A STUDY ON BRAND AWARENESS AND CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI SERVICES

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ABSTRACT:

This study stresses the importance of evaluating Rapido bike taxi's marketing strategy in the current business environment. While most customers are satisfied, addressing concerns like price hikes and product design flaws is crucial for customer retention and overall satisfaction. Effectively resolving these challenges will help Rapido solidify its customer base and enhance its market position. Understanding customer preferences is key for crafting a robust marketing strategy and expanding Rapido's market share.

KEY WORDS-Customer Satisfaction, Marketing strategy, modern business economy analyses

INTRODUCTION:

In the bustling landscape of modern commerce, Brand Awareness and Customer Satisfaction stand as twin pillars, each integral to the success and longevity of a company. Brand Awareness is the measure of how well a brand is recognized and recalled by consumers in a crowded marketplace. It's about being not just a name but a trusted and familiar presence that stands out among various options.

Complementing this, Customer Satisfaction is the heartbeat of a brand's journey. It goes beyond the transaction, encapsulating the overall contentment and positive experiences of those who engage with a product or service. Satisfied customers are not just patrons; they become loyal advocates, contributing to the resilience and positive reputation of a brand.

Brand Awareness plays a pivotal role in influencing consumer perceptions. A well- known brand is often associated with qualities like trust, reliability, and quality. As a brand becomes more visible, it can command a premium position in the market, with customers willing to choose it over competitors based on the strength of its reputation.

OBJECTIVES OF THE STUDY

- ➢ To assess the extent of customer satisfaction with various aspects of rapido services.
- ➢ To list out the problems which consumer face while using the rapido app.

REVIEW OF LITERATURE :

- ➢ **Ms. Geeta Kesavaraj (2013)** The study underscores the escalating global competition and the expanding avenues of communication and technology, which create diverse markets and numerous choices for consumers. In this dynamic landscape, companies face an intensified challenge to acquire and retain customers cost-effectively. Kesavaraj emphasizes the necessity for companies to concentrate their efforts, resources, and strategies on enhancing customer knowledge and commitment. In this era, prioritizing innovative Customer Relationship Management (CRM) methodologies becomes crucial. Kesavaraj advocates that companies should be adept at implementing customer-centric strategies, accompanied by the judicious use of appropriate technologies. This aims to foster stronger customer relationships in the face of evolving market dynamics.
- ➢ **Peng et al. (2014)** In this study, he highlighted the role of mobile apps in facilitating the connection between drivers and passengers. Currently, these apps play a crucial role in assisting customers in locating available cabs. The car rental industry has witnessed substantial growth, particularly in metropolitan areas of India, over recent years. This expansion signifies a notable trend in the evolving landscape of transportation services. Mobile applications are instrumental in enhancing the efficiency and accessibility of finding and booking cabs,

catering to the increasing demands of urban dwellers. Peng et al.'s findings underscore the transformative impact of mobile technology on the dynamics of the car rental industry, shaping the way drivers and passengers interact and engage in urban settings.

RESEARCH METHODOLOGY:

Research methodology encompasses specific techniques used throughout the research process to collect, compile, and analyze data. It outlines the tools employed to gather pertinent information in a particular research study.

RANK ANALYSIS:

Table showing the satisfaction level of using rapido bike taxi services

Services	5	4	3	2	1	Total	Rank
Safety	12	27	31	22	58	363	5
Punctuality	19	25	48	44	14	441	4
Affordability	27	24	57	35	7	479	1
Ease of Bookingrides	20	38	47	35	10	473	2
Convenience	29	31	38	33	19	468	3

Interpretation:

The respondents ranked Affordability as 1 based on their satisfaction level followed by ease of booking as 2 , convenience as 3 , punctuality as 4 and safety as 5.

WEIGHTED AVERAGE SCORE METHOD:

Table showing the problems encountered while using rapido app

Problems	Frequently (4)	occasionally (3)	Rarely (2)	Never (1)	Total	Weighted Average score	Rank
Ride cancellation	73	43	23	11	478	3.19	1
Navigationissues	21	76	40	13	405	2.7	4
Fare discrepancies	21	52	59	18	376	2.50	2
Paymentissues	26	42	36	46	348	2.32	3

Interpretation:

The above table depicts that the respondents face problems frequently in ride cancellations followed by Fare discrepancies, Payment issues and Navigation issues.

CONCLUSION:

This study conclude that there is a mixed reaction towards Rapido taxi services with customers exhibiting varied perceptions. Despite a growing user base and increasing reliance on the services, there are concerns such as difficulty in finding available ride , problems with route confusion etc Addressing these issues is crucial for retaining Rapido bike taxi service customers. Understanding customer preferences and perceptions will enable the company to develop an effective marketing strategy, thereby enhancing Rapido's market share.

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