



A Study on the Consumer Perception towards Using Ola Cab Service with Special Reference to Coimbatore City

¹Ms. D Niranjana, ²Mrs. M. Sneha., M. Com (CA)

¹UG Student, Department of Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

²Assistant Professor, Department of Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

ABSTRACT

The phenomenal growth of the passenger vehicle market is vitally backed by the domestic taxi segment. In the present situation, travel and transportation are becoming very popular amongst millions of travelers around the world. It is also one of the biggest demands of many people since it is compulsory for them to travel around the world. We need to travel from one place to another place in our daily life due to many factors. For making travel, you need to hire a cab. This research paper focuses on the customer perception towards Ola cab services with special reference to the Coimbatore city. This study deals with the consumer's mindset towards utilizing the cab services, the level of comfort, ease of access, tariff system, promotion, safety and convenience, and overall satisfaction and perception towards the service quality of the cab service providers. The reasons that support and influence their choice, ascertain their values in enhancement of service, and reasons behind the consumer's dis-satisfaction are analyzed by conducting descriptive research, using convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasizes extremely good growth in the future.

KEY WORDS: Cab services, Consumer's perception, Safety, quality, pricing.

INTRODUCTION TO THE STUDY

The concept of the organized rental cab was introduced to Indian consumers in 2004. Among various transportation modes, cab service gained popularity because of its advantage of door-to-door service. Now because of technological advancement, customers can book cab services at competitive prices in just one click using their smartphones. As customers have become more demanding, it's a challenging job for the rental cab industry to meet the customer's expectations. Not only the price but also the quality of service has a predominant role in consumer perception towards Ola Cabs. The Coimbatore city has various modes of cab services, among that Ola, Uber, and Rapido are noticeable. In recent scenarios, more need for cab service prevails in one of the largest smart cities- "Coimbatore". These App-based cab services have tremendous potential for growth in densely populated countries like India, where parking is a major problem because of space crunch, as well as public transport, is over crowded during peak hours.

The consumer market is filled with opportunities and possibilities to develop. The passenger vehicle segment is one of the most sought-after and fast-growing markets in India. The customers are seeking comfort, pride, and prompt services with safety. The increasing population and limited infrastructure add to the opportunity to grow, especially attracting foreign investors and the son of the soil to invest in a competitive manner, which in turn leads to more attractive services at affordable rates to the customers. As customers have become more demanding, it's a challenging job for the rental cab industry to meet the customer's expectations. Nowadays not just the price but quality of service also plays an important role in customer satisfaction. Now using a smartphone consumers can access, compare, evaluate, and purchase.

As customers have become more demanding, it's a challenging job for the rental cab industry to meet the customer's expectations. Nowadays not just the price but quality of service also plays an important role in customer satisfaction. Now using a smartphone consumers can access, compare, evaluate, and purchase. In this situation, App based cab services offer solutions by offering various services ranging from the economic to ultimate luxury. India's transport sector is large and diverse. Transport systems are the foundation stone of economic infrastructure. The transport system is known as the key symbol of civilization. Thus, this study tries to capture the perspective of customers on the cab hailing services in Coimbatore city and the level of perseverance to throw some light on the factors which could be a decider for a customer to make his choice among Ola application services available.

OBJECTIVE OF THE STUDY

- To analyze what makes the customer increase the usage of Ola Cabs
- To ascertain how Ola defers itself by using a marketing strategy
- To identify the customer perception towards safety provided by Ola cab service

- To know the satisfaction level of the customers hailing Ola cab service
- To ascertain the customer's view toward the driver's behavior
- To know the problem faced by customers while using Ola cabs in Coimbatore city

SCOPE OF THE STUDY

- This research study will be helpful in knowing the factors responsible for gaining consumer perception toward cab service
- It also focuses on the opinion of the consumer regarding their preference for it
- This research study will also be helpful to understand the different category people's customer satisfaction, preference, and perception in Indian society with special reference to the Coimbatore city in Ola cab service

STATEMENT OF PROBLEM

The problem which tends to focus on this research in Coimbatore city is the lot of cab services that are facing tough competition among themselves in today's world. Nowadays, Consumers can prefer any cab service, but the important thing is that they want to like the service rendered by them. To maintain its brand expectation and level of satisfaction, the cab service providers should be more specific about it. Thus, the necessity has arisen which has resulted in identifying the customer perception towards Ola cab service and to know about the psychology of the people in preferring the Ola cab service

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about a topic. It involves studying the methods used in your field and the theories or principles behind them, to develop an approach that matches your objective.

The following statistical tools are used for representing and analyzing data,

- Simple percentage analysis
- Ranking Analysis
- Chi square.

REVIEW OF LITERATURE

1. Mr. Tarun (2022), certifies that the Project Report/Dissertation B.Voc./R.M.) entitled "CUSTOMER SATISFACTION AND BRAND AWARENESS TOWARDS OLA CAB" is done by me and it is an authentic work carried out by me at AUD. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

2. Keder Gokhale (2021), Cab service quality influence on customer satisfaction- A study conducted on major cab aggregators in Bangalore. IT in industry, Vol-9, issue-2, 2021, pp- 338-344. The study stated that to determine relationship between the quality of service and customer satisfaction for cab services in Bangalore city. There are six variables that were identified, namely comfort safety, affordability, extent of service, chauffeur's behavior and reliability. And six hypotheses were tested to study the effects of these variables on customer satisfaction. The research was conducted in the Bangalore metropolitan area and the findings shed light on the customer inclination towards the factors which influence overall satisfaction with the cab service. Customer satisfaction is also influenced by safety concerns and the behavior of the driver. Customers felt safe using the service because the car had seat belts, the driver had knowledge of the route and drove safely and handled transactions properly.

3. Snehal Nikam, Surbhi Deshmukh, Dr. Priyanka Kokatnur (2020), Marketing plays the most important role for any product to create awareness and for selling the products, marketing help to branding the product and brand recognition creates value for the product. There are lots of options available for consumers regarding transport which can be booked online within seconds. The main objective of this paper is to focus on understanding how effectively OLA has implemented its strategies in the market and to understand the brand position in the minds of consumers.

4. J. Senthil Velmurugan, R. Shruthi, S. V. Rajkama (2019), Smart cities put data and digital technology to work with the goal of improving the quality of life. This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing application's wide adoption on the taxi system, this study is made to analyze the customer's perception and upcoming improvements about Ola services. This study focuses on customers and the sample of 120 respondents has been collected and analyses are made for the future scope to retain the effective services of OLA.

5. Mr. Ashish Awasthi (2019), explained the intangible dimension of services offered by OLA cab's Impact of this on consumer satisfaction in Delhi NCR. 'Intangible factors' (Responsiveness, Assurance, Empathy etc.) should serve even better to gain satisfaction of consumers. Focusing on the satisfaction of the consumer through enhanced service quality enables to survive the stifling competition in market

RANKING ANALYSIS

TABLE SHOWING THE OVERALL FACILITIES OR EXPERIENCE OF OLA CAB SERVICE BY THE RESPONDENTS

Overall facilities or experience of Ola cab service by the respondents	5	4	3	2	1	Total	Rank
Safety	24	15	12	14	35	279	5
Payment options	16	20	25	31	8	305	2
Punctuality	11	15	43	20	11	295	4
Complaint handling	19	33	12	19	17	318	1
Discount/ special offer	30	17	8	16	29	303	3

INTERPRETATION

The above table reveals the overall facilities and experiences of the respondents in using the ola cab services with the highest rank towards complaint handling, second rank towards payment options, third rank towards discount and special offers, fourth rank towards punctuality

of the cab arrival and fifth rank towards the safety.

CHI SQUARE TEST

TABLE SHOWING THE COMPARATIVE RELATIONSHIP ON THE MONTHLY INCOME RECEIVED BY THE RESPONDENTS AND THE AFFORDABLE FEEL ABOUT THE PRICING OF THE OLA CAB SERVICES

Monthly Income of the Respondents	How does the respondents feel about the pricing of the ola cab services				Total
	Completely affordable	Moderately affordable	Unaffordable	Expensive	
₹ 10,000 - ₹ 20,000	18	36	6	4	64
₹ 21,000 - ₹ 30,000	5	13	0	1	19
₹ 31,000 - ₹ 40,000	0	1	1	2	4
₹ 41,000 & above	4	8	1	0	13
TOTAL	27	58	8	7	100

O	E	O-E	(O-E) ²	(O-E) ² /E
18	17.28	0.72	0.5184	0.03
5	5.13	-0.13	0.0169	0.003294346979
0	1.08	-1.08	1.1664	1.08
4	3.51	0.49	0.2401	0.0684045584
36	37.12	-1.12	1.2544	0.03379310345
13	11.02	1.98	3.9204	0.355753176
1	2.32	-1.32	1.7424	0.7510344828
8	7.54	0.46	0.2116	0.02806366048
6	5.12	0.88	0.7744	0.15125
0	1.52	-1.52	2.3104	1.52
1	0.32	0.68	0.4624	1.445
1	1.04	-0.04	0.0016	0.001538461538
4	4.48	-0.48	0.2304	0.05142857143

1	1.33	-0.33	0.1089	0.08187969925
2	0.28	1.72	2.9584	10.56571429
0	0.91	-0.91	0.8281	0.91
	100			17.07715435

CHI SQUARE VALUE (X²) = (Observed Value – Expected Value)² / Expected Value.

Degree of freedom = (No. Of. Rows - 1) x (No. Of. Columns - 1)

= (4 - 1) x (4 - 1)

= 3 x 3

Degree of freedom = 9.

Calculated Value of X² = 17.07715435

Total Value = 16.919

Hypothesis: There is significant relationship between the monthly income and the customers feel about the pricing of ola cab service

INTERPRETATION

In the above is chi square test on monthly income and customers feel about the pricing of Ola cab service of respondents. Thus, the above table shows that the calculated value is higher than the table value therefore null hypothesis is rejected. There is a significance between the monthly income and the customers feel about the pricing of Ola cab service.

FINDINGS

1. The majority equally both genders are taken for the study
2. The majority of the respondents are from the age group 19 years to 25 years with 92%
3. The majority of the respondents are from the nuclear family type with 74%
4. The majority of the respondents are from the educational qualification of undergraduate with 84%
5. The majority of the respondents are unmarried with 89%
6. The majority of the respondents are from the income range of ₹ 10, 000 to ₹ 20, 000 with 64%
7. The majority of the respondents have used the ola cab services with 88%
8. The majority of the respondents book the ola cab services for special occasions with 63%
9. The majority of the respondents use the ola cab services for personal use with 57%
10. The majority of the respondents book the ola cab services for its convenience with 49%
11. The majority of the respondents feel that the pricing of the ola cab services is moderately affordable with 58%
12. The majority of the respondents prefer to pay using cash for the ola cab service payments with 58%
13. The majority of the respondents prefer to book mini cars of the ola cab services with 54%
14. The majority of the respondents feel safe while riding in ola cab services during nighttime with 92%
15. The majority of the respondents feels that ola cab differ from other cab services with 76%
16. The majority of the respondents face the problem of the unavailability of cabs in the ola cab services with 31%
17. The majority of the respondents hail the ola cab services in the morning with 36%
18. The majority of the respondents use the ola cab services as they provide comfort with 42%
19. The majority of the respondents feel comfortable towards the driver's behavior in the ola cab services with 88%
20. The majority of the respondents the top priority is to improve the safety and comfort provided by the ola cab services with 35%

21. The majority of the respondents have used the ola cab services in the past with 48%
22. The ranking analysis table reveals that the following categories of the respondents has the highest rank towards complaint handling, second rank towards payment options, third rank towards discount and special offers, fourth rank towards punctuality of the cab arrival and fifth rank towards the safety
23. There is a significance between the monthly income and the customer's feel about the pricing of the ola cab services

SUGGESTIONS

- Need to improve taxi availability at 24/7 Duration and transparent fare system when compared to various other providers. Drivers should be more responsible in taking the passengers to destinations
- Every driver should respect women and also need special care for women and kids. So, Lady driver should be allotted. Have to concentrate more on security and special consideration should be taken for women during night travel
- Can providers need to provide their services continuously even during rains and at same affordable pricing should be levied
- The cab company take further steps or make necessary arrangement to their customer's query and complaints as soon as possible Many hotels and restaurants, business hubs and malls can have exclusive partnership with ride hailing companies for quick and reliable services for their customer and employees
- The young crowd is the major source of market for the call taxi service provider, in order to attract them exciting offers and discounts can be made available
- The service providers shall provide more facilities for their privileged customers
- Drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in Reaching the place and guiding the customers
- The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers
- The customers are also to be educated with an advance booking facility and privileges of booking in advance, instead of opting ride now, as it leads to displeasure at times
- Some of the common suggestions provided by the customers from the survey are like, to maintain cleanliness of the vehicle, proper grooming of the drivers, vehicle sticker (Brand), well versed with route, accepting digital payments, ease to avail discounts and offers, etc.

CONCLUSION

The study reveals customer perception with the Ola cab services, the factors they give importance in Selection of the tariff, comfort, convenience, service quality and customer care rendered. This Will help the Ola cab service as an important input to understand about the customer perception about their Service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and perception towards the service providers operating the Ola cab service in Coimbatore city. Appropriate suggestions were provided considering the facts and feasibility, if the market Players take these outcomes into account and act, it's sure to create full satisfaction rather delight the Customers and expand the market base. This will also help the Ola cab service full fill the customer Expectation that fetches the goodwill and develop their brand image in the market.