



# **“A COMPARATIVE STUDY OF CUSTOMER SATISFACTION AND PREFERENCES ON OLA AND UBER CAB SERVICES IN HYDERABAD”**

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## **ABSTRACT**

The speedy increase of app-primarily based cab services has transformed metropolis transportation given Ola and Uber mountaineering to the top journey-hailing structures in Hyderabad. This have a look at objectives to comparison patron happiness and options among Ola and Uber the usage of huge standards along with pricing, service exceptional, motive force conduct, journey availability, safety, and app usability. A planned survey became completed by way of ordinary customers of each services in Hyderabad; the ensuing records become analyzed to discover client options and pride tiers. The findings highlight the strengths and weaknesses of each platform, therefore stressing elements influencing client loyalty and areas for development. This take a look at will enable provider vendors to enhance their gives and higher fulfill consumer wishes, so helping a greater efficient and client-pleasant journey-hailing environment.

**KEYWORDS** Customer Satisfaction, Customer Preferences, Ola, Uber, Ride-hailing Services, Cab Services, Hyderabad, Pricing Strategies, Service Quality, Driver Behavior ,Safety, Online Cab Booking

## **INTRODUCTION**

Driven typically through moving client preferences, technological improvements, and growing aggressive strategies, the converting scene of Hyderabad's cab service marketplace has shown extremely good alternate. App-primarily based transportation answers are redefining urban mobility as they may be an increasing number of relied upon, consequently ensuring better comfort and accessibility for passengers.

Emphasizing the fundamental factors influencing client preference and degree of pride, this newsletter intends to provide a contrast of the main cab offerings working in Hyderabad. The journey-hailing commercial enterprise has changed due to changing pricing guidelines, carrier best enhancements, and technological integrations. Dynamic pricing processes consist of reductions and subscription-based totally incentives; they were used to keep customers at the same time as ensuring price-effectiveness.

## **SCOPE OF THE STUDY**

The perspectives of adult residents within Hyderabad who have used Ola or Uber in the past six months are examined in this study. Consumer preferences and satisfaction levels are analysed based on key factors such as pricing, safety, comfort, convenience, technology integration, and customer service

## **OBJECTIVES OF THE STUDY**

- To analyse customer satisfaction levels with existing service providers.
- To analyse the customer preference and convenience of cab services of select companies.

## **RESEARCH METHODOLOGY**

### ***Sample Size:***

A total of 101 respondents were included in the study to ensure a diverse and representative sample of ride-hailing service users in Hyderabad.

**Type of research:**

A descriptive research design was adopted to analyse consumer preferences, service quality, and overall satisfaction with ride-hailing services in Hyderabad. This research approach was selected as it allowed for a detailed examination of the factors affecting consumer choices and the patterns of service usage.

**Statistical tools and techniques:**

A structured questionnaire was utilized as the primary research instrument for data collection. The questionnaire was carefully designed to collect information on various aspects of consumer experiences

The F-test is a statistical test used to compare the variances of OLA and UBER. The primary purpose of the F-test is to determine whether the observed differences between groups are statistically significant

**REVIEW OF LITERATURE**

1. Pawan Kumar (2024) stated that personal lives and the global economy are dependent on transportation. Industrial growth may be significantly impacted by an effective transportation system. The process of gaining access to transportation options will be significantly simplified and enhanced by this project. In the alternative method, a company is contacted by the customer, and a driver is assigned. This process can be further computerized by utilizing a website to save time for both the client and the organization. A reservation for the service is first made on the website by the customer, and the customer's location is then displayed on the driver's website map. Multiple customers in different locations can be chosen by a driver to minimize unnecessary travel. A fare amount is provided to the client after the service is completed, which must be paid using cash or an electronic wallet.
2. Dr. Kuldeep Shivprasad Sharma (2023) found that app-based taxi services are considered an important component of contemporary human living, even among the conventional taxi services referred to as 'yellow cabs' in other countries. Since the amount of time needed for point-to-point travel is reduced, taxi services are essentially referred to as ride-sourcing services. In metropolitan areas, taxis are now recognized as a typical mode of transportation. In the present era, smartphone apps can be used by users to order a cab anytime, anywhere in urban regions. The mobile application-based online taxi service business is gaining traction in major cities of India. The study was conducted with the aim of identifying consumer behaviour towards online cab services.

**HYPOTHESIS OF THE STUDY**

- There is no significance difference between demographic attributes and satisfaction factor towards ola and uber. (HO1)
- There is no significance difference between demographic attributes and customer preferences provided by ola and uber (HO2)

**DATA ANALYSIS AND INTERPRETATION**

To draw meaningful conclusions, statistical methods assist in measuring relationships between variables and hypothesis testing. The F-test is an important tool in this research for the analysis of differences among several groups.

**DEMOGRAPHIC ATTRIBUTES AND CUSTOMERS SATISFACTION**

The demographic attributes of customers play a significant role in shaping their expectations, preferences, and satisfaction levels with cab services. Age, gender, and occupation are three key demographic attributes that can influence customer behaviour and satisfaction. Understanding the demographic characteristics of customers can help cab service providers tailor their services to meet the specific needs of different customer segments.

**HYPOTHESIS(HO1):** There is no significance difference between demographic attributes and Customer satisfaction

**TABLE SHOWING DEMOGRAPHIC ATTRIBUTES AND CUSTOMER SATISFACTION**

CATEGORY	N	F VALUE	PVALUE	RESULT
AGE	101	7.538574	0.071001	ACCEPT
GENDER	101	0.482583	0.462778	ACCEPT
OCCUPATION	101	1.786431	0.322738	ACCEPT

**SOURCE: COMPUTATION FROM PRIMARY DATA**

The observe examines how demographic elements—age, gender, and career—influence cab service customer satisfaction. The hypothesis examined asserts that client pleasure is unaffected by means of those demographic factors. The consequences indicate that for age, gender, and profession, The p-values (0.071001, 0.462778, and 0.322738, respectively) —are all greater than the conventional significance degree of 0.05. Thus, the null hypothesis is normal for all three developments, suggesting that none of those demographic elements appreciably influence purchaser satisfaction. This means that elements apart from age, gender, or career would most likely impact cab provider customer delight.

**DEMOGRAPHIC ATTRIBUTES AND CUSTOMER PREFERENCE**

Demographic factors such as age, gender, and profession considerably shape patron alternatives for cab offerings. Knowing those trends will help cab carrier companies identify specific consumer segments and tailor their gives to meet their precise requirements, therefore fostering customer loyalty and retention.

**HYPOTHESIS(HO2):** There is no significance difference between customer preference between demographic attributes and customer preference.

**TABLE SHOWING DEMOGRAPHIC ATTRIBUTES AND CUSTOMER PREFERENCE**

CATEGORY	N	F VALUE	P VALUE	RESULT
AGE	101	11.3962	0.043224	REJECT
GENDER	101	0.729529	0.544185	ACCEPT
OCCUPATION	101	2.700579	0.218096	ACCEPT

The table examines how demographic elements—age, gender, and profession—relate to consumer choice for cab offerings. The hypothesis ( $H_0^2$ ) states that those demographic factors have no big have an effect on on patron preferences. The effects indicate that age has a p-value of 0.043224, which is below the traditional significance threshold of zero.05, therefore rejecting the null speculation. This shows that age drastically influences cab service consumer alternatives. Though, gender and career have p-values of 0.544185 and 0.218096, respectively, both over zero.05. Therefore, the null speculation is normal for those variables, implying that gender and career do not extensively influence consumer possibilities. Though gender and profession haven't any statistically substantial impact, this implies that while age is alternatively vital in shaping purchaser choices.

**CONCLUSIONS:**

- Uber is gaining a better market share due to its service quality.
- Ola needs to improve its services, especially during peak hours.
- Customer opinions are crucial for service providers to make improvements.
- Pricing is a key factor influencing customer choice, suggesting that cab services should focus on competitive pricing strategies.
- It has been observed that students and salaried working professionals uses ola and uber services compared to other occupations for the main purpose of going out on special occasions.

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