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## A STUDY ON CONSUMER SATISFACTION TOWARDS RAPIDO SERVICES IN COIMBATORE CITY

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### ABSTRACT

This study said that in this modern business economy it is very important to analyses the marketing strategy used in the Rapido bike taxi. The study result shows the majority of the consumers are satisfied with the Rapido bike taxi but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to resolve problems of retaining customers of Rapido bike taxi will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi Company.

**KEYWORDS :** Customer Satisfaction, Marketing strategy, modern business economy, analyses

### CHAPTER I

#### 1.1 INTRODUCTION

When we talk about a market, we're talking about a situation where buyers and sellers interact frequently, either directly or indirectly, to buy and sell things. Furthermore, it follows that buyers and sellers do not necessarily need to meet in person at a certain location for a market to exist. Any method, including a phone, may be used to get in touch with each other. It also refers to the circumstances and business ties that make transactions between buyers and sellers possible. Therefore, a market refers to any arrangement where things are sold and bought. Marketing is the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of products and services.

It involves a range of activities including market research, product development, advertising, branding, sales, and

customer service. The ultimate goal of marketing is to generate revenue and increase brand awareness. The expectations of users of public transportation are referred to as preferences. The precepts that are addressed in public transportation reflect these choices. With each distinct market sector of citizens, each postulate's significance fluctuates.

## 1.2 STATEMENT OF THE PROBLEM

There are many transportation applications available in the market but customers go only selected application. This highly depends on the satisfaction of passengers during the travel. The customer preference may vary from each other, depending on the factors like ride price, comfort, safety and time keeping. These factors in Rapido plays a key role in ensuring the brand image and long-term credibility of the company.

## 1.3 OBJECTIVES OF THE STUDY

- To study the passenger preference towards rapido.
- To analyse various factors which are influencing passengers while selecting rapido.
- To determine the passenger satisfaction towards rapido.

## 1.4 RESEARCH METHODOLOGY

Research methodology refers to the systematic and scientific approach used to conduct research. It involves the selection of the research design, data collection methods, and analysis techniques. The research methodology provides a roadmap for conducting research and helps ensure that the results obtained are reliable, valid, and generalizable.

## 1.5 LIMITATIONS OF THE STUDY

- This study is mainly confined to Coimbatore city.
- This study is limited to 150 respondents.
- Customer's preference and options are supposed to change from time to time.

## 1.6 CHAPTER SCHEME

**CHAPTER 1** This chapter deals with introduction, Statement of the problems, objectives of the study, Research methodology, limitation of the study and chapter scheme.

**CHAPTER II** This chapter deals with the Review of Literature which consists of Information collected through reports, journals, website and its references.

**CHAPTER III** This chapter contains the overview of the theoretical framework of the study.

**CHAPTER IV** This chapter deals with the Analysis and Interpretation of the data collected. Analysis was done with the help of percentage analysis, ranking analysis, and Chi-square test.

**CHAPTER V** This chapter deals with the findings of the study, suggestions and conclusion of the study.

## CHAPTER II

### 2.1 REVIEW OF LITERATURE

**Dr. S.Jagatheeswari, Ms.K.SowmiyaDr.D.Parasakthi (2022)**“A study on customer satisfaction towards rapido bike taxi with special reference to Coimbatore city”. The aim of the study is to know the socio-economic characteristics of respondents in Coimbatore city. Here primary data is used. For primary data questionnaire was collected from 150 respondents. This study uses percentage method, Chi-square analysis, and ranking analysis. From percentage analysis it is observed that majority of 52% were male. The findings of Chi-square analysis states that there is significant relationship between service and satisfaction. Customer satisfaction index is a good tool to make improvements in the bikes services of Rapido.

**Mr. SathishKumar J AND MRS. TR. Kalai Lakshmi (2021)**“A study on customers’s preference for online cab services in Chennai city.” The main aim of this study is to analyze the various cab services at Chennai. The primary data was used in this study. The questionnaire was collected from 140 respondents. The following statistical tools such as Percentage, Anova, Chi-square analysis are used for this research. Majority of the respondents are employees (46.4%).The study reveals the customer satisfaction about the call taxi services, the factors they give are tariff, comfort, convenience, service quality and modicum of care. As the employee are to mostly preferred on the ola cab services for their Fare management system.

**Dr. A.Sivakumar (2021)** “A study on customer satisfaction towards pink taxi services in Coimbatore city.” The aim of this study is To identify the availability of Pink taxi services in Coimbatore city. The primary data was collected through structured questionnaire and the secondary data gathered through journals, magazines and reliable website. Here percentage analysis and Chi-Square Analysis were used. A taxi by women and for women is highly efficient and safe ride from women to women in the city. An excellent services offered by pink taxi with affordable price was preferred women customers. A hustler, hardworking women's preferred pink taxi services in Coimbatore city.

## CHAPTER IV

### ANALYSIS AND INTERPRETATIONS

#### INTRODUCTION

Interpretation refers to the process of explaining the meaning and significance of data, results, or findings. It is an essential part of data analysis and helps turn raw data into meaningful insights. Interpretation involves making sense of the results of data analysis and putting them into context. It requires a deep understanding of the problem being solved, the methods used to analyze the data, and the meaning of the results. This chapter contains three different analysis namely.

- Percentage Analysis
- Chi-square Analysis
- Rank Analysis

#### 4.1 PERCENTAGE ANALYSIS

Percentage analysis can be useful for understanding the distribution of data and identifying trends and patterns. This study uses percentage analysis to know about the maximum percentage of respondents given for the questionnaire.

#### AGE OF THE RESPONDENTS

S.No	GENDER	NO.OF RESPONDANTS	PERCENTAGE %
1	MALE	100	83
2	FEMALE	20	17
	TOTAL	120	100

Source: Primary Data

#### INTERPRETATION

The above table shows that 83% of the respondents are male, 17% of the respondents were female

#### INFERENCE

Majority 83% of the respondents were male.

#### 4.2 CHI-SQUARE ANALYSIS

The chi square analysis is mainly used to test the significance of two factors. In other words the chi-square analysis is performed to test the significance of one factor. In this study chi square is used to determine the significance level between gender and frequency usage of rapido and age and level of satisfaction.

Each of the personal factors considered are compared with study factors and chi-square analysis was performed. The tests are carried out with 5% level of significant.

#### COMPARISION BETWEEN AGE AND LEVEL OF SATISFACTION

H<sub>0</sub>: There is no significant relationship between age and level of satisfaction.

FACTOR	VALUE	DEGREE OF FREEDOM	ASYMP.SIG .(2-SIDED)
Payment method	11.407 <sup>a</sup>	12	.494
Hospitality	19.163 <sup>a</sup>	12	.085
Convenient	12.809 <sup>a</sup>	12	.383
Timing	13.485 <sup>a</sup>	12	.335

Safety	16.684 <sup>a</sup>	12	.162
Services	11.339 <sup>a</sup>	12	.500
Discount& Coupons	21.015 <sup>a</sup>	12	.060

Source: Primary Data

### INTERPRETATION

The above table shows clearly that the calculated value is more than the table value at 5% level of significance, soon the null hypothesis is accepted.

### INFERENCE

It is concluded that there is no significant relationship between age and level of satisfaction.

### 4.3 RANK ANALYSIS

Rank analysis is a method of performance based on respondents. It is one of the foremost old stand most conventional methods. A ranking is a relationship between a set of items (I.e., largest, smallest or equal to). Ranking makes it possible to evaluate complex information.

#### RANK ANALYSIS FOR THE FACTORS INFLUENCING TOWARDS RAPIDO

FACTORS	MEAN	STANDARD DEVIATION	RANK
Reasonable price	1.77	1.343	1
Safe ride	2.57	1.149	2
Driving and seating	2.59	1.193	3
Time keeping	2.92	1.288	4
Discounts& coupons	2.97	1.499	5

Source: Primary Data

### INTERPRETATION

The above table shows the sults under means core are ranked for the factors influencing passengers. Among the selected factors, Reasonable price is ranked as first from respondents. Safe ride is ranked as second from the respondents, Driving and seating is ranked as third from the respondents.

### INFERENCE

Time keeping is ranked as fourth from the respondents And discounts and coupons is ranked as fifth from the

respondents.

## CHAPTER-V

### FINDINGS, SUGGESTIONS AND CONCLUSIONS

#### 5.1 FINDINGS OF THE STUDY

##### I PERCENTAGE ANALYSIS

- Majority 83% of the respondents are male.
- 17% of the respondents were female.

##### II CHI-SQUARE ANALYSIS

- There is a significant relationship between gender and frequency usage of rapido.
- There is no significant relationship between age and level of satisfaction.

##### III RANK ANALYSIS

- Reasonable price is ranked as first from respondents.
- Safe ride is ranked as second from the respondents,
- Driving and seating is ranked as third from the respondents

#### SUGGESTION AND RECOMMENDATION

- To improve the user interface and to make the app more user-friendly and intuitive, with clear and concise instructions for users.
- There is no helmet for some pillions.
- Some of the respondents having the issue of over speeding.
- The price was differ from online and offline.

#### CONCLUSION

It is concluded from the study that it is crucial to analyse the Rapido bike taxi service marketing strategy in the current business environment. Most of the passengers prefer Rapido service due to the city traffic, so that they can save time while the ride. The majority of the customers are happy with Rapido bike taxi service and also there are some drawbacks, including price increase. The vital factor that influences the passengers are reasonable price, hospitality of the passengers and also the service provided by the captains were good. These are all the reasons for the passengers to use Rapido bike taxi service.

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