

Pro-Social Behaviour: A Comparative Study among Online and Local Taxi Drivers

George C. Mathew¹, Hareesh N. Ramanathan² and Diana Joseph³

India's car lease industry has recorded a whopping growth for the last couple of years. The Indian cab chartering market's proceeds is extrapolated to proliferate at a Compound Annual Growth Rate (CAGR) of 35% and is likely to be valued around Rupees 800 billion in another two years. The car rental business has emerged as one the fastest growing business. Unreliable local (public) taxi attributed with arrogant behavior of drivers, exploitation and unfair rates are some of the major problems encountered by the common public in these days. Emergence of online taxi services resulted in a shift in demand from local taxi services to online taxi services. Print media as well as visual media reported that there are many reasons behind this shift and one of the important factors that they identified is the attitude and behavior pattern of taxi drivers. The main objective of this paper is to explore whether there is difference in the pro-social behavior pattern of online taxi drivers and local taxi drivers. Societies require a great level of cooperation and accommodative nature for the survival. This study adopted a descriptive research and used Mann-Whitney U, non-parametric test. The result of this study indicates that, there is a significant difference in the pro-social behavior pattern among Online and Local Taxi Drivers. The behavior of helping and caring others can be termed as pro-social behavior. It is observed that the helping natures of human beings are not occurring in an unrelated way, but it occurs because of the symptomatic relationship of various factors. Inadequate research in the field of pro-sociality makes the research gap wider. A study of pro-social behavior among cab drivers makes this study unique and presumes that this study will enlighten and provide exciting directions in pro-social research which may take this discipline to new horizons.

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¹ Department of Management Studies, Toc H Institute of Science and Technology, Cochin, Kerala, India (gcmmanu@gmail.com)

² Department of Management Studies, Toc H Institute of Science and Technology, Cochin, Kerala, India (hareeshramanathan@gmail.com)

³ Department of Management Studies, Toc H Institute of Science and Technology, Cochin, Kerala, India (dianajozf@gmail.com)