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To Study the Satisfaction of Passenger Using Ola/Uber Services

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ABSTRACT:

This study was conducted to see how satisfied Indian passenger were with Ola and Uber. From a passenger satisfaction standpoint, it tends to identify and compare the variations in consumer expectations and perceptions. The questionnaire used in this study was successful in achieving its goals. The company's strategy includes gaining the most market share, achieving customer satisfaction, and increasing earnings. It addresses middle-class members' attitudes toward using the cab firms OLA and UBER as well as their spending power. The following are some factors they need to consider when gauging client happiness: customer mindset, level of contentment, accessibility, pricing structures, advertising, safety, and, last but not least, convenience. The results primarily focus on which taxi service best meets consumer expectations and attracts a particular group of people.

Keywords: *passenger, ola and Uber, passenger satisfaction, cab,*

INTRODUCTION:

Taxi Industry's : A large portion of the population now prefers to live in urban areas because of the wide range of amenities offered in metro areas, such as better career opportunities, good educational infrastructure, and easy access to everywhere. According to the United Nations Population Fund (UNFPA), the world's urban population will total by 2050; as a result, residents of rural areas will increasingly move to semiurban and urban areas. In urban areas, a variety of transportation options, including trains, buses, and metros, help to promote consumer mobility. However, as a result of their longer travel times and lack of flexibility, these modes are no longer as popular, and consumers now choose cabs since they offer the required flexibility, comfort, and privacy. India's growing demand for cab services is mostly attributable to consumers' active lifestyles and rising disposable income. Customers are drawn to the taxi industry by the hassle-free experience offered during travel as well as additional services. Such as a range of payment options, the convenience of reservations made using an app, GPS-enabled taxis, informed drivers, etc. In India, the taxi sector is thought to be worth $48,000 billion and is expected to grow quickly in the next years. The fact that monthly taxi journeys climbed by 30% in a year, from 50 million in July 2017 to 65 million in July 2018, is evidence that the demand for online cabs is expanding in the taxi market segment, especially in metropolitan areas and tier I cities. In 2018, ridesharing generated $371 million in revenue from internet and app-based sources. By FY 2020, sales of taxis are anticipated to represent 15–17 percent of passenger car volume in India.

EVOLUTION OF THE TAXI SERVICE INDUSTRY

The taxi industry in India is fragmented and mostly disorganized. In India, the taxi sector is separated into two segments: the unorganized market and the organized market. The unorganized sector is made up of individual car owners and agencies that operate in a single or a few cities. The organized sector, on the other hand, is made up of owners, afflictors, and aggregators. Mumbai's kaalipeeli cabs were the first taxis to operate in India in 1911. Clients had to either wait for cabs on the streets or go to taxi stands to hire these taxis, which operated in the usual fashion. The taxi industry has seen substantial change, from traditional taxi services to radio cabs to cab aggregator services. Customers could choose between prepaid taxis operated by state governments and private operators, both of which provided low quality services at a high cost. Following that, with the introduction of Mega cabs in 2001, radio cabs gained popularity. A vehicle known as a "radio taxi" is a term for a "taxi that runs on radio signals." After receiving a call from a customer, the operator communicates with them via radio signals in order to locate nearby cabs. The fleet ownership concept, which is how radio cabs operate, gives the businesses full ownership of the taxis they are using. Then the nation saw the arrival of maladies on the marketplace. Affiliations with several automobile rental businesses include savaari and taxiguide.in, who also provide a variety of offers and packages. Aggregators entered the Indian taxi industry after the afflicters. "A person, who owns and manages a web-based software application, and by using the application and a communication device, enables a potential customer to connect with persons providing service of a specific kind under the brand name or trade name of the aggregator," is how aggregators are defined. There will be a phenomenon that will have a good impact on urban transportation in the next years.

COMPANY OVERVIEW

The demand for taxi services has significantly increased over the last ten years, which has led to the emergence of OLA and UBER. Taxi rides may be taken to get to a destination or to get to a job site. OLA and UBER are engaging in more healthy rivalry to win the largest possible market share. This is because to the continually evolving and improving technologies. The number of options accessible for customers to choose their journey with the necessary high quality, good reputation, and exceptional services puts the taxi businesses in competition. OLA was founded in Mumbai by BHAVESH AGARWAL and ANKIT BHATI as an online cab aggregator, whereas UBER is based in San Francisco, California, in the US. In India, it began offering taxi services in 2014. Customers are willing to seek comfort, pride, timely service, and safety because the market is full with options and possibilities. This causes them to demand their satisfaction as the primary criteria.

OLA - COMPANY PROFILE

An Indian company called Ola Cabs (stylized as OL) offers services like food delivery and vehicle hire. The company's headquarters are in Bangalore. In October 2019, Ola was valued at about US$6.5 billion, but after the Covid-19 economic downturn in India, it was only worth about US$3.3 billion. Major stakes in the business are owned by Softbank and other VCs. In January 2018, Ola entered its first foreign market, Australia, and in September 2018, it entered New Zealand. In March 2019, Ola began operating in the UK and introduced auto rickshaws to the nation. More than 10,000 drivers applied both online and offline prior to the debut in London. In February 2020, Ola launched its taxi-hailing services with more than 25,000 drivers signed up. Ola Cabs acquired Bengaluru-based taxi company Taxi for Sure in March 2015 for around $12.37 billion (US$160 million). Since June 2015, Ola customers have had access to TFS taxis via the Ola mobile app. Later on in the year, in November, Ola also acquired Geotag, a business offering a trip-planning tool, for an undisclosed fee. Ola acquired struggling food technology firm Food Panda India in December 2017 as part of an effort to diversify its business beyond cab aggregation and take advantage of the expanding food delivery segment market. In April 2018, Ola made its second acquisition: the public transportation ticketing app Rider (formerly Traffline). In August 2018 and December 2018, Ola made two further investments totaling $100 million in the scooter-rental startup Vigo. Due to license requirements and violations of the 2016 Karnataka On-Demand Transportation Technology Aggregator Rules, the Karnataka State Transport Department in March 2019 suspended Ola's operating license for six months. This was due to Ola providing bike taxi services while only having an authorization to provide four-wheeled taxi services. The ruling was deemed regrettable by the corporation, which was considering collaborating with driving partners in order to keep operating. They also stated that they were in contact with authorities to resolve the issue. In spite of the pandemic, Ola generated its first operating profit of 90 crores ($11.83 million) in FY21, turning a profit after suffering a loss of 610.18 crore ($80.22 million) the year before.

UBER – COMPANY PROFILE:

In 2008, Uber's journey began in Paris. At Le-Web, an annual tech conference, were two friends, Travis Kalanick and Garett Camp. The economists claim that here is "where revolutionaries assemble to foretell the future." 2007 saw the successful sales of both men's start-ups that they co-founded. While Camp sold StumbleUpon to eBay (EBAY) for $75 million, Kalanick sold Red Swoosh to Akamai Technologies for $19 million. The two developed the concept for Uber after failing to hail a vehicle on a chilly conference night. The initial idea was to develop a timeshare limo service that customers could use via an app. After the summit, the business owners parted ways. But when Camp got back to San Francisco, he remained committed to the idea and bought the domain name UberCab.com. Due to its rapid rise and ongoing controversy, Uber Technologies Inc. (UBER) is one of the most intriguing businesses to appear in the previous ten years. The world's most popular ride-sharing app, which was developed in 2009, revolutionized transportation and at one point held the title of most valuable private start-up company in the world. Ten times after its founding, Uber went public on May 9, 2019. Despite its delicate path, Uber remains a significant contender in the ridesharing sector. In its most recent diurnal financial report for fiscal time(FY) 2021, Uber reported$1.1 billion in net earnings,$3.9 billion in deals, and1.5 billion expeditions on its network.

OBJECTIVES

- To study how Frequently people use Ola/Uber
- To know Overall Experience
- Identified which ride service people use?
- To know rating of professional and behaviour of driver
- safety concern during your ola\uber ride
- Pricing and fair transparency and issues and availability of ola and uber

RESEARCH METHODOLOGY

- This study is based on primary data generated by administering a questionnaire to the respondents residing in the region "Sant Tukaram Nagar" Pimpri, Pune .
- Simple Random Sampling is used under probability sampling techniques.

ANALYSIS AND PRESENTATION OF DATA

- The data obtained is analysed with help of simple percentages and is presented in form of pie charts and bar graph.

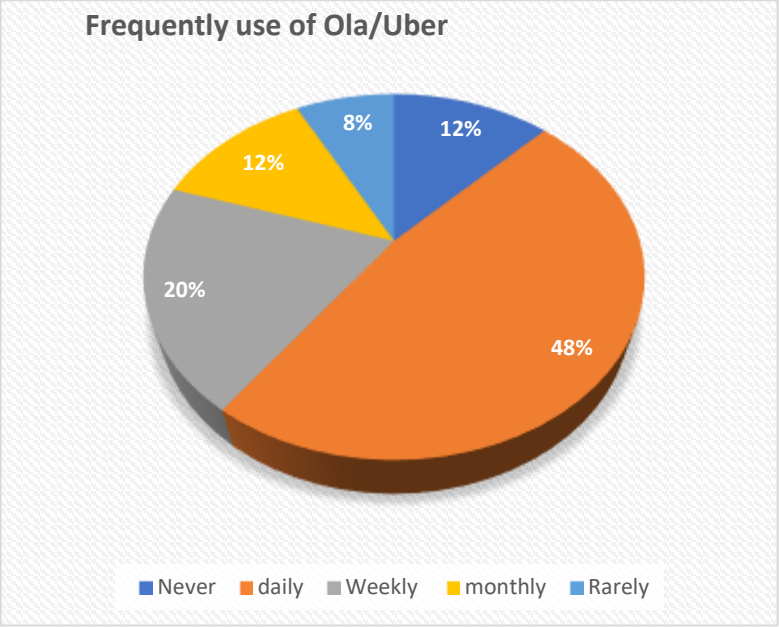
SOURCES OF DATA

- As explained before, the study is grounded on primary data that's generated by questionnaire's using google forms. And Secondary data.

DATA ANALYTICS

1. Table of How Frequently people use Ola and Uber

Days	Count	Percentages
Never	8	12
daily	31	47
Weekly	13	20
monthly	8	12
Rarely	5	7
Total	**65**	**100**



Pie Chart

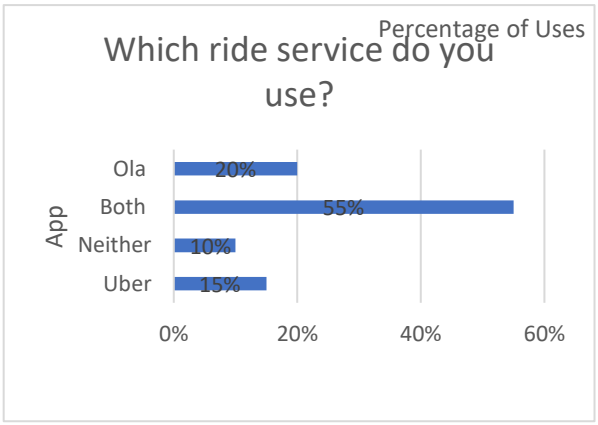
In this pie chart we can clearly see that the daily percentage is higher as compare to other, that show around 50 percentages of people from the area Sant Tukaram Nagar travel daily through ola and uber

2. Customer preference over Ola and Uber

TABLE

App	Percentages
Uber	15%
Neither	10%
Both	55%
Ola	20%

Bar Graph

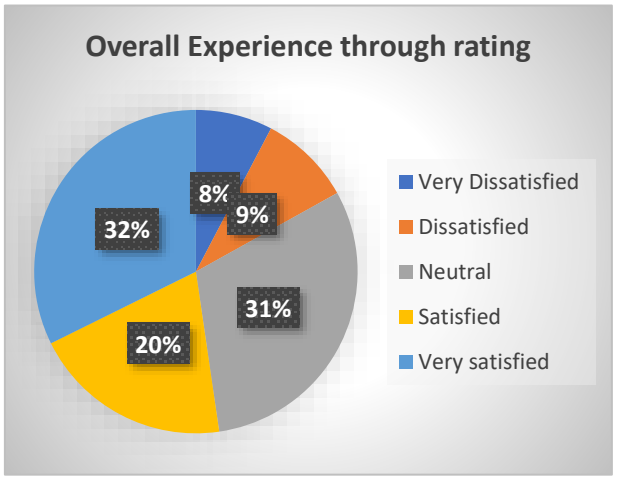


According to the graph, 55 percentage of people use both Ola and Uber on other hand 20 percentage people choose ola over uber

3. Overall Experience through rating

Rating	Counts	Percentages
Very Dissatisfied	5	7.7
Dissatisfied	6	9.2
Neutral	20	30.8
Satisfied	13	20.0
Very satisfied	21	32.3
Total	**65**	**100.0**

Pie Chart

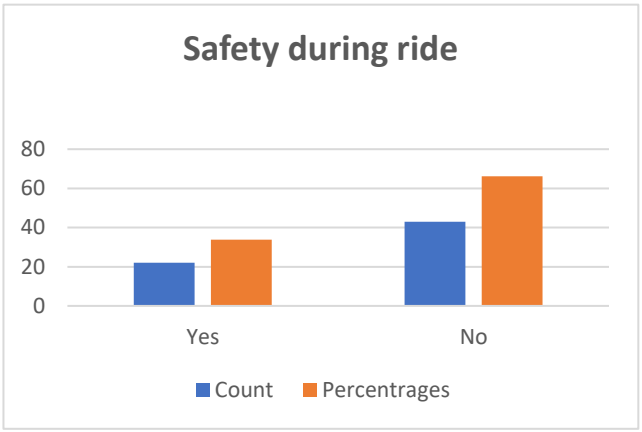


According to survey, here we can clearly see that, the over all rating given by the people is Very Satisfied. Which is almost cover 32 percentage overall experience.

4. Safety during ride

Answer	Count	Percentages
Yes	22	33.84
No	43	66.16
Total	**65**	**100**

Bar Graph

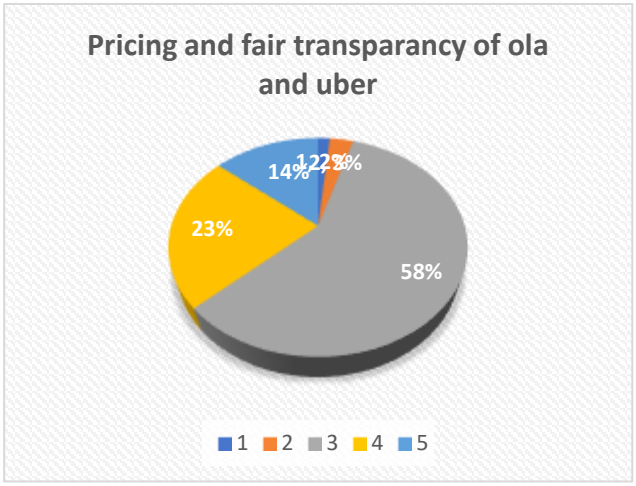


According to graph only 22 people feel safe which is almost 34 percentage of sample during ride and 43 people which is almost 66 percentage of sample out off 65 who face safety issue

5. Customer Pricing and Fair of Ola and Uber

Rating	Counts	Percentages
1	1	2
2	2	3
3	38	58
4	15	23
5	9	14
Total	**65**	**100**

Pie Chart

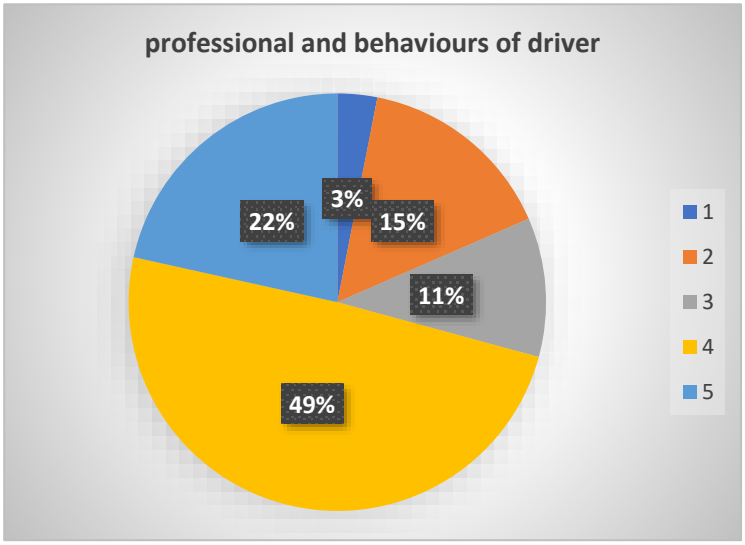


According to survey, price transparency is neutral, it almost covers 55 percentages in both ola and uber

6. Professional and behaviour of drivers

Rating	Counts	Percentages
1	2	3.08
2	10	15.38
3	7	10.77
4	32	49.23
5	14	21.54
Total	**65**	**100.00**

Pie Chart



According to chart, here we can clearly see that, the overall rating given by the people is Very Satisfied which is come under total rating 4 and rating 5 . which is almost cover 71 percentage overall experience.

LIMITATIONS OF THE STUDY AND FUTURE RESEARCH

•As Data was collected only from Sant Tukaram Nagar, Pimpri area, Result represent only small part of population.

• The study is limited to 70 to 80 respondents only.

•Findings of the study are purely depends on the response provided by the respondents

•The size of the sample for this research is not enough to determine the level of satisfaction towards the OLA and UBER service provided. The sample has been chosen randomly and the respondents did not completely co-operating with research to answer the questionnaire, therefore, research has opened door for further study. In future research should be done with more varied sample with more geographically spread, so there is a scope for further research.

FINDINGS

- A qualitative research study was conducted to understand the factor that affect the choice or preferences or satisfaction of the customers towards Ola/Uber cabs.
- The most significant proportion of respondents (47%) use Ola and Uber services on a daily basis, indicating a high dependency on these ride-hailing platforms for regular transportation needs.
- The significant majority preferring both platforms (55%) suggests a considerable number of users who do not have a strong preference for one over the other. They might opt for the platform that offers better pricing, availability, or other factors at the time of need.
- Combining the “Neutral”, "Satisfied" and "Very Satisfied" categories, 82.3% of respondents expressed high satisfaction with the experience provided by the services (Ola and Uber).
- The majority of respondents (66.15%) indicated that they do not feel safe during their rides with Ola or Uber.
- The majority of respondents rated the pricing and fairness as average (58%), suggesting a neutral stance regarding these aspects of Ola and Uber services

RECOMMENDATION

- Since daily users form the largest segment, focusing on providing added value, loyalty programs, or tailored services for these frequent users might enhance retention and satisfaction.
- As a significant portion of users opt for both platforms, focusing on improving incentives, loyalty programs, or service quality might encourage them to choose one platform consistently.
- Investigate further to understand the reasons behind neutral ratings. Gathering qualitative data through open-ended questions or surveys might reveal insights into areas that need enhancement.
- Given the substantial number of respondents feeling unsafe, it's crucial to investigate the reasons behind these perceptions. Gathering feedback through detailed surveys or interviews can highlight specific safety issues that need immediate attention.
- Investigate further to understand why a significant percentage perceives the pricing and fairness as average. Qualitative feedback can reveal specific areas that need improvement or modification.
- Investigate reasons behind the average ratings to understand areas where drivers' behavior might fall short of expectations. Conducting driver training programs or implementing feedback mechanisms can help improve these aspects.

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