

# Impact of Bike Taxi Towards Customers And Competitors With Reference To Coimbatore City

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**Abstract-** Over the past few years, India's bike taxi sector has grown in popularity as a practical and economical means of getting around town. Customers in urban and semi-urban areas can be transported using bike taxis, which are essentially two-wheelers. They are run by businesses that provide as a platform for connecting bike owners with people who need transportation services. India's bike taxi sector is still in its infancy, dominated by a small number of large players. Rapido, Ola Bike, and Uber Moto are a few of the top companies in India's bike taxi market. They are therefore the best means of transportation for short distances, particularly in times of heavy traffic. In addition to being far less expensive than conventional taxi services, bike taxis are a preferred option for clients on a tight budget. India's bike taxi industry does have certain difficulties, though. As a result, it has been difficult for bike taxi businesses to get permits and run legally. The problem of safety is one further difficulty the Indian bike taxi industry faces. While bike taxis are a practical form of transportation, they can also be dangerous if not used properly. Providing helmets and making sure that their drivers are properly trained are only two of the necessary precautions that bike taxi firms must take to safeguard the safety of both their customers and their drivers.

**Keywords-** Bike taxi, cities, expensive, popularity, congestion.

## I. INTRODUCTION

In India, bike taxi services are a relatively recent form of transportation that have grown in popularity. A bike taxi is essentially a motorcycle or scooter that is used as a mode of transportation to ferry passengers from one point to another. The concept of bike taxis is similar to that of regular taxis, but with the added benefit of being able to navigate through congested roads and traffic more quickly. Bike taxis are operated by private companies and are usually booked through a mobile app or by calling a designated phone number. The fares for bike taxi services are usually lower than that of traditional taxis, making them a popular choice for short distances, such as commuting to work or running errands. The majority of bike taxi services are provided through mobile apps, which let customers order a ride directly from their smartphone. Customers enter their pickup and drop-off locations, and the app matches them with a nearby bike

taxi driver who can transport them to their destination. According to a report by Red Seer Consulting, the demand for quick and inexpensive transportation options in metropolitan areas would fuel the growth of the bike taxi industry in India between 2020 and 2025 at a CAGR of almost 25%. As the market expands, it is expected that new competitors will enter the market and current firms will broaden the geographic scope of their offerings, boosting competition and fostering industry innovation. According to an article by Observer Research Foundation, bike taxis are an alternative to enhancing urban mobility in India. The Central Government allowed motorcycles to be categorized as a transport vehicle under the Motor Vehicles Act in November 2004<sup>3</sup>. However, there have been some regulatory challenges that have held back bike taxi services in India. Ola and Uber are two major players in the bike taxi market in India<sup>5</sup>. Uber operates its bike-taxi services across 30 cities in the country and claims to facilitate over 150K trips a day. This study will offer a clear understanding about the customers view and competitor mindset towards the increasing demand for bike taxi services in Coimbatore city.

## SCOPE

The development of bike taxi as a mode of transportation has been driven by several factors, including the need for more affordable, efficient, and flexible transportation options, particularly in congested urban areas. The scope of this study is Examining the impact of bike taxi services on traditional modes of transportation, such as autorickshaws and taxis. Analysing the potential for market disruption and competition among bike taxi providers and traditional transportation providers, assessing the affordability, accessibility, safety, and convenience of bike taxi services compared to other modes of transportation.

## FINDINGS AND SUGGESTIONS

- Rapido is the most preferred bike taxi in Coimbatore.
- The most frequently reported issue among bike taxi users is overcharging which ranks as the top concern.

## CORRELATION ANALYSIS

- The correlation table shows the relationship between two variables, "usage" and "impact".

The Pearson correlation coefficient between these two variables is 0.227, which indicates a positive correlation.

## INCREASE SAFETY MEASURES

From our study we found that consumers prefer to have a safe and secure ride and they expect bike taxi service providers to increase helmet usage, proper maintenance of vehicles used to provide bike taxi service and also do proper background check for drivers.

## AWARENESS

It is prominent from our study that majority of the users are youngsters between the age group of 18 years to 24 years due to its lack of awareness among other age groups. Increasing awareness through regular advertisements and promotional campaigns will help increase awareness.

## COLLABORATING WITH ONLINE BOOKING APPS

From our study it is evident that most of the taxi service providers other than bike taxis have collaborated with online booking apps which have boosted their income. It is highly suggested that all the taxi service providers should have a strong online booking platform. To address road congestion, bike taxi services should be properly managed, particularly in areas with high demand or limited infrastructure. This may involve using real-time data to optimize routes and manage demand, as well as working with local authorities to develop policies that encourage the use of bike taxis as a more sustainable mode of transport.

## II. CONCLUSION

The bike taxi industry has had a significant impact on both users and competitors in India. The bike taxi services have provided an affordable and convenient mode of transportation to the users, especially in urban areas where traffic congestion is a major challenge. The bike taxis have also helped in generating employment opportunities for the drivers and have contributed to the growth of the sharing economy. However, the bike taxi industry has faced stiff competition from the traditional taxi services, ride-hailing apps, and other modes of transportation. The bike taxi services have had to navigate through regulatory hurdles and face resistance from the existing players in the market. Bike taxis

offer a convenient and cost-effective transportation option for many people, particularly in urban areas. However, potential riders should weigh the advantages and disadvantages before deciding whether or not to use them. Additionally, governments and bike taxi companies should take steps to ensure the safety and comfort of both riders and drivers. The bike taxi industry has continued to grow and evolve, driven by the changing needs and preferences of the users. With the increasing adoption of digital technologies, the bike taxi companies are exploring innovative business models and expanding their service offerings to provide a seamless and differentiated experience to the users. Overall, the impact of bike taxis on the transportation industry in India is significant, and the industry is poised for further growth and expansion in the years to come.

## REFERENCES

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