

A COMPARATIVE STUDY ON OLA AND UBER

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Abstract:

This study was undertaken to assess customer satisfaction of Ola and Uber in India from customer's perspective. It tends to find out the differences between expectations and perceptions of customers from satisfaction point of view and compares them simultaneously. The objectives of this study were achieved through questionnaire. Both the company's strategy is to capture maximum market and attain customer satisfaction and also gain profits. It deals with mindset of customers and purchasing power of middle-class members towards utilizing taxi services that is OLA and UBER. Following are few parameters which they need to look into for customer satisfaction – customer mindset, level of satisfaction, ease of access, tariff systems, promotion, safety and at last convenience. The outcome mainly emphasizes on which of the taxi service mainly lives up to the expectations of the customers and captures which set of individuals.

keywords: Ola, Uber, Customer Satisfaction & Expectations & Perception.

INTRODUCTION

In the past decade we have seen an tremendous increase for demand of taxi services which brought OLA and UBER in the market. The reasons for taxi ride may be either for destination to reach for or for work place. We can see an increased healthy competition between OLA & UBER in order to capture the maximum market share this is because of technology which is upgrading and is changing constantly. The taxi companies are facing competition as there are no. of options available for the customers to choose their ride with required high quality, good reputation as well as excellent services. OLA started as an online cab aggregator in Mumbai by BHAVESH AGARWAL & ANKIT BHATI where as UBER has its headquarter in San Francisco, California, US. It started its taxi services in India in 2014. As customer market is filled with opportunities and possibilities, customers are willing to seek the comfort, pride, prompt service with safety which drives them to expect their satisfaction as main criteria.

REVIEW OF LITERATURE

CUSTOMER SATISFACTION : A satisfied customer is the best business strategy of all. According to PAUL S. "A customer is the person who assesses the quality of the offered products and services ." According to VAVRA satisfaction as "post purchase experience with a product or service." Customer Satisfaction is a measure of how goods and services supplied by a company surpasses or lives upto the expectations of customers. Expectations are a key criteria behind satisfaction. If the product lives upto the standards of people satisfaction can be easily attained and always companies sees whether the product has had met the expectations.

NEED

As stated earlier there is an tremendous increase in usage of taxi services in all cities especially in metro cities there is much more demand of taxi services. This study will help us to know the customer satisfaction with respect to comfort, convenience, safety etc. Inputs have been taken through surveys to know the customer satisfaction towards ola and uber and which one is more effective enough in terms of convenience, safety etc.

OBJECTIVES

1. To find out customer satisfaction towards the respective taxi services.
2. To find out which taxi services has upper hand in customer's mindset.
3. To know promptness of service.
4. To identify the difference between satisfaction levels of respective cab services.

RESEARCH METHODOLOGY

This study is based on primary data generated by administering a questionnaire to the respondents residing in the city Hyderabad.

ANALYSIS AND PRESENTATION OF DATA

The data obtained is analyzed with help of simple percentages and is presented in form of pie charts.

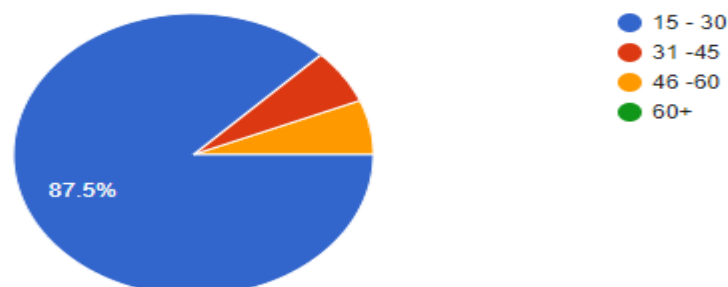
SOURCES OF DATA

As explained earlier, the study is based on primary data that is generated by questionnaire's using google forms. Secondary data from various sources such as internet.

INTERPRETATION

What is your age ?

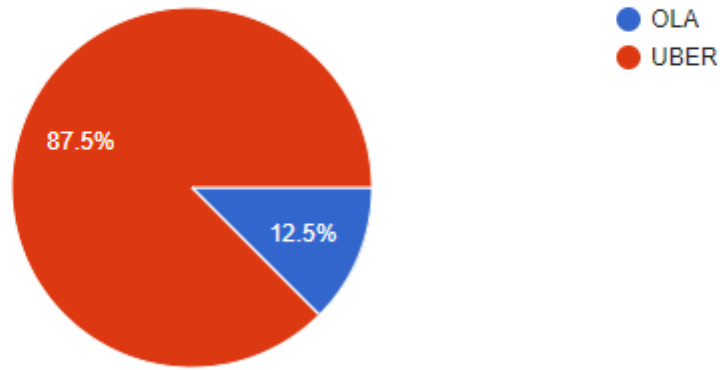
16 responses



AGE FACTOR : According to the survey, the respondents age lie between 15 – 30 years of age i.e.87.5% which indicates youth of the country,

which taxi service would you like to prefer?

16 responses

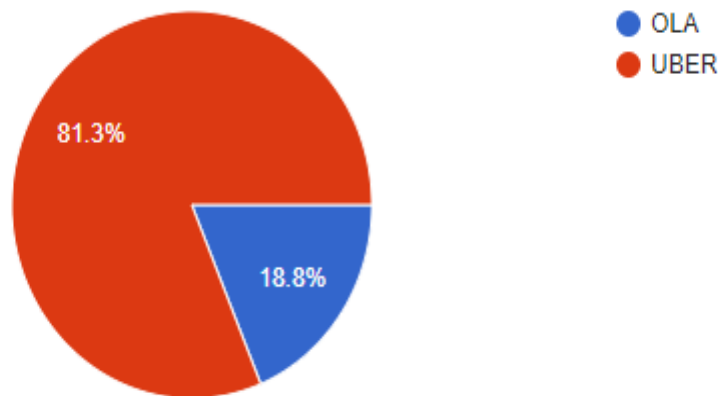


PREFERENCE : According to the survey, 87.5% respondents prefer UBER taxi services and the rest 12.5 % prefer OLA taxi service.



What according to you is much cheaper one ?

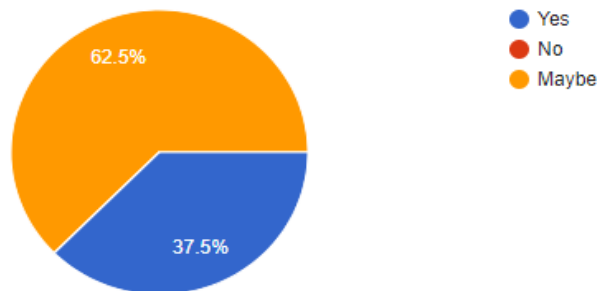
16 responses



PERCEPTION : According to the survey , 81.3% have the perception that UBER is cheaper than OLA as they might have experienced it and 18.8 % respondents have the perception that OLA is cheaper than UBER.

Did the journey represent value of money ?

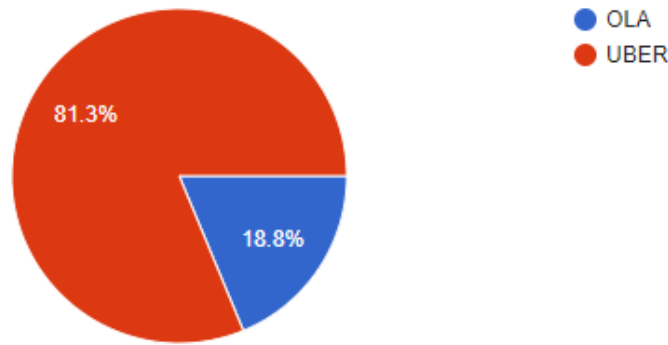
16 responses



According to the survey , 62.5 % think that MAY BE , the journey has represented the value of money and 37.5 % think that YES, the journey represented the value of money.

Which one cab service will satisfy you in best possible way ?

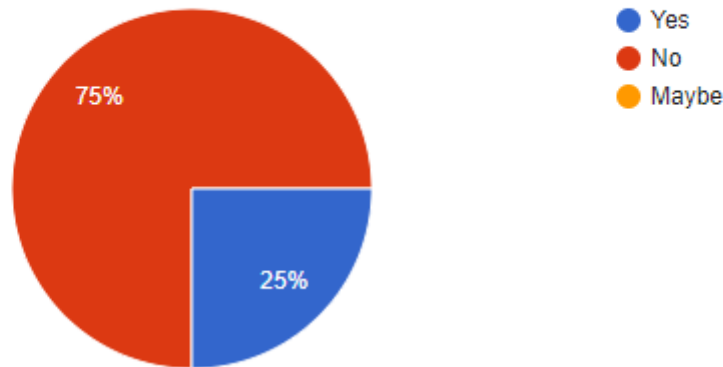
16 responses



SATISFACTION : According to the survey , 81.3 % respondents have the perception that UBER will satisfy them in best possible ways as UBER has been positioned as the best taxi service in mindset of customers and 18.8 % have it that OLA will satisfy them in best possible ways.

Is cab your daily means of transportation ?

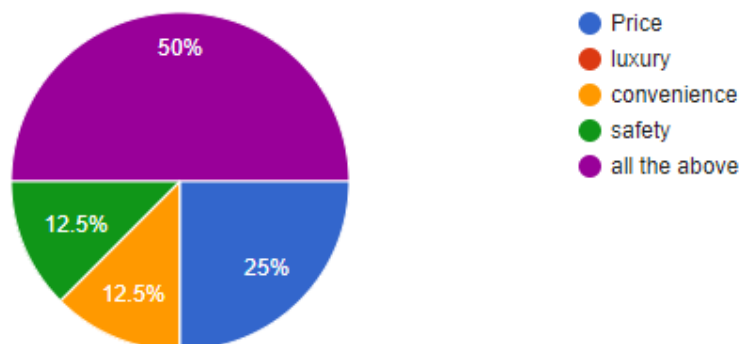
16 responses



TRANSPORTATION : According to the survey , 75 % respondents do not use cab as their daily means of transportation and 25 % respondents use cab as daily means of transportation.

which of these dimensions you look upto for your satisfaction ?

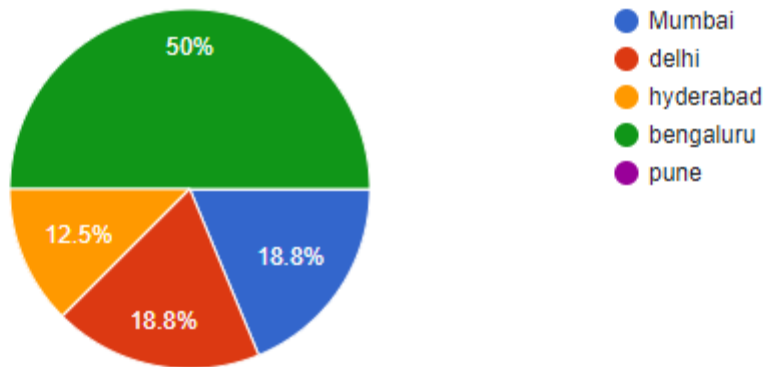
16 responses



DIMENSIONS : According to the survey , 50% of them look up for price , luxury , convenience, safety and rest 12.5 % for safety and respectively 12.5 % for convenience and 25% for price.

In which of these cities there are higher prices ?

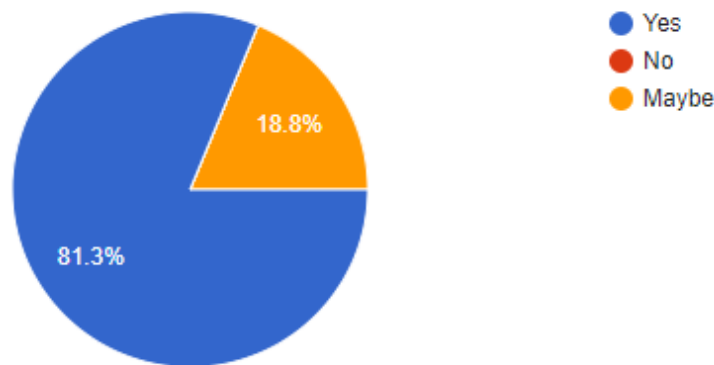
16 responses



HIGH PRICES: According to the survey, 50% of them have responded that BENGALURU has highest prices , 12.5% for HYDERABAD , 18.8% for DELHI , 18.8% for MUMBAI.

DO ola and UBER mainly targets metropolitan cities ? AGREE ?

16 responses



TARGET : According to the survey, 81.3% of them have responded that OLA & UBER targets metro cities while 18.8 % responded MAY BE in this case.

What are the reasons for not selecting the other cab in case if you are selecting UBER ?

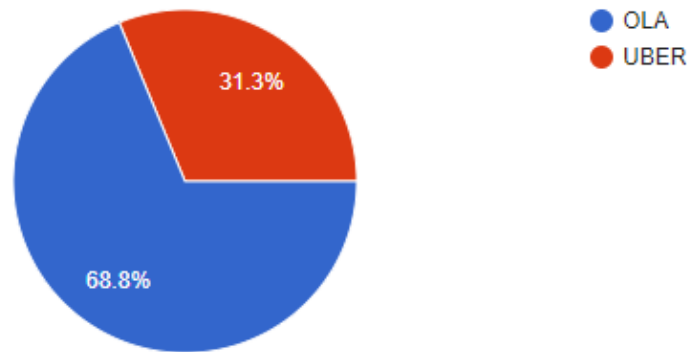
9 responses

Price
Price factor
High price
Uber is a little user friendly and convenient to use. Ola is very complicated.
Price and Trustworthiness
Satisfaction
Convenience and price
No cabs available

REASONS : According to the survey , reasons for not selecting the other cabs are PRICE FACTOR , COMPLICATIONS , SATISFACTION, CONVENIENCE AND NO AVAILABILITY OF CABS .

In which cab did you encounter yourself with problems while travelling or booking or with driver ?

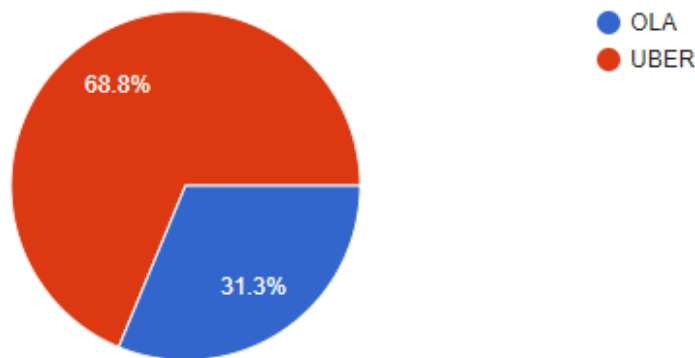
16 responses



PROBLEMS : According to the survey, 68.8 % respondents have faced problems with OLA taxi service and rest 31.3 % for UBER .

Which one according to you will capture the maximum market share ?

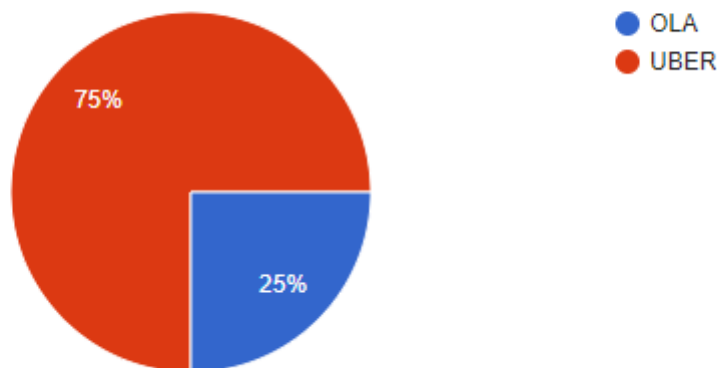
16 responses



MARKET SHARE : According to the survey , 68.8 % have responded that UBER will capture maximum market share while 31.3 % for OLA taxi service.

Which will sustain more in market with consistent profits?

16 responses

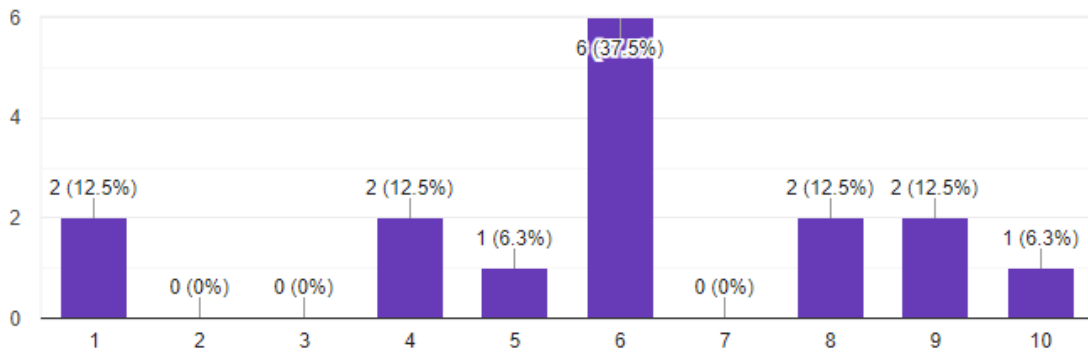


SUSTAINABILITY : According to the survey , 75 % of them have responded that UBER will sustain more in market with consistent profits and 25 % them for OLA taxi service.

On a scale of 1 -10 how much would you rate for OLA?



16 responses

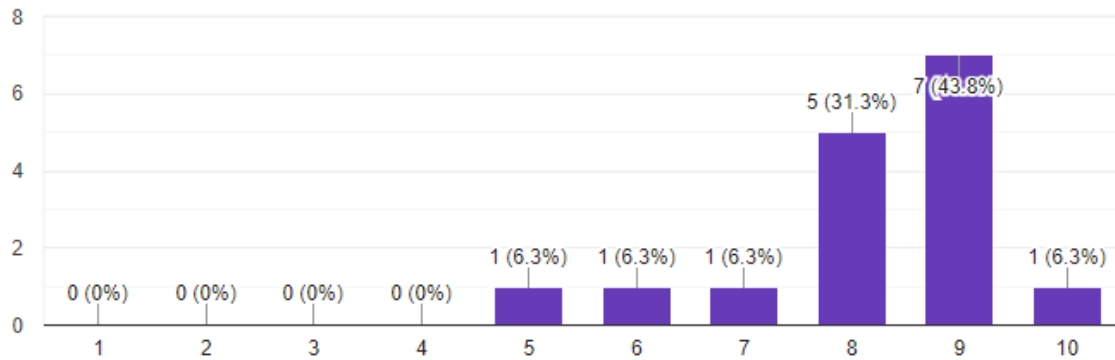


RATINGS : According to the survey , OLA has been rated “6” on a scale of 10

On a scale of 1 - 10 how much would you rate for UBER ?



16 responses

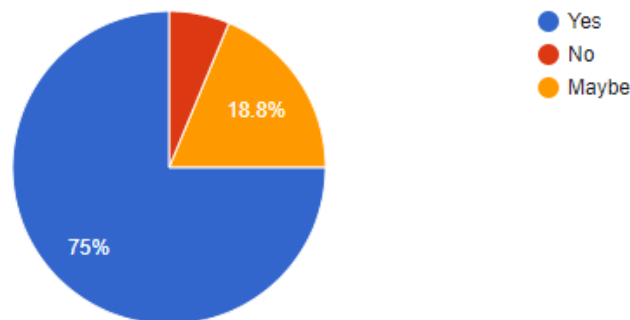


RATINGS : According to the survey , UBER has been rated “9” on a scale of 10

Atlast do you think that these cabs are safe reliable and cheaper modes of transportation ?



16 responses



CABS : According to the survey , 75 % of them have responded that cabs are safe , reliable and cheaper as they have this facility of sharing which makes them feel cheaper , also 18.8 % of them as MAY BE and 6.2 % of them as NO.

FINDINGS AND CONCLUSIONS

- ✓ According to the survey, my respondents age is 15 -30 years which majority of percentage i.e. 87%.88% respondents prefer UBER cab service as their perception is that UBER is cheaper than OLA. Taxi services can ensure that their journey will anyhow represent the value of money be it OLA OR uber.
- ✓ As customers are always preferring UBER for taxi services as they have the perception that UBER will satisfy them in all possible ways.25% of respondents use cabs as their daily means of transportation. 50 % of the respondents look up for price , safety , convenience , luxury for their satisfaction and 25% for price as INDIANS are price conscious and left over 25 % for safety and convenience.
- ✓ Bengaluru as it is an IT based city cabs are most frequently used for which cab rates are considered to be high when compared with Mumbai , delhi , Hyderabad and pune and the percentage is 50 % for it and rest covers up for left over cities.
- ✓ OLA and UBER mainly targets metro cities as stated i.e. Bengaluru , Mumbai , pune , Hyderabad and delhi and 82 % respondents think it .
- ✓ Price is considered as main key factor for not preferring the other cab as Indians are price conscious .
- ✓ OLA as not being preferred by respondents because they think that there an issue with booking and with drivers 69% of them agree with it.
- ✓ UBER is considered to capture market share with 70% of respondents agree with it and 75% think that UBER can sustain in market with profits.
- ✓ OLA is rated as 6 on a scale of 10 and UBER as 9 -10 respectively.
- ✓ 75% respondents have the perception that cabs are safe , reliable mode of transportation.

CONCLUSION

As per the survey UBER has a upper hand on customer's mindset as they have a perception that UBER can satisfy them and factors which they consider are price, convenience , safety , luxury and which they expect that it will live up to their standards and fulfill their expectations. The outcome has exactly emphasized on customer satisfaction and it targets youth of the country for attaining profits and sustaining in the market.

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