience.

A total of 100 respondents from Ahmedabad were selected through purposive sampling to ensure the sample represented individuals with varying exposure to the themes under study. The sample includes a diverse range of respondents from different age groups, occupations, and socioeconomic backgrounds. Data was collected using structured questionnaires that included both closed-ended and Likert scale questions to measure variables such as media consumption habits, workplace challenges, health-related experiences, and emotional well-being.

SPSS software will be used for statistical analysis, enabling the exploration of relationships between the variables. Descriptive statistics will provide an overview of the demographic characteristics of the respondents and their media consumption patterns, workplace dynamics, and health challenges. Furthermore, inferential statistics such as correlation and regression analysis will be applied to examine the associations between media consumption and emotional well-being, as well as the relationship between workplace stress and health outcomes. Cross-tabulation will also be used to identify patterns and differences based on demographic factors like age, gender, and occupation.

The methodology for this study is designed to provide a comprehensive view of the impact of global crises, media consumption, and workplace dynamics on individuals in Ahmedabad. By leveraging SPSS for data analysis and employing a sample size of 100 respondents, the research aims to deliver insightful findings that contribute to a broader understanding of these complex issues. The results will inform both academic discussions and practical interventions aimed at improving workplace policies, media consumption habits, and health-related support systems.

RESULT AND DISCUSSION

The demographic data collected from 125 Uber users in Ahmedabad provides insightful context for understanding user satisfaction within the ride-hailing service. A significant majority of respondents, 82.4%, belong to the 18-25 age group, indicating that younger users dominate the platform's user base in this metropolitan area. This trend aligns with global patterns where tech-savvy younger individuals are more inclined to adopt digital services. Gender distribution shows a notable lean towards male users, who constitute 60.8% of the sample, while female users make up 39.2%. This gender disparity may reflect broader societal norms regarding mobility and safety in urban settings.

Table 1: Demographic Profile of Samples

		Frequencies	***Percentage***
Age	18-25	103	82.4
	26-35	18	14.4
	36-45	4	3.2
	Total	100	100%
Gender	Male	76	60.8
	Female	49	39.2

	Total	125	100%
Occupation	Student	75	60.0
	Employed(Private Sector)	22	17.6
	Employed(Government Sector)	10	8.0
	Self-Employed	18	14.4
Educational Qualification	Total	125	100%
	High School	38	30.4
	Graduate	53	42.4
Monthly Income	Post-Graduate	30	24.0
	Ph.D.	4	3.2
	Total	125	100%
	Below 20,000	66	52.8
	20,001-50,000	21	16.8
	50,001-1,00,000	20	16.0
	Above 1,00,000	18	14.4
	Total	125	100%

Occupationally, students represent the largest group at 60.0%, highlighting the reliance of this demographic on affordable transportation options for commuting to educational institutions. Private sector employees at 17.6%, government employees at 8.0%, and self-employed individuals at 14.4% follow this. Educational qualifications are also revealing, with 42.4% of respondents holding a graduate degree, and 30.4% having completed high school. These figures suggest that the user base is relatively educated, which may influence their expectations and perceptions of service quality.

Lastly, the income data indicates that over half of the respondents (52.8%) earn below ₹20,000 monthly, showcasing a diverse economic landscape where affordability is crucial. With 16.8% earning between ₹20,001 and ₹50,000 and only a small percentage earning above ₹1,00,000, the pricing structure of Uber is likely to play a significant role in shaping user satisfaction. Overall, this demographic analysis provides a foundation for exploring the intricate relationship between socio-economic factors and user experiences in the context of ride-hailing services in Ahmedabad.

Table 2: Age and Digital Life Balance

		Sum of Squares	df	Mean Square	F	Sig.
Hours	Between Groups	2.397	2	1.198	1.296	.277
	Within Groups	112.803	122	.925		
	Total	115.200	124			
Income Impact	Between Groups	4.769	2	2.384	2.637	.076
	Within Groups	110.303	122	.904		
	Total	115.072	124			
Spending Priority	Between Groups	3.518	2	1.759	2.012	.138

	Within Groups	104.889	120	.874		
	Total	108.407	122			
Binge-watching	Between Groups	.754	2	.377	.472	.625
	Within Groups	96.690	121	.799		
	Total	97.444	123			
Work-life Balance	Between Groups	2.313	2	1.156	1.051	.353
	Within Groups	130.909	119	1.100		
	Total	133.221	121			

Table 2 presents the results of an ANOVA analysis examining the relationship between age groups and various aspects of digital life balance among Uber users in Ahmedabad. The analysis includes five key questions related to digital media consumption, the impact of the COVID-19 pandemic on household income, spending priorities during the pandemic, bingewatching habits, and feelings of being overwhelmed by work and personal life responsibilities.

The ANOVA results indicate that there are no statistically significant differences across age groups for most variables. For instance, the p-values for daily digital media consumption ($p = .277$), impact on household income ($p = .076$), spending priorities ($p = .138$), binge-watching habits ($p = .625$), and feelings of being overwhelmed ($p = .353$) all exceed the conventional significance level of .05. This suggests that age may not play a significant role in shaping these aspects of digital life balance among users.

However, the trends observed in the data may still hold practical implications. For example, while the COVID-19 pandemic's impact on household income approached significance ($p = .076$), it indicates that younger users may have experienced varying degrees of economic strain compared to older cohorts. Similarly, the lack of significant differences in binge-watching habits suggests a shared cultural engagement with streaming services across age groups.

Overall, these findings highlight that, despite the absence of statistically significant differences, digital life balance factors remain relevant for understanding user experiences in Ahmedabad's evolving urban landscape. The insights gained could guide further research and strategies aimed at enhancing user satisfaction in ride-hailing services, considering the unique socio-economic dynamics of the region.

Table 3: Gender and Digital Life Balance

		Sum of Squares	df	Mean Square	F	Sig.
Hours	Between Groups	1.008	1	1.008	1.086	.299
	Within Groups	114.192	123	.928		
	Total	115.200	124			
Income Impact	Between Groups	.850	1	.850	.915	.341
	Within Groups	114.222	123	.929		
	Total	115.072	124			
Spending Priority	Between Groups	.386	1	.386	.433	.512
	Within Groups	108.020	121	.893		

	Total	108.407	122			
Binge-watching	Between Groups	.154	1	.154	.193	.661
	Within Groups	97.289	122	.797		
	Total	97.444	123			
Work-life Balance	Between Groups	.001	1	.001	.001	.982
	Within Groups	133.221	120	1.110		
	Total	133.221	121			

The ANOVA results in this analysis provide insights into the relationship between specific variables related to digital life balance and the influence of the COVID-19 pandemic among Uber users in Ahmedabad. Each question was assessed for differences between groups, with the sum of squares indicating variance between and within groups. For the first variable—daily digital media consumption—the analysis yielded an F-value of 1.086 with a significance level of .299. This suggests no significant difference in media consumption habits across the groups, indicating that all age groups may engage similarly with digital media platforms.

Similarly, when examining whether the COVID-19 pandemic impacted household income, the F-value was 0.915, with a significance level of .341. This finding indicates that perceptions of income changes during the pandemic did not vary significantly between groups, suggesting a uniform experience across users regardless of age or other demographics. Regarding spending priorities during the pandemic, the F-value of 0.433 (p = .512) again points to a lack of significant differences, indicating that users prioritized their spending in similar ways during the pandemic.

The analysis of binge-watching habits produced an F-value of 0.193 (p = .661), further confirming that age or group membership does not significantly affect how much time users devote to streaming services. Lastly, the question of feeling overwhelmed by work and personal responsibilities resulted in an F-value of 0.001 (p = .982), highlighting that this sentiment was uniformly felt across groups, reinforcing the notion that digital life challenges are broadly shared.

Overall, the lack of significant differences across these variables suggests that digital media consumption, pandemic impacts, and emotional responses to life balance are experienced similarly among Uber users in Ahmedabad, reflecting shared cultural and social dynamics in this urban setting.

Table 4: Education and Digital Life Balance

		Sum of Squares	df	Mean Square	F	Sig.
Hours	Between Groups	2.504	3	.835	.896	.445
	Within Groups	112.696	121	.931		
	Total	115.200	124			
Income Impact	Between Groups	3.057	3	1.019	1.101	.352
	Within Groups	112.015	121	.926		
	Total	115.072	124			
Spending Priority	Between Groups	.721	3	.240	.265	.850
	Within Groups	107.686	119	.905		

	Total	108.407	122			
Binge-watching	Between Groups	4.120	3	1.373	1.766	.157
	Within Groups	93.323	120	.778		
	Total	97.444	123			
Work-life Balance	Between Groups	8.591	3	2.864	2.711	.048
	Within Groups	124.630	118	1.056		
	Total	133.221	121			

The ANOVA results provide valuable insights into the digital life balance of Uber users in Ahmedabad, examining how various factors are influenced by demographic differences across four groups. The analysis reveals significant variations in the perception of feeling overwhelmed by work and personal life responsibilities, as indicated by an F-value of 2.711 with a significance level of .048. This suggests that at least one group differs from the others in how they experience this challenge, indicating that demographic factors may play a role in perceptions of work-life balance.

For the other variables, no significant differences were found. For instance, the analysis of daily digital media consumption yielded an F-value of 0.896 ($p = .445$), indicating that hours spent on digital media do not significantly vary across groups. Similarly, the impact of the COVID-19 pandemic on household income resulted in an F-value of 1.101 ($p = .352$), suggesting a uniform experience across demographics in terms of financial strain during the pandemic.

Spending priorities during the pandemic produced an F-value of 0.265 ($p = .850$), indicating that users' financial decisions were consistent across groups. The binge-watching habits analysis also yielded an F-value of 1.766 ($p = .157$), pointing to similar viewing behaviors across the demographic spectrum. In summary, while most factors indicate a shared experience among Uber users in Ahmedabad, the significant difference regarding feelings of overwhelm suggests that certain demographic influences could affect perceptions of work-life balance. This finding emphasizes the importance of understanding user experiences to tailor services and support effectively in an evolving urban landscape.

CONCLUSION

This research has provided valuable insights into the digital life balance of Uber users in Ahmedabad, exploring the intersection of technology, socio-economic factors, and user experiences in a rapidly evolving urban environment. The findings indicate that, while many aspects of digital engagement—such as media consumption, pandemic-related financial impacts, spending priorities, and binge-watching habits—are experienced uniformly across demographic groups, significant differences exist in how users perceive their ability to balance work and personal responsibilities. This highlights the importance of considering individual user contexts, as demographic factors may influence feelings of overwhelm, which can affect overall satisfaction with ride-hailing services and digital platforms.

The implications of this study extend beyond Ahmedabad, contributing to a broader understanding of digital life balance in urban settings worldwide. As cities continue to grow and technology becomes increasingly integrated into daily life, the experiences of Uber users can serve as a microcosm for understanding the challenges and opportunities presented by the sharing economy. The research underscores the necessity for platforms like Uber to recognize and address the varying needs of users, particularly in terms of mental health and work-life integration.

Future research can build upon these findings by exploring more deeply the specific factors that contribute to feelings of overwhelm in different demographic groups. Longitudinal studies could provide insights into how these dynamics evolve over time, especially in the context of ongoing global challenges such as economic uncertainty and public health crises. Additionally, comparative studies across different cities and cultures would enrich the understanding of digital life balance and its implications for ride-hailing services, enabling the development of tailored strategies to enhance user satisfaction.

Moreover, understanding the global impact of ride-hailing services and the sharing economy is crucial as these platforms continue to reshape urban mobility and consumer behavior. By examining how cultural, economic, and technological factors intersect, future research can inform policy decisions, support sustainable urban development, and promote equitable access to digital services. Ultimately, this study not only contributes to the existing literature but also lays the groundwork for a more nuanced understanding of digital life balance, providing practical insights that can improve user experiences in diverse urban contexts worldwide.

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