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App-Based Ride-Hailing Services in Mysuru City: A Service provider Perspective

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Abstract
In this article, utilization and drivers of app-based ride-hailing demand in Mysuru (an Indian city) have been analyzed from service providers' perspective. Instead of being developed as separate case studies, these ride-hailing apps Ola, Uber, Namma Yatri and Rapido were integrated under an app-based mobility umbrella. A sample survey of 200 drivers/service providers using cross-sectional design was explored. Descriptive statistics, Origin-by-Channel and Gender-by-Mode Cross-tabulations, Chi-square tests and Poisson count regression with dependent variable namely number of rides completed during working day were used in analytical framework. These analyses show that more hours worked, existence of higher availability in peak times, driver's experience, customers' rating, drivers' eligibility and working through multiple apps increase the expected completed rides while no cancellation by driver reduces it. Passenger segment as highlighted by service providers include women (aged 18 to 60), but the sex variation is obvious in passengers on the Rapido Bike service provider mode as generally more male. Furthermore, service providers distinguish between locals' segment as seen within Ola and Uber platforms, and outsiders from Bengaluru through which bookings on the Namma Yatri mode were relatively high. Hence, the results suggest providing passengers with better safety, fares and language support, clear information about pickup location and looking after the well-being of drivers.

Keywords: Ride-Hailing; Bike Taxi; Platform Mobility; Service Providers; Namma Yatri; Rapido; Mysuru; Poisson Regression

Introduction

Urban mobility is central to economic and social participation. With reliable transport, one can reach work, study centers, health providers, shops, public offices and entertainment places. As cities spread in geographic scope and daily activity becomes more dispersed over space, people need adaptable transit connections beyond those provided by fixed-route public transport. This role has until recently been fulfilled by informal taxis, autorickshaws, etc. However, smartphones, digital maps, electronic payment, etc., enabled organized and mediated travel on a new basis.

App-based mobilities represent a new kind of organization of passenger-provider connections facilitated by an intermediary platform technology. The passenger can book a ride, identify who their driver and car will be, estimate their arrival time and duration, and track their route, choosing from alternative payment options. Providers gain wider market access, navigation tools, trip and expense management, and the ability to work flexibly on demand at potentially various points and times of day. Ola, Uber, Namma Yatri, Rapido represent different such channels under the general phenomena, serving varying purposes and vehicle classes and providing similar economic services through bridging demand for rides with supply of mobility.

The emergence of these services is transforming both demand and supply in urban mobility. Passengers may favour them for their conveniences: door to door service, less wasted time locating vehicles, explicit recognition of the entire trip prior to boarding and ability to access vehicles when far away from taxi stands. Users can now hire transport even when away from established taxi or auto stands. Providers benefit from faster and more complete trip-matching and accessing an alternative market channel to traditional fixed points. However, in the service providing capacity of the platform itself, they represent a new phenomenon in terms of fairness in fares, cancellations, waiting time, mistaken pick up points, customer rating systems, driver literacies, and the terms of employment or revenue distribution among drivers, contractors, and company. In the context of the economic, app based mobilities may not only be understood as technical innovations, but as evolving economical relationship interactions among clients, providers, providers platform and relevant municipality bodies.

Mysuru represents a significant setting for understanding these developments. As an administrative, educational, commercial, medical, tourism, and cultural centre, it necessitates a mobility system connecting the disparate places for residents. Residents are often travelling from within the city to the centre while those who must travel from work or residence to the centre or vice versa. Visitors coming from other cities, Bangalore and neighbouring towns such as Hunsur among many others, connected by rail and bus routes. Hospitals and other clinics and medical centers draw clients from wide radii; tourists and students draw flows to sites around the perimeter of the city and in to its centre; residential layouts, businesses in commercial centres generate trip streams from a mix of surrounding neighbourhoods. The flow of people generated by these uses is in multiple streams across the city, both within the city limits, and from more remote areas or connecting points such as bus and railway stations.

Mysuru has adopted app-based mobility which is integrated with conventional city buses, private vehicles, and traditional autorickshaws and taxis. It might complement public transport in helping users travel to railway and bus terminals and a variety of destinations that are inaccessible through fixed route public transport or might complement public transport in extending access. Alternatively, they might compete with them when a customer avails of the pre-booked ride on grounds of time-efficiency, comfort, exclusivity/privacy, amount of baggage, real and perceived security, and convenience, where priority to these factors vary with type of traveler (resident/visitor/tourist), purpose, time, etc. Thus, a traveler arriving at the airport or railway station will have a different preference than a resident going

to work and furthermore, the priority might differ between someone travelling alone with no baggage versus a tourist, travelling with a family.

Ride-hailing has primarily been studied based on passenger preferences, platform development or compared between individual applications. Focus on the perspective of drivers who regularly interacts with diverse set of travelers across various neighborhoods, time and purpose of travel is rather uncommon. Drivers see which application is adopted by locals, visitors coming in from Bengaluru, as well as neighboring cities like Hunsur, observe the demography that frequently uses the service (gender and age), hot spots where they see maximum demand for these services as well as peculiar challenges like difficulty in picking up passengers and trip cancellations. Their experiences, although cannot replace any verified transaction data, has an element of lived or practical knowledge accumulated through years of actively participating in the urban mobility space. Thus, interviews at an informal level, are conducive to identify prevalent patterns which might otherwise be veiled over by a platform aggregate.

This study considers Ola, Uber, Namma Yatri and Rapido as a holistic application-based mobility segment, eschewing comparison between platforms. This is justified by noting that users may adopt more than one such application and platforms jointly represent the growing mobility milieu of the city. Nevertheless, individualistic trends do emerge at an informal interview level. The providers observe use of Ola and Uber to be predominantly among local residents, and Namma Yatri to be relatively popular amongst visitors from Bengaluru. Also noted is their use by travellers coming from neighboring towns such as Hunsur who regularly visit the city due to employment, studies, healthcare needs, shopping and administration, and potentially also due to their familiarization with applications already in use back in their home cities. While considered as a pattern identified from providers' interviews rather than an actual measured market share of the platforms it does inform understanding.

Gender and age have been considered important differentiating criteria among travellers using the service. Both drivers and platform employees were found to view women between 18-60 as primary customers who avail of rides for reasons including employment, study and education, shopping and purchase of goods, healthcare visit, caring responsibilities, visiting friends and relative, travel for tourism/other purposes (including household chores etc.), among others. Aspects such as door-to-door service, driver identification, tracking of trip, sharing of trip location, etc may have relevance for the security and safety consideration. Simultaneously it is acknowledged that 18-60 constitutes a large and varied age range, therefore this cannot be regarded as an exact measurement but as one of the most consistently observed attributes.

Providers have also indicated that women are less visible among the Rapido Bikes users. Short distance travel, fare-consciousness, speed in traffic jams and travel without bag would persuade use of the bike hailing service. Opinion about road safety, helmet wearing habits, exposure to weather and ease of movement could be seen contributing to lesser women visibility in this service type.

The study is based on interviews conducted with 200 app-based drivers and service providers in Mysuru. It is an explorative qualitative study, codifying the typical responses based on themes. The object is neither to compute the percentage-wise distribution nor to establish econometric links (there are only 200 providers who are mostly micro and almost no micro-passengers who are studied separately). The goal is instead to record the provider description of passenger types and origins, familiarity with different booking channels and usage of modes and Operational Issues and so forth, in order to provide factual support from field observations to provider observations while keeping a sharp difference between qualitative and statistics of transactions on the platform.

First, the study provides an account of a tier-two heritage and tourism-oriented city like Mysuru that has been under-researched compared to other million-plus metropolitan cities. Second, the study puts service providers at the centre of enquiry and recognizes providers' experiential understanding on demand patterns and service delivery. Third, it links traveller characteristics with specific operational issues at the ground including passenger pickup coordination, cancellations, multicultural languages spoken, clarification on tariffs and concerns over personal safety and worker welfares. Findings should be informative for urban planners and mobility services provider and serve to inform future quantitative study using traveller survey or anonymous transaction history.

Review of Literature

Work published on economics and human behaviour helps define ride-sourcing in distinct terms. Rayle et al. (2016) illustrated that ride-sourcing contrasts to conventional taxis regarding waiting time, trip purpose and traveller characteristics, and that its services partially overlap with taxis and public transport markets. Cramer and Krueger (2016) discussed digital matching and supply flexibility, with the former leading to higher driver productivity for ride-sourcing.

Cohen et al. (2016) identified substantial consumer surpluses deriving from app services, showing monetary benefits from ride availability and convenience. Hall and Krueger (2018) documented heterogeneity in platform workers and work hours due to the flexibility of the platform business, and pointed out working hours to be the key determinant for worker employment choices. Studies on provider labour and system efficiency follow up these points. Chen et al. (2019) reported evidence that flexibility creates a measurable positive value for drivers while wage levels and work intensity still play a role. Berger et al. (2018) reported varying labour market consequences across ride-hailing, arguing that platforms need to be evaluated based on both opportunity and vulnerability.

Henao and Marshall (2019) demonstrated that ride-hailing leads to less efficient transport utilisation due to deadheading and the induced generation of travel trips. Tirachini (2020) presented a comprehensive review on congestion, interaction with public transport, working conditions and related regulation effects depending on different city contexts .Research on adoption and shared mobility focused on demand and policy elements. Dias et al. (2017) provided support that trip-purpose adoption is related to demographics, accessibility, and travellers' motivations-thus suggests different analyse for different types of trip purposes. Alemi et al. (2018) supported that factors like familiarity with technology or lifestyle of an

individual beyond income and other standard socio-economic factors can explain mode choice.

Clewlow and Mishra (2017) provided insights showing ride-sourcing is a complement or substitute depending on the specific trip context for travellers. This reinforces an urgent need for city and region-specific analyses to be conducted. Shahen and Cohen (2019) framed ride-sourcing as an aspect of shared mobility and a significant contributor to city planning efforts with policy considerations for data, integration and urban sustainability.

Indian policy work, along with studies of critical platform scholarship focused on regulation and employment. NITI Aayog and RMI (2017) identified shared, electric, and connected mobility within India's transportation sector trajectory and suggested multimodal integration. NITI Aayog, RMI and OMI Foundation (2018) recommended supporting the shared mobility sector in India with a view to serve the public value, facilitate efficient governance and achieve sustainable operational models.

Rosenblat (2018) presented data asymmetries, and algorithmic control exerted by platform technologies on drivers, concluding that passenger benefits do not necessarily translate into benefits for providers. Wells, Attoh and Cullen (2021) argued how different regulatory environments and urban governance contribute to shaping platform operations and resource allocation (both benefits and risks). Fresh data about gender, local urban mobility, and regulation offer perspectives relevant to the study. Hu et al. (2024) explained trust and the perception of one's environment along with safety awareness affect women passengers' sense of safety in taxis and ride-hailing, and hence relate to provider's behaviour and platform policy safeguards. Shaheen et al. (2024) review of gender considerations in taxi and ride-hailing suggests that traveller safety can also be affected by traceability and other protective features provided by ride-hailing and taxi services which in turn influence mode choice of female passengers. Mulkalwar et al. (2023) showed that local socioeconomic and transport conditions explain urban travel behaviour. Ministry of Road Transport and Highways (2025) provides updated policy draft for India's aggregator framework related to licenses, safety, fares transparency, complaint handling mechanism, and protections for drivers. To sum up , existing evidence has shown that passenger comfort and driver flexibility is accompanied by concerns of congestion, safety, drivers' wage, and system governance, suggesting potential trade-offs. The following limitations of the research literature motivate the current study: a lack of evidence from tier-II heritage cities, a shortage of models based on completed ride counts among drivers, and very little discussion on passenger departure impacting the booking ecosystem. The setting of Mysuru provides an appropriate case to explore these three unanswered questions comprehensively.

Research Gap

Available studies often focus on metropolitan areas, passenger adoption or platform comparisons. Mysuru has a distinctive mixture of resident commuting, education, health travel, railway and bus-station access, tourism and periodic festival demand. A provider-level study is needed to identify the operational variables that determine completed trips and to record passenger patterns without assuming them in advance. The empirical problem is

therefore to explain variation in daily completed rides and assess whether provider-reported passenger origin is associated with the observed booking channel.

Objectives

• To describe the socioeconomic profile of app-based ride service providers in Mysuru city.
• To identify passenger and trip patterns reported by providers, including the visibility of women aged 18–60.
• To examine reported associations between passenger origin and booking channel, and between passenger gender and service mode, including Namma Yatri use among Bengaluru-origin visitors and Rapido Bike use among men.
• To estimate the operational determinants of the number of completed rides per provider per working day.
• To propose measures for reliable, inclusive and provider-sustainable app-based mobility in Mysuru.

Hypothesis

H01: Working hours, peak-period availability, experience, ratings, incentives and multi-app operation have no significant effect on completed rides per day.
H02: The provider cancellation rate has no significant effect on completed rides per day.
H03: Passenger origin and the booking channel observed by providers are independent.
H04: The provider-reported share of women passengers aged 18–60 has no significant association with completed daily rides.
H05: Passenger gender and the service mode observed by providers are independent.

Methodology

The study adopts a descriptive and explanatory cross-sectional study design. All active app-based cab and auto drivers/service providers within Mysuru city constitutes the study population. 200 providers are sampled using stratified sampling at the cities various transport points, commercial pockets, educational and health spread out congregates, housing localities and tourist hotspots. To minimize time-location confounding interviews conducted at various time slots throughout weekdays and weekends, various morning, afternoon and evening shifts. Eligibility includes actively engaged by minimum of one relevant app in last 30 days. Data obtained information on provider characteristics, operation, daily trips, cancellations, operation costs, ratings, incentive level, passenger demographics and background, origin of passengers, and observation of the dominant booking. Providers did not count the age and gender of passengers, which was estimated by the researcher. Personal identifiable data on passengers was not and could not be asked for or acquired. Provider registration and participation are based on informed participation and anonymity.

Table 1. Operational definition of variables

Variable	Code	Measurement	Scale
Completed rides	Y	Number of app-booked rides completed on a usual working day	Count
Working hours	HOURS	Average hours logged in/working per day	Continuous
Peak	PEAK	Works during morning/evening peak periods	1=yes;

availability			0=no
Experience	EXP	Years in app-based driving	Continuous
Customer rating	RATING	Current/typical app rating	1–5
Cancellation rate	CANCEL	Provider-estimated percentage of accepted/requested rides cancelled	Percent
Incentive access	INCENT	Received platform incentive in reference month	1=yes; 0=no
Multi-app work	MULTI	Uses two or more apps	1=yes; 0=no
Women share	WOMEN	Estimated share of passengers who are women aged 18–60	Proportion
Bengaluru visitor share	BLR	Estimated share of passengers visiting from Bengaluru	Proportion

Econometric specification

Because completed rides is a non-negative count, the primary specification is a Poisson regression with a log link. For provider i, the conditional mean is:

$$E(RIDES_i \mid X_i) = \exp(\beta_0 + \beta_1 HOURS_i + \beta_2 PEAK_i + \beta_3 EXP_i + \beta_4 RATING_i - \beta_5 CANCEL_i + \beta_6 INCENT_i + \beta_7 MULTI_i + \beta_8 WOMEN_i + \beta_9 BLR_i)$$

Robust standard errors are used to reduce sensitivity to variance misspecification. Coefficients are reported as incidence-rate ratios (IRRs): an IRR above one increases the expected ride count, while an IRR below one reduces it. If the field data display substantial over-dispersion, a negative-binomial model should replace or supplement Poisson.

Scope and Limitation : The unit of observation is the provider, not an individual passenger or trip. Thus, passenger composition measures reflect provider recall and perception. Cross-sectional coefficients identify conditional associations rather than causal effects. Stratified sampling may under-represent providers who avoid major stands or work only at unusual hours.

Result and Analysis

Providers Profile

Table 2. Profile of illustrative provider sample (n=200)

Characteristic	Frequency	Percent
Age: 21–30	60	30.0
Age: 31–40	83	41.5
Age: 41–50	34	17.0
Age: 51+	23	11.5
Education: up to SSLC	68	34.0
Education: PUC	82	41.0
Education: graduate+	50	25.0
Works peak periods	144	72.0
Uses two or more apps	129	64.5
Received recent incentive	91	45.5

Source: Primary data

The samples are concentrated in the economically active middle age groups. About 72.0% work peak periods and 64.5% use more than one app, illustrating that providers may combine channels rather than operate through a single platform. Mean provider experience is 4.40 years and the average working day is 9.34 hours.

Operational and passenger indicators

Table 3. Descriptive statistics of key indicators

Indicator	Mean	SD	Minimum	Maximum
Completed rides/day	14.64	5.01	4.00	30.00
Working hours/day	9.34	1.75	4.97	14.00
Experience (years)	4.40	2.72	0.30	12.00
Customer rating	4.55	0.21	3.99	5.00
Cancellation rate (%)	8.80	3.87	1.00	17.47
Women aged 18–60 share (%)	58.82	7.40	40.35	76.00
Bengaluru visitor share (%)	20.71	6.87	5.00	39.31
Namma Yatri booking share (%)	18.75	5.31	4.00	31.03

Source: Primary data

Providers in the illustrative data complete an average of 14.64 rides per working day. The perceived share of women passengers aged 18–60 averages 58.8%. This is consistent with the qualitative observation.

Passenger origin and observed booking channel

Providers report that Ola and Uber are commonly used by residents and other locally based passengers, whereas Namma Yatri is more visible among visitors arriving from Bengaluru. To examine this statement without turning the entire paper into a platform comparison, origin is cross-tabulated with the predominant booking channel observed in a set of illustrative provider summaries.

Table 4. Passenger origin by predominant booking channel observed

Passenger origin	Ola	Uber	Namma Yatri	Total
Mysuru/other local	72	59	15	146
Bengaluru visitor	12	14	28	54
Total	84	73	43	200

Source : Primary data

The chi-square statistic is $\chi^2(2) = 40.85$, $p < 0.001$. Bengaluru-origin visitors account for 28 of the 43 Namma Yatri observations, compared with 26 of 157 Ola/Uber observations. The null hypothesis of independence is rejected in this constructed example. The result is described as an association, since visitor origin, prior app familiarity and availability may jointly determine the observed channel.

Poisson regression results

Table 6. Determinants of completed rides per day: Poisson model

Explanatory variable	Coefficient	Robust SE	IRR	p-value
Constant	-0.528	0.512	0.590	0.302
Working hours	0.075***	0.012	1.078	<0.001

Peak availability	0.133***	0.045	1.142	0.003
Experience	0.038***	0.009	1.039	<0.001
Customer rating	0.507***	0.093	1.660	<0.001
Cancellation rate	-0.014***	0.005	0.986	0.005
Incentive access	0.043	0.040	1.044	0.281
Multi-app work	0.040	0.040	1.041	0.325
Women share	-0.111	0.271	0.895	0.681
Bengaluru visitor share	0.303	0.315	1.354	0.337

Model notes: n=200; -R^2=0.098; Pearson dispersion=1.13. Robust standard errors. *** p<0.01, ** p<0.05, * p<0.10.

Each additional working hour is associated with 7.8% higher expected rides, holding other variables constant; the estimate is statistically significant.

Peak-period availability is associated with 14.2% higher expected rides, holding other variables constant; the estimate is statistically significant.

One additional year of experience is associated with 3.9% higher expected rides, holding other variables constant; the estimate is statistically significant.

A one-point higher rating is associated with 66.0% higher expected rides, holding other variables constant; the estimate is statistically significant.

A one-percentage-point increase in cancellation is associated with 1.4% lower expected rides, holding other variables constant; the estimate is statistically significant.

Incentive access is associated with 4.4% higher expected rides, holding other variables constant; the estimate is not statistically significant at 5%.

Multi-app operation is associated with 4.1% higher expected rides, holding other variables constant; the estimate is not statistically significant at 5%.

The coefficient on the provider-reported women share has an IRR of 0.895 (p=0.681). A 10-percentage-point rise in this share corresponds to approximately -1.1% change in expected rides, conditional on the model. The Bengaluru visitor share has an IRR of 1.354 per unit proportion; a 10-percentage-point increase corresponds to approximately 3.1%. These compositional measures should not be given causal interpretations.

The Pearson dispersion statistic is 1.13. A value close to one supports the Poisson variance assumption in this illustrative dataset. With actual field data, a materially larger value would motivate negative-binomial estimation and comparison using information criteria and residual diagnostics.

Discussion

The provider-centred results place service availability and operational discipline at the core of realised demand. Longer working time expands exposure to booking opportunities, but the relationship must not be read as an argument for excessive hours. Peak-period operation aligns supply with commuting and activity schedules. Experience may improve route knowledge, pickup coordination and the ability to evaluate trip requests. Ratings can operate as both a signal of service quality and an input into platform allocation.

Cancellations weaken the reliability of the ecosystem. Passenger-initiated and driver-initiated cancellations should be separated in the field schedule because they have different causes. Long pickup distances, traffic, destination uncertainty, payment preference and fare expectations may all contribute. A simple cancellation percentage masks these mechanisms; follow-up questions are therefore required for policy interpretation.

The reported prominence of women aged 18–60 to be viewed through the need for safe, traceable and dependable door-to-door mobility. Providers may encounter working women, students, caregivers, shoppers, tourists and health-service users across this broad age band. The age range is too wide to be treated as homogeneous, Features such as verified driver identity, live trip sharing, clear vehicle details, emergency support and effective grievance handling have significance for all passengers and particular relevance to perceived safety.

The Bengaluru visitor–Namma Yatri pattern is plausible as an effect of prior familiarity: visitors may continue using an app already installed and routinely used in their home city. Likewise, the greater provider-reported presence of men on Rapido Bike may reflect trip length, fare sensitivity, helmet and safety perceptions, luggage needs or willingness to use a two-wheeler. The correct conclusion is that origin and gender may be associated with the observed channel or mode, not that any service belongs exclusively to one group.

Mysuru's tourism and institutional geography makes pickup information especially important. Railway-station gates, bus terminals, palace and heritage zones, hospitals, campuses and outer residential layouts can generate coordination costs. Standardised pickup points, multilingual instructions in Kannada and English, geofenced queues where appropriate and accessible complaint channels could reduce cancellations and waiting time.

Major Findings

- The illustrative provider completes 14.64 app-booked rides per working day and works 9.34 hours.
- 64.5% of providers operate on two or more apps, supporting an ecosystem-level rather than single-platform view.
- Providers estimate that women aged 18–60 constitute about 58.8% of passengers; this is a perceived composition measure requiring field validation.
- Ola and Uber are reported more frequently for Mysuru/local passengers, while Namma Yatri is relatively prominent among Bengaluru-origin visitors.
- The illustrative origin–channel association is statistically significant ($\chi^2=40.85$, $p<0.001$).
- Male passengers are reported more frequently among Rapido Bike users; the illustrative gender–mode association is statistically significant.
- Working time, peak availability, experience, service rating, incentive access and multi-app operation are candidate determinants of completed daily rides.
- Higher cancellation is associated with lower realised ride demand, indicating that reliability is both a passenger and provider concern.

Suggestions and Policy Implications

- Create clearly marked app-cab/auto pickup zones at Mysuru railway station, major bus terminals, tourist sites, hospitals and large campuses.
- Provide Kannada–English pickup instructions and landmark-based location prompts for visitors unfamiliar with the city.

- Strengthen verified driver and vehicle information, live trip sharing, emergency assistance and time-bound grievance redressal.
- Record cancellation initiator and reason separately; design fair interventions for long pickups, destination uncertainty and payment-related disputes.
- Improve fare transparency before confirmation and communicate waiting, parking and toll components clearly.
- Use anonymised, aggregated trip data for mobility planning while protecting passenger and provider privacy.
- Offer voluntary safety, customer-service, disability-inclusion and tourism-orientation training to providers.
- Coordinate platforms, providers, city traffic authorities and public transport agencies so ride-hailing complements rather than obstructs mass transit.

Conclusion

Ride-hailing by apps in Mysuru is probably best viewed as a coupled service system influenced both by customer demand and the operational constraints and contexts faced by providers. When we study Ola, Uber, Namma Yatri and Rapido Bike together: we can examine the factors that are important for completion across many types, while also distinguishing characteristics that matter individually. An observation by provider of prevalence of service by women (aged 18-60) in certain apps is data-worthy but it cannot serve as a selection assumption. Similar to this, the statement on clustering Namma Yatri users around visitors from Bengalauru and the concentration of males on Rapido Bikes can serve as important statements needing investigation. In econometric models it is possible to study completed rides as a count model with variables representing hours worked, hours during peak; years of experience, rating, and number of cancels; availability incentives; number of apps worked; and proxies for passenger characteristics: The descriptive analysis focuses on reliability of service, safety, systems to meet visitors at the point of pickup, and operational conditions for drivers. If data become available for all 200 completed schedules the simulation tables then should be replaced, robustness analyses carried out, and analysis updated to reflect the actual observed data only.

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