

A STUDY OF CUSTOMER SATISFACTION LEVEL OF OLA AND UBER PAID TAXI SERVICES WITH SPECIAL REFERENCE TO PUNE CITY

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Abstract: Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution'? In this paper an attempt has been made to study the customer satisfaction level of the people who are using OLA and UBER cabs in Pune city. In the paper it shows who is leading the paid taxi market in Pune city, reasons for choosing OLA/UBER over other Auto/Bus services. It has also been seen that almost 100% respondents are using paid taxi services in Pune city i.e. OLA/UBER. This article seeks to understand the dynamics of Pune's taxi market by studying various factors like the pricing, market share, revenue models, app convenience, etc.

Key words: OLA, UBER, Cab services, Pune City

INTRODUCTION

Indian taxi market: The taxi market scenario in India is hugely fragmented. The taxi market in India is divided into two major segments which are the organized and unorganized markets. The unorganized market has a market value of \$8.5 billion and the organized market holds a market value of almost \$500 million. The Indian taxi market is forecast to grow at a CAGR of 13.7% during 2017-2022. The organized sector is the recently emerged segment in the market scenario. It is further classified into owners, affiliators and aggregators. The owned vehicle segment is inclusive of the pure car rental companies like Meru.

OBJECTIVES

1. To study the satisfaction level of respondents for Comfort level and Waiting period after booking OLA/ UBER cab.
2. To study the overall analysis of OLA/UBER services and what exactly people think about OLA/UBER in Pune city.
3. To study the Motivational factors which drive people to use OLA/UBER cab services in Pune city.

RESEARCH METHODOLOGY

- The research methodology means the way in which we would complete our prospected task. Before undertaking any task it becomes very essential for anyone to determine the problem of study.
- Time and date of data collection: 10th June 2018 – 5th August 2018
- Data Collected: Primary (Structured Interview)
- To obtain the primary data from customers, I used the research instruments like questionnaire and personal interviews with the customers using OLA and UBER paid taxi

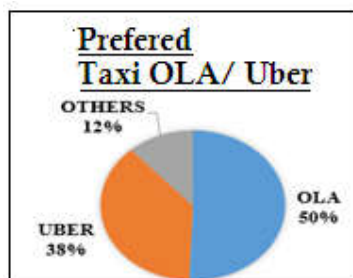
service. At the time of interview the researcher made clear the nature and purpose of the study. The interviews help to elicit further detailed information. Good representation of Gender, Education, Age groups, Occupation, Demographic factors were considered during the study.

- No. of Respondents: 402, Sampling: Convenient sampling, Sample Size: 402
- Cross sectional: At one point of time in a population

DATA ANALYSIS

This chapter discusses the data analysis from 402 responses collected from various age group people who are using OLA/UBER paid taxi services in Pune city. This chapter solely focuses on presenting the gathered data in a meaningful way to facilitate the research that is to find out the customer satisfaction level of OLA/UBER cabs. This provides the background to the respondents by analyzing their demographic details. Tables and diagrams have been used to facilitate a simplistic reader-friendly writing.

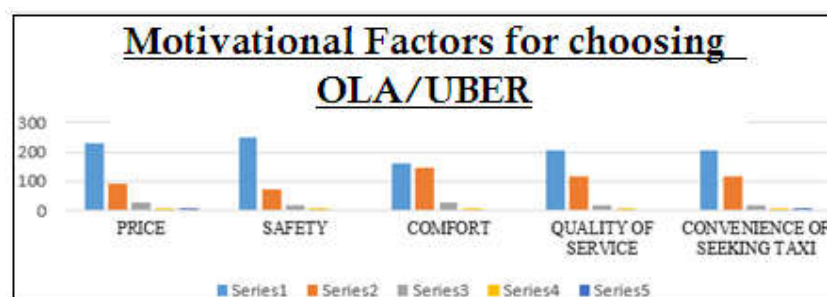
1. Taxi Preferred by the Respondents:-



Interpretation:

OLA cabs has maximum 50% market share in Pune city followed by UBER 38% and 12% other cabs except OLA/ UBER cabs.

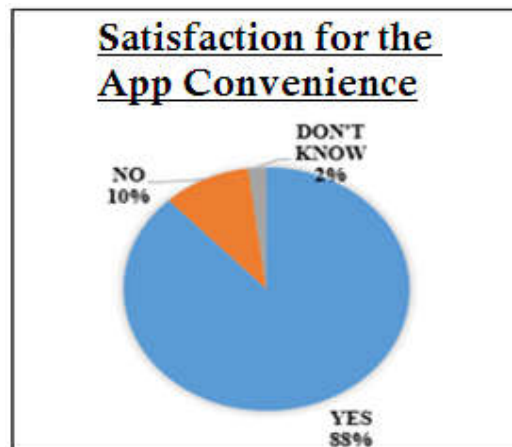
2. Motivational Factors for choosing Taxi:-



Interpretation:

From the above graph we can interpret that maximum respondents prefer Safety as the most important factor while choosing OLA / UBER cabs in Pune city

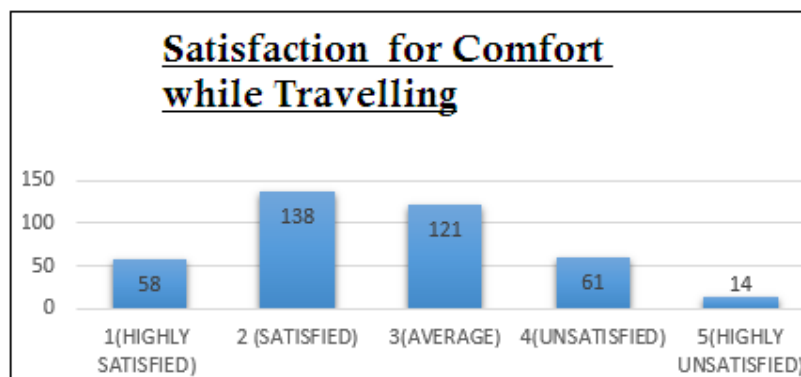
3. Satisfaction Level for Taxi App:-



Interpretation:

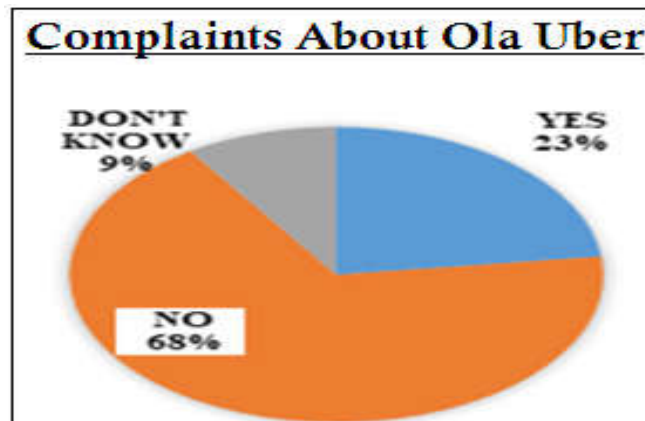
Maximum respondents i.e 88% are satisfied whereas 10% respondents are not satisfied with the App of OLA/ UBER.

4. Satisfaction for Comfort while Travelling:-



Interpretation:

We can see that 138 respondents are (Satisfied) and 14 respondents are (Highly unsatisfied) with the comfort level provided by the paid taxi services in Pune city.

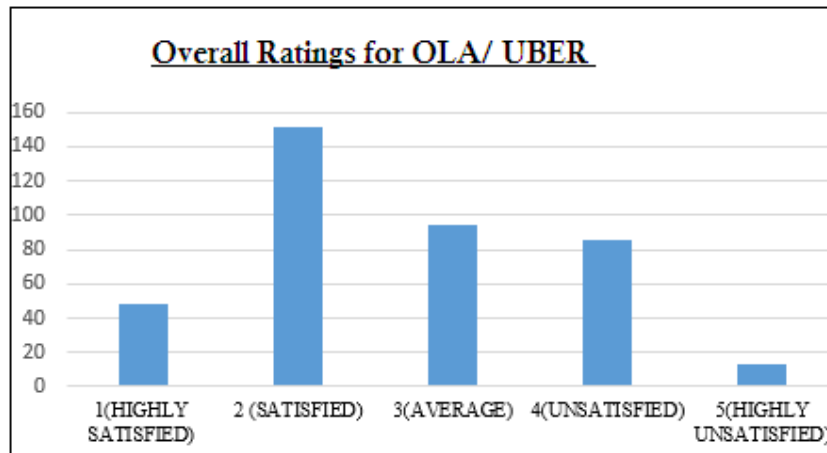
5. Complaints about Ola/Uber:-**Interpretation:**

Respondents are satisfied with the services provided by OLA/UBER as there are 68% respondents who didn't have any complaint and 23% respondents have complaint.

6. Recommendation for OLA/ UBER:-**Interpretation:**

Maximum no. of respondents will surely recommend OLA/UBER to their friends.

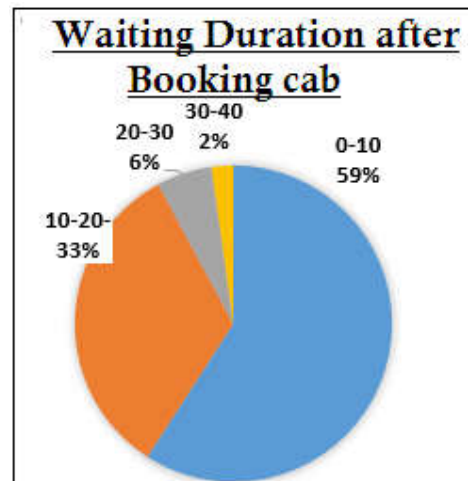
7. Overall Rating for OLA/ UBER:-



Interpretation:

Maximum no. of respondents have rated (Satisfied) for OLA/UBER in Pune city.

8. Waiting duration for OLA/ UBER:-



Interpretation

There are 59% respondents who have to wait 0 -10 min, 33% respondents have to wait for 10-20 min and 6% respondents have to wait 20-30 min after booking OLA/UBER

9. Discount offer provided by OLA/ UBER:-**Interpretation**

From the above data we can interpret that 50% respondents say that they don't get any kind of discount offers from OLA/UBER and 46% respondents say they get discount offers

10. Payment options Satisfaction level:-**Interpretation:-**

We can see that 86% respondents are satisfied and 10% respondents are not satisfied with the payment options provided by OLA/UBER.

Complaints reported by the respondents

OLA	UBER
Absurd rates at peak hours	Very arrogant drivers and sometimes they cancel the ride if the destination is far
When I try to book it takes a lot of time to get booked and once it is booked the Ola drivers cancels the ride because of the distance.	During rains they charge exorbitantly and UBER prices keep fluctuating too much during evening hours.
Driver's ain't polite	When we by mistake select wrong no of persons for uber pool, we need to cancel the trip and they charges extra for next trip...
Sometimes the charges are very high and the speed of service is slow	If driver couldn't reach pick up point he force costumer to cancel the ride
At some place Ola is not available specially at industrial area	The cab cleanliness and quality is not as before...Cabs are dirty n average

Suggestions

OLA	UBER
Need to improve frequency of cab	Add pool car option and its frequency in the app.
Price hikes during rains are way too much, I would recommend to cut short those at least for 'not so long' rides.	Increase availability of premium cabs
Frequency in rural areas like chakan and bhosari should be increased	The route for the destination should not be fixed.. if there is alternative route which is more faster and less traffic should be allowed to be taken.. (it affects their fare)
Should accept payment through paytm too.	In Pune waiting time for cab is more during peak hours...my suggestion is that during peak hours driver should not log out and more incentives should be given to them.
Ola drivers should be more taught how to provide good service. Ola drivers are really unprofessional.	Uber should not have a minimum paytm wallet amount. Uber should optimize and make the app more efficient.
	Should improve Customer relationship management and booking and cancellation service

Conclusion of the Research Study

Ola has seen a tremendous growth in the taxi market sector, market share of OLA in Pune city is 50% followed by UBER 38%. Maximum no. of respondents are satisfied with the fare/price charged by OLA/UBER. They are also satisfied with the App and the comfort level provided by the paid taxi services i.e OLA and UBER.

It has been seen that 68% of the respondents don't have any complaint about OLA/UBER and the rest who have, out of which some are mentioned above.

Maximum no. of respondents will surely recommend OLA/UBER to their friends. It has been seen that maximum no. of respondents have rated 'Satisfied' for OLA/UBER in Pune and they feel it is more better and convenient compared to Auto/Buses.

After booking a cab more than 50% of the respondents have to wait for 10min followed by some respondents had to wait 20min for the cab to arrive.

Maximum respondents prefer "Safety" as the most important factor while choosing OLA/UBER. Almost 86% respondents are satisfied with the payment options provided by the OLA/UBER cab services. From the above study the most important conclusion is that 54% respondents 'Agree' and 23% respondents 'Strongly Agree' that they feel OLA/UBER is secure and safe for women.

Suggestions of the Research Study

As we can see that half of the respondents say that they don't get any kind of discount offers from OLA/UBER, in order to increase the market share in Pune city OLA/UBER must work on this factor. UBER should improve their payment systems, they should not fluctuate their prices specially when it rains, they should keep their cabs clean, reduce the waiting period after booking a cab and use market penetration strategies in order to increase their customer satisfaction level and indirectly their market share in Pune city. OLA is already leading the market share in Pune city but still should work on absurd rates charged at peak hours, availability of cabs in industrial areas, rural areas like Chakan and Bhosari, frequency of cabs should be increased, and driver's attitude is a major concern which should be improved.

As OLA/UBER both are safe for women however there is always a scope of improvement for the safety and security of women.

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