A STUDY ON CUSTOMER AWARENESS, PREFERENCE AND SATISFACTION TOWARDS RAPIDO BIKES

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Abstract:

This study investigates customer preference, awareness, and satisfaction towards Rapido bikes, a bike-sharing service aimed at providing convenient and sustainable transportation solutions in urban areas. Through a combination of quantitative surveys and qualitative interviews, data was collected from a sample of Rapido bike users in various cities. The study examines factors influencing customer preference for Rapido bikes, including convenience, cost-effectiveness, and environmental sustainability.Additionally, it explores levels of awareness regarding Rapido bike services and their perceived benefits and challenges. Furthermore, the study assesses customer satisfaction with Rapido bikes, focusing on aspects such as service reliability, safety, and overall user experience. Findings from the study provide valuable insights into the factors driving customer preference and satisfaction towards Rapido bikes, as well as opportunities for enhancing awareness and improving service quality. These insights can inform strategic decision-making and policy interventions aimed at promoting the adoption of bike-sharing services as a viable mode of urban transportation,contributing to sustainable mobility and reduced congestion in urban areas.

KEYWORDS: Awareness, preference, satisfaction, difficulties, features of rapido bikes.

INTRODUCTION:

      The advent of urbanization has brought about a paradigm shift in transportation preferences, with increasing emphasis on sustainable and efficient modes of commuting. In this context, Rapido bikes have emerged as a viable solution, offering convenient, economical, and eco-friendly transportation options for urban

dwellers. This study aims to explore customer preferences, awareness, and satisfaction towards Rapido bikes, shedding light on their role in modern urban mobility.

As cities grapple with traffic congestion, pollution, and limited parking infrastructure, Rapido bikes present a compelling alternative that addresses these challenges while promoting a healthier and more sustainable lifestyle. With their fleet of two-wheelers and user-friendly mobile app, Rapido offers a seamless and accessible transportation solution for short-distance travel within urban environments.Understanding customer preferences towards Rapido bikes involves delving into factors such as affordability, accessibility, convenience, and safety. Moreover, assessing awareness levels among potential users is crucial for identifying gaps in outreach efforts and devising strategies to broaden the reach of Rapido services.Furthermore, measuring customer satisfaction provides valuable insights into the effectiveness of Rapido's service delivery, customer support, and overall user experience. By analyzing these dimensions, stakeholders can identify strengths, weaknesses, and opportunities for improvement, ultimately fostering greater acceptance and utilization of Rapido bikes in urban transportation eco-systems.In summary, this study seeks to illuminate the evolving landscape of urban mobility and the pivotal role that Rapido bikes play therein, with a focus on understanding customer preferences, awareness, and satisfaction towards this innovative transportation solution.

OBJECTIVES OF THE STUDY:

- Toidentifythecustomer'sawarenessleveltowardsRapidoBikes
- To know the preference level of Customers towards the Rapido Bikes
- TofindoutthefactorsthatinfluencescustomerstopreferRapidoBikes
- TostudythesatisfactionlevelofCustomerstowardstheusageofRapidoBikes
- Tofind out thechallenges faced onRapido Bikes.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between z or more variables.

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.

PRIMARY DATA:

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of customers of rapido bikes. A questionnaire was prepared and with the help of which the primary data has been collected.

SECONDARY DATA:

These data already exist in the magazines. I collect the secondary data from:-Various Magazines published Journals, Internet and Books.

AREA OF THE STUDY:

The study was undertaken in and around Coimbatore City.

SAMPLE SIZE

The sample size of the study is to be 144 respondents.

FINDINGS

PERCENTAGE ANALYSIS

TABLE 1: GENDER

GENDER	NO OFRESPONDENTS	PERCENTAGE(%)
Male	78	54.2
Female	66	45.8
TOTAL	144	100.0

INTERPRETATION:

Outof144respondentstakenforthe study, 54.2% ofthe respondentsare maleand 45.8% of the respondents are female.

TABLE 2: AGE GROUP

AGE OF RESPONDENTS	NO OFRESPONDENTS	PERCENTAGE(%)
18-25 years	82	56.9
26-40 years	47	32.6
41-60 years	13	9.0
Above 60 years	2	1.4
TOTAL	144	100.0

INTERPRETATION:

Out of 144 respondents takenfor the study, 56.9% of the respondentsbelongtotheagegroupbetween18-25years,32.6%oftherespondentsbelong to theagegroupbetween25-40years,9.0%oftherespondentsbelongstotheagegroupof between 41-60 yearsand 1.4% of the respondents belongs to the age group of above 60 years.

TABLE 3: MARITAL STATUS:

MARITIAL STATUS	NO OFRESPONDENTS	PERCENTAGE(%)
Married	39	27.1
Unmarried	105	72.9
TOTAL	144	100.0

INTERPRETATION:

It is inferred that, 27.1% ofthe respondentsare married and 72.9% the respondents are unmarried.

TABLE 4: NUMBER OF VEHICLES IN FAMILY:

NO OF VEHICLES	NO OF RESPONDENTS	PERCENTAGE(%0
1	19	13.2
2	66	45.8
3	44	30.6
4& above	15	10.4
TOTAL	144	100.0

INTERPRETATION:

Outof144respondentstakenforthestudy,13.2%oftherespondentshad1vehicle,45.8% therespondentshas2vehicles,30.6%ofthe respondents has 3 vehiclesand 10.4% of the people has above 4 vehicles

TABLE 5: SOURCE OF THE AWARENESS FOR HAILING RAPIDO BIKES:

SOURCES	FREQUENCY/NO.OF RESPONDENTS	PERCENTAGE (%)
Friends	69	47.9%
Family	16	11.11%
Relatives	30	20.8%
Advertisement	29	20.19%
TOTAL	144	100

INTERPRETATION:

It is inferred that, 47.9% of the respondents are aware of friends, 11.11% of the respondents are aware of family, 20.8% of the respondents aware of relatives and 20.19% of the respondents.

TABLE 6: TYPE OF VEHICLE USED IN THEIR FAMILY

TYPE OF VEHICLE	FREQUENCY/NO.OF REPSONDENTS	PERCENTAGE (%)
Cycle	16	6.3%
Motor bike	129	51.0%
Car	76	30.0%
Auto	32	12.6%
TOTAL	253	100%

INTERPRETATION:

It is inferred that, 6.3% of the respondents use cycle, 51.06% of the respondents use motor bike, 30.0% of the respondents use car and 12.6% of the respondents use auto.

CHI-SQUARE TEST ANALYSIS:

H0: There is no significant relationahsip between educational qualification, marital status and occupational status and source of awareness for hailing Rapido bikes.

H1: There is an significant relationship between gender and source of awareness for hailing Rapido bikes.

TABLE 7: PERSONAL FACTOR VS SOURCE OF AWARENESS FOR HAILING RAPIDO BIKES:

FACTOR	VALUE	DF	SIGVAL	S/NS
Educational qualification	18.938	16	.272	NS
Gender	9.710	4	.046	S
Marital status	2.747	4	.601	NS
Occupational status	18.867	12	.092	NS

NOTE: S; Significant value (P value <=0.05); NS: Not Significant (P value .0.05)

INTERPRETATION:

It is clear from the table, that the hypothesis is not accepted (Significant) in 1 case and hypothesis is not accepted (Not significant) in all 3 cases.

It is concluded that the gender of the respondents have significant inference, educational qualification, marital status and occupational status of the respondents has no significant inference of source of awareness for hailing Rapido bikes.

ONE WAY ANOVA TEST:

TABLE 8: AWARENESS LEVEL ON SERVICE RENDERED BY RAPIDO BRAND AND OCCUPATION OF THE RESPONDENTS

FACTORS		SUM OF SQUARES	DF	MEAN SQUARE	F	SIGVAL
Bike taxi	Between groups	3.952	3	1.317	1.279	.284
	Within groups	143.167	139	1.030		
	TOTAL	147.119	142			
Auto rickshaw	Between groups	8.697	3	2.899	3.123	.028
	Within groups	129.037	139	.928		
	TOTAL	137.734	142			
Logistics	Between Groups	16.722	3	5.574	3.284	.023
	Within groups	235.936	139	1.697		
	TOTAL	252.657	142			
Rental services	Between groups	12.702	3	4.234	2.154	.096
	Within groups	273.270	139	1.966		
	TOTAL	285.972	142			

INTERPRETATION:

It is inferred that the significant value of association between the occupation of the respondents and auto rickshaw and logistics are <=0.05. So, we are rejecting null hypothesis and accepting alternative hypothesis. There is significant association between occupation of the respondents and auto rickshaw and logistics.

CONCLUSION:

Customer preference towards Rapido bikes is driven by factors such as affordability, accessibility, convenience, and safety. The flexibility offered by Rapido's fleet of two-wheelers and user-friendly mobile app resonates with individuals seeking efficient solutions for short-distance travel within urban environments. Awareness levels among potential users are crucial for expanding Rapido's reach and market penetration. Efforts to enhance outreach through education, partnerships, and targeted marketing campaigns will be instrumental in increasing awareness and encouraging more people to consider Rapido as a viable transportation option. In conclusion, the study reveals that Rapido bikes have become integral to the urban mobility landscape, offering a sustainable and efficient alternative for short-distance travel. By continuing to prioritize customer preferences, enhancing awareness, and delivering exceptional service, Rapido is poised to further solidify its position as a leading provider of urban transportation solutions.

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