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CONSUMER'S ATTITUDE TOWARDS THE SERVICE QUALITY OF OLA AND UBER CABS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In recent years, ride-hailing services have emerged as a popular mode of transportation in many urban areas, including Coimbatore city. Ola and Uber are two of the most widely used ride-hailing services in India, and they have transformed the way people travel in urban areas. Consumers are increasingly relying on these services for their daily commute and other travel needs, and their attitudes towards the service quality of these ride-hailing services have become a major area of interest for researchers and practitioners. The study is based on a survey of 200 consumers, who used either Ola or Uber services in Coimbatore city. The survey included questions related to the consumers' attitudes towards various aspects of the service quality of Ola and Uber cabs, as well as their overall satisfaction and loyalty towards these services.

INTRODUCTION

The term transport or transportation is the movement of humans, animals and goods from one location to another location. The Modes of transport include air, land (rail and road), water, cable, pipeline and space. Taxi or cab is a type of vehicle for hire with a driver, used by a single customers or small group of customers, often for their non-shared ride. A taxicab conveys customers between locations of their choice. This differs from other modes of the public transport where the pick-up and drop-off locations are determined by the service provider, not by the customers , although the demand active transport and share taxis provide a hybrid bus/taxi mode.

STATEMENT OF THE PROBLEM

Busy life scheduled-people have more money to spend life becomes sophisticated. Now-a-daysmany people prefer to travel in taxi's rather because to reduce the risk of driving, burden of parking their vehicles, price of petrol/diesel, safe to travel, reduce traffic congestion, cashes travel etc. In this study an attempt is made to Analyze the perception on taxi services. Based on the result we make some suggestions to the taxi services as well as to the customers.

OBJECTIVE

1. To study the socio-economic status of the respondents.
2. To comparative study on the consumer awareness level between Ola and Uber.
3. To study the satisfaction level of customers in different attributes of ola and uber.
4. To know the customer opinion about services and prices.
5. To suggest measures to improve services offered by ola and uber.

REVIEW OF LITERATURE

Diminish Abelson (2010) contemplated guideline, execution, and change of the taxi business in Sydney which administers passage, industry structure, administration quality and costs for the Sydney taxi industry. He finds that couple of efficiencies or social purposes behind these guidelines are in charge of poor taxi execution.

Hoaxes (2011) Consumer look into in which members were approached to react to questions that would manage the improvement of an advertising blend, was led to investigate cabbies' perspectives on the driving circumstance and the determinants of hazardous driving practices just as to accumulate their thoughts for building up a social showcasing system to lessen unsafe driving practices among cab drivers in Tehran, Iran.

Vaithianathan & Bolar (2013) The factors like accessibility, reliability and transparency are primary factors which have attracted customers towards branded cab services like Meru cabs. The customer feedback in cab services industry is very important for attaining success in the competitive car rental industry. Upadhyaya (2013) had explained how Meri Cab Company had collected feedback from its customers and enhanced its service quality for sustaining in the business.

Wang and Liu's (2014) case examination demonstrates that investigation among free market activity of taxi traveller gives solid help to government urban traveller the executives and control and be of extraordinary criticalness on hypothesis and practice to the improvement of urban traveller transport industry.

SCOPE

The increasing customers awareness to reach of the Internet mobile application service among customers has resulted in more and more providing online avenues for customers to make taxi services at the click of the mouse. Biggest advantage of Ola&Uber is that it's convenient. Just open the app, set the pick destination, book your cab. Both the Ola and Uber are the two best choices of cab service in India. They both are developing as proficient cab service providers in almost every prominent city. Coming to the issue of preferences, Satisfactions need to discuss more about their services. The network plays a major role in the cab services. The main comparison between Ola and Uber could be considered by their services, bookings, navigation, and prices.

METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

This study comprises in defining and redefining on a statement of problems, hypothesis and formulating ideas to find a new solution. It involves the activities of collecting, organizing, assembling and evaluating data. Later making of deductions and reaching a conclusion.

SAMPLE SIZE:

The size of sample is 175. It was decided arbitrarily. The target group of the respondents are the customer of the Ola and Uber taxis.

AREA OF THE STUDY:

Research has been conducted within Coimbatore city.

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data is collected from common people of Coimbatore city using Ola and Uber taxis.

SECONDARY DATA

Secondary data was collected from website, books and internet.

SAMPLING METHOD

The study uses non-probability sampling as a sampling design in which convenience sampling is used in specific.

LIMITATIONS OF THE STUDY

The sample size is 175 of the respondents. The research was conducted within a limited period three months. The sample size is limited to 175 respondents so the result may not be accurate since the response of entire population is not taken into consideration.

TABLE: Simple percentage analysis

Showing Personal factors, problems faced and managerial functions of respondents

Factors	Options	No. of Respondents	Percentage
Gender	Male	75	42.9
	Female	100	57.1
Age	18-24 years	80	45.7
	25-32 years	44	25.1
	33-40 years	37	21.1
	Above 40 years	14	8
Marital status	Married	80	45.7
	Other	13	7.4
	Unmarried	82	46.9
Educational qualification	Post Graduate	31	17.7
	Under Graduate	126	72
	SSLC/HSC	14	8
	Other	4	2.3
Occupation of the Respondents	Employee	85	48.6
	Housewife	9	5.1
	Self-Employed	20	11.4
	Student	55	31.4
	Other	6	3.4
Monthly income	Above Rs.35,000	24	13.7
	Below Rs.15,000	71	40.6
	Rs.25,001-Rs.35,000	41	23.4
	Rs.15,001 -Rs.25,000	39	22.3
Usage of Taxi	Daily	86	76.1
	Monthly	27	23.9
	On rare occasions	83	47.4
	Weekly	32	18.3
Journey of the Respondents	15-29 minutes	57	32.6
	30-44 minutes	43	24.6
	45-59 minutes	31	17.7
	60 minutes or more than one hour	30	17.1
	Less than 15 minutes	14	8
Way to book Taxi	By passing	16	9.1
	Taxi app	8	4.6

	Through call	14	8
	Other	14	8
Taxi service do you prefer	**Ola**	78	44.6
	Uber	47	26.9
	Both Ola and Uber	40	22.9
	Other	10	5.7
Reason for use of Taxi service	**Avoid parking problem**	24	13.7
	Do not have car	49	28
	Faster	40	22.9
	Safe mode of transport	62	35.4
Media Advertisement	**Newspaper**	16	9.1
	On-road presence	41	23.4
	Outdoor advertisement	48	27.4
	Other	70	40
Experience on the services of Taxi (Comfortable)	**Ola**	116	66.3
	Uber	59	33.7
Experience on the services of Taxi (Safety)	**Ola**	104	59.4
	Uber	71	40.6
Experience on the services of Taxi (Timely Service)	**Ola**	110	62.9
	Uber	65	37.1
Quality of preferred taxi service	**Adequate**	13	7.4
	Excellent	72	41.1
	Good	89	50.9
	Unacceptable	1	0.6

FINDINGS:

- Majority of the respondents were males (57.1%)
- Most of the respondents age between 18 – 24 years (45.7%).
- Most of the respondents are under category of unmarried (46.9%).
- Majority of the respondents are under graduated (72%).
- Most of the total respondents are employee (48.6%).
- Most of the total respondents monthly income below Rs.15000 (40.6%).

- Most of the total respondents use a taxi on rare occasions (47.4%).
- Most of the total respondents journey time of taxi 15-29 minutes (32.6%).
- Majority of the total respondents use a taxi app (78.3%).
- Most of the total respondents prefer the Ola cabs (44.6%).
- Most of the total respondents use a taxi services for safe mode of transport (35.4%).
- Most of the total respondents from other Source (40%).
- Majority of the total respondents preferred the Ola (53.7%).
- Majority of the total respondents safety on Ola services (59.4%)
- Majority of the total respondents timely service on Ola services (62.9%).
- Majority of the total respondent's of customer service are satisfied with goodservice provided by the taxi services (50.9%).

SUGGESTIONS:

- ✓ The creative consumers are interested to adopt for new technology like use apps for booking cabs services.
- ✓ The reclamation of coupons is motivating factor for consumption of cab services.
- ✓ The consumers have got habituated for mobile apps to book the cab services and they are feels very safe with regard to their preferred organized services.
- ✓ It also observed from the study that middle aged adults are consuming cab services more when compare to other age groups.

CONCLUSION:

The study reveals the customer satisfaction about the call taxi services, the factors theygive importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction 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 level of satisfaction towards the service providers operating the call taxi in the Coimbatoremarket. Appropriate suggestions were provided considering the facts and practically, if the market players take these outcomes into account and act, its sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image.

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