A Study on Consumer's satisfaction, Safety And Perception Towards Ola App With Special Reference To Coimbatore city

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Abstract- *In earlier stages of life, peoples are used to travel with public buses or personal vehicles owned from one place to another. Transport made it possible to trade and carry people from one place to another. There are many choices available for customers regarding transportation which can be hired directly or hired through mobile phone. This study deals with the influence of Ola apps on customer through its safety and quality. The motive of this project is to focus on how effectively Ola has executing itsplan in the market and to understand the opinion of customer regarding Ola cabs.*

I. INTRODUCTION

It's our pleasure to deal with the topic on customer satisfaction towards Ola cabs with special reference to Coimbatore city. In the past decade, the standard of living of the people around the world improved because of transportation, which includes the advantages of fast and convenient transportation. Cab services is a convenient transportation choice that meets the various needs of people. In current generation, the people make advantages of mobile phone to book cab using mobile application. ola cabs is an India multinational ride-sharing company, which plays a vital role among cab Booking services with more safety and more comfort for the customers. Ola is a private transportation company started on December 2010, Bhavish Aggarwal and Ankit Bhati. It operates more than 250+ cities and serves 4 countries including India, Australia, New Zealand, United Kingdom. Headquarters is in Bangalore Karnataka safety and satisfaction is the most important part of every travel. Many companies go through the travel risk of customers and try to solve those risks through various procedure to achieve the satisfaction of customers. The cost effectiveness of Ola cabs acts as a major factor, influencing customer satisfaction. To meet competition in today's market, Ola Enhance its strategies to fulfill customer needs.

1.2 Statement of the problem

Driver often get benefited when he got many no. of rides. This trigger him to choose short distance ride and people who want to go long distance will suffer because of this behavior. And the drivers should avoid extra payment during night travel or travel at long distance. These are the problem addressed in current situation. The end result of this project brings good maturation in future.

1.3 Need for the study

This study helps to know the safety and consumers satisfaction of Ola app. And through this study we can get a clearer picture of cost effectiveness of the Ola cabs. Among various options available for taxi services available in Coimbatore city, this study identifies the reason why it's important to choose Ola cabs

1.4 Research objectives

1. To find the perception of consumer towards Ola app
2. To find out consumer satisfaction and safety towards Ola app
3. To ascertain the problems faced by the customer and whether it is Cost effective

1.5 Research methodology

Research methodology is the action or strategy used to point out, choose, process, and survey information about a topic. Research methodology helps the people to get the clear view of the research paper.

There are two types of data,

- Primary data
- Secondary data

Primary data

Primary data is a firsthand data. It is collected directly from the respondents through various methods like interview, survey, etc. it is regarded as the best data as it is collected originally. And the primary data is collected up-to-date so it is relevant.

Questionnaire

In our research paper we collected our data in a primary data method using questionnaires. Questionnaire is a research instrument used to collect data from the respondents. questions are raised related to the Ola cabs and send through mail to the respondents.

Sampling methods

Sampling helps researchers to conclude information about a people based on results from a subset of the people. Convenience sampling is used in this study.

Sampling size:

The respondents of this research are 120. The sampling size I have taken is 117. Due to unfilled form I rejected 3.

Analytical tool used:

Simple Percentage analysis tool were used for analyzing the data.

Simple percentage

Percent simply means "per hundred "and the symbol used to express percentage is %. Percentage is calculated by taking the frequency in the category divided by the total number of participants and multiplying by 100

Formula

Value /total value * 100%

1.6 limitations of study

- The study is carried out only in the Coimbatore city.
- The data was collected from only 120 respondents
- The findings are completely based on the Coimbatore city.

1.7 Scope of the study

The present study covers the customer satisfaction, safety and preference of price in Ola Cabs. The scope of the study is to collect opinion from the customer on the problem mentioned earlier. This study also helpful in knowing other factors which influence customer in selecting the Ola Cabs.

II. REVIEW OF LITERATURE

Dr. S. SUGUNA, M. ROHINI entitled in "A study on customer satisfaction towards online cab Booking with special reference to Coimbatore city". A study of the elements which impact people to utilize cabs in Coimbatore city and to examine the customer fulfillment towards cabs in Coimbatore city. This study propose, service provider can have audio recording, cabs should be cost worthwhile, to issue facilities in country side, and the driver should also look after their passenger. They concluded that the cab giving its outstanding performance by providing quality cab services. Though its performance were outstanding they were look for more welfare in future to meet the change in customers preferences.

AVINASH KHADE DR. VAIBHAV PATIL entitled in "A study of customer satisfaction level of Ola and Uber paid taxi services with special reference to Pune City". This study focuses on the fulfillment of customer for consolation level and waiting time after booking Ola/ Uber cab. This study uses the questionnaire and personal interview to collect its primary data. Through 402 respondents of various age groups this study conclude that Ola has extraordinary growth in taxi market sector. This study concludes that many customers were prefer safety.

ALI SALIM SALMAN, K. G. CHANDRIKA entitled in "customers satisfaction towards Uber Cabs". This study focuses on customer fulfilment towards Uber Cabs and the resolution of Uber Cabs riding. This study obtained its conclusion through collection of primary data. This study tells that Uber Cabs have positive responds in Hyderabad city. And the easiness of the Uber cab makes its growth more rapidly.

J. SENTHIL VELMURUGAN, R. SHRUTHI, S. V. RAJKAMAL entitled in "Customer perception and problems towards Ola services in Smart cities with reference to Salem". This study deals in ascertaining the importance of cab services in Smart cities, influence of price consciousness while selecting the cab services, ascertaining the customer perception towards online app is based cab Services, Ola services in Salem and satisfaction level of customers hailing Ola services. This study conclude that Ola has seen a tremendous growth in the taxi Market sector. Revenue of Ola has increased almost 10 folds over the past four years. they said that Ola has been and will be a great technology platform for transportation and offering flexible options of booking and

payment to customers and flexible timing and facilities to drivers.

III. ANALYSIS AND INTERPRETATION

Analysis and interpretation refer to the process of giving meaning to the collected information and finalizing the conclusion, important and suggestions of the findings. It is the broader meaning of the research

Simple percentage

DEMOGRAPIC PROFILE OF THE RESPONDENTS

TABLE 1.1

Demographics variables	No of respondents	Percentage
Age		
Below 20	65	55.6%
21-30	47	40.2%
31-40	2	1.7%
41-50	1	0.9%
Above 50	2	1.7%
	117	**100%**
Gender of respondents		
Male	40	34.5
Female	73	62.9
Prefer not to say	3	2.6
	116	**100%**
Educational qualification		
School level	11	9.4%
Undergraduate	90	76.9%
Professional	12	10.3%
College	2	1.7%
Diploma	1	0.9%
School student	1	0.9%
	117	**100%**
Monthly income		
Less than 10000	57	59.4%
10000-20000	17	17.7%
20000-30000	7	7.3%
30000-40000	1	1%
40000-50000	4	4.2%
More than 50000	10	10.4%
Marital status		
Married	8	6.8%
Unmarried	109	92.4%
Single	1	0.8%

From the analysis, it shows that 55.6% of them were under the age group of 20,40.2% of them were under the age group of 20-30,1.7% of them were under the age group of 30-40,0.9% of them were under the age group of 40-50,1.7% of them were above the age of 50. 34.5% of them were male,62.9 were females. 9.4% of them were at school level,76.9% of them were undergraduate, 10.3% of them were professional,1.7% were college students,0.9of diploma,0.9% of them. We're school student.59.4% of them earn below 10000,17.7% them earn 10000-20000,7.3% of them earn 20000-30000,1% of them earn 40000-50000,10.4% of them earn above 50000. 6.8% of them were married, 92.4% of them were unmarried.

CLASSIFICATION OF PREFERENCES OF RESPONDENTS

TABLE 1.2

Reason	No of respondents	Percentage
Price	24	20.3%
Convenience	25	21.2%
Safety and security	54	45.8%
Time	15	12.7%
	118	**100%**

From the analysis it shows 45.8% of respondents choose Ola for its safety and security,21.2% of them choose because of its convenience, 20.3% of them choose Ola for its price and 12.7% of respondents choose Ola for time.

FREQUENCY OF THE RESPONDENTS

TABLE 1.3

Frequency of usage	No of respondents	Percentage
Daily	8	6.8%
Weekly	17	14.5%
Once a month	33	28.2%
Several times per year	38	32.5%
Never	21	17.9%
	117	**100**

From the analysis it shows 32.5% of respondents use Ola cabs several times per year,28.2% of respondents use Ola cabs once a month,17.9% of the respondents never use Ola cabs,14.5% of the respondents use Ola cabs weekly and 6.8% of the respondents use Ola cabs daily.

TIMECONVENIENCE OF RESPONDENTS

TABLE 1.4

Time convenience	No of respondents	Percentage
Morning	32	27.6%
Afternoon	33	28.4%
Evening	42	36.2%
After 10 pm	9	7.8%
	116	**100%**

From the analysis it shows 36.2% of the respondents use Ola cabs at evening, 28.4% of the respondents use Ola cabs at afternoon, 27.6% of the respondents use Ola cabs at morning, and 7.8% of the respondents use Ola cabs after 10 pm.

BARRIERS OF USAGE OF RESPONDENTS

TABLE 1.5

Classification of barriers	No of respondents	Percentage
Price	76	68.5%
Un safety	18	16.2%
Rude behavior of the driver	17	15.3%
	111	**100%**

From the analysis it shows that 68.5% of the respondents won'tsuggest Ola for its price,16.2% of the respondents won't suggest for its un safety and 15.3% of the respondents won't suggest Ola for the rude behavior of the driver.

ONLINE PREFERENCES OF RESPONDENTS

TABLE 1.6

Online Preference	No of respondents	Percentage
Yes	50	42.4%
No	25	21.2%
Sometimes	43	36.4%
	118	**100%**

From the analysis it shows, 42.4% of the respondents prefer pay Ola cabs through online, 36.4% of the respondents sometimes prefer through online and 21.2% of the respondents won't pay through online.

CLASSIFICATION OF EXPERIENCES OF RESPONDENTS

TABLE 1.7

Travelling experience	No of respondents	Percentage
No never	95	81.2%
Yes	16	13.7%
Yes, multiple times	6	5.1%
	117	**100%**

From the analysis it shows that 81.2% of the respondents have no bad experience with Ola cabs, 13.7% of the respondents have bad experience with Ola cabs and 5.1% of the respondents have several times bad experience with Ola cabs.

COSTWISE PREFERENCES OF RESPONDENTS
TABLE 1.8

Cost wise preference	No of respondents	Percentage
Completely affordable	32	27.4%
Moderately affordable	57	48.7%
Unaffordable	17	14.5%
Extremely expensive	11	9.4%
	117	**100%**

From the analysis it shows that 48.7% of the respondents says that it is moderately affordable, 27.4% of the respondents says that it is completely affordable, 14.5% of the respondents says that it is unaffordable and 9.4% of the respondents says that it is extremely expensive.

RECOMMENDATIONS OF RESPONDENTS TOWARDS OLA TAXI
TABLE 1.9

Recommendation	No of respondents	Percentage
Yes	95	80.5%
No	23	19.5%
	118	**100%**

From the analysis it shows that 80.5% of the respondents will recommend Ola cabs to their friends, relative and colleagues and 19.5% of the respondents will not recommended Ola cabs for their friends, relative and colleagues.

COMPARISON OF RESPONDENTS WITH OTHER TAXI

TABLE 1.10

Particular	No of respondents	Percentage
Yes	76	65%
No	41	35%
	117	**100%**

From the analysis it shows that, 65% of the respondents says that Ola cabs comparatively low than other cabs and 35% of the respondents says that Ola cabs comparatively low than other cabs

SAFETY LEVEL OF RESPONDENTS

TABLE 1.11

Particular	No of respondents	Percentage
Yes	101	87.1%
No	15	12.9%
	116	**100%**

From the analysis it shows that 87.1% of the respondents feels safety during night travel with Ola cabs and 12.9% do not feel safety during night travel with Ola cabs.

APPLICATIONS WISE PREFERENCES OF RESPONDENTS

TABLE 1.12

Applications	No of respondents	Percentage
By telephone	18	15.4%
By app		71.8%
By Ola website	15	12.8%
	117	**100%**

From the analysis it shows that 71.8% of the respondents prefer to book Ola cabs by app,15.4% of the respondents prefer to book Ola cabs through telephone and 12.8% of the respondents prefer to book Ola cabs through Ola website.

CLASSIFICATION OF QUALITY OF RESPONDENTS

TABLE 1.13

Ratings	No of respondents	Percentage
Excellent	28	23.9%
Good	76	65%
Fair	11	9.4%
Poor	2	1.7%
	117	**100%**

From the analysis it shows that 65% of the respondents says good about the quality basis of booking Ola taxi in Coimbatore city, 23.9% of the respondents says excellent about the quality basis of booking Ola taxi in Coimbatore city, 9.4% of the respondents says fair about the quality basis of booking Ola taxi in Coimbatore city and 1.7% of the respondents says poor about the quality basis of booking Ola taxi in Coimbatore city.

SAFETY MEASURES OF RESPONDENTS
TABLE 1.14

Particular	No of respondents	Percentage
Yes	88	75.9%
No	28	24.1
	116	**100%**

From the analysis it shows that 75.9% of the respondents need companion with them to travel through Ola cabs for their safety and 24.1% of the respondents don't need companion with them to travel through Ola cabs for their safety.

PREFERENCES OF RESPONDENTS TOWARDS OLA CAB

TABLE 1.15

Purpose	No of respondents	Percentage
Daily commute to work	28	24.3%
Meetings	27	23.5%
Airport and railway	17	14.8%
Personal trips	43	37.4%
	115	**100%**

From the analysis it shows that 37.4% of the respondents use Ola cabs for personal trips, 24.3% of the respondents use Ola cabs for daily commute to work, 23.5% of the respondents use Ola cabs for meetings and 14.8% of the respondents use Ola cabs for airport and railway.

SURGE PRICE PREFERENCES OF CUSTOMERS

TABLE 1.16

Particular	No of respondents	Percentage
Yes	32	28.3%
No	42	37.2%
May be	39	34.5%
	113	100%

From the analysis it shows that 37.2% of the respondents won't use Ola cabs even with surge pricing, 34.5% of the respondents may be use Ola cabs with surge pricing and 28.3% of the respondents use Ola cabs with surge pricing.

SERVICE SATISFACTION OF RESPONDENTS TOWARDS OLA TIMING

TABLE 1.17

Particular	No of respondents	Percentage
On time	59	52.2%
Fast as well	40	35.4%
Bit a late	14	12.4%
	113	100%

From the analysis it shows that 52.2% of the respondents says that Ola cabs reach the destination on time, 35.4% of the respondents says that the Ola cabs reach the destination fast as well and 12.4% of the respondents says that the Ola cabs reach the destination big a late.

RESPONDENTS OPINION ON DRIVERBEHAVIOUR TOWARDS EXTRA CHARGES

TABLE 1.18

Particular	No of respondents	Percentage
No one	64	56.6%
Some drivers	39	34.5%
Many drivers	10	8.8%
	113	100%

From the analysis it shows that 56.6% of the respondents says that no drivers ask money other than the actual charge, 34.5% of the respondents says that some drivers ask money other than the actual charge and 8.8% of the respondents says that many drivers ask money other than the actual charge.

SATISFACTION OF THE RESPONDENTS IN ENTIRE COIMBATORE CITY

TABLE 1.19

Particular	No of respondents	Percentage
Yes	75	65.8%
No	15	13.2%
May be	24	21.1%
	114	100%

From the analysis it shows that 65.8% of the respondents are entirely satisfied by Ola cabs in Coimbatore city, 21.1% of the respondents may be satisfied by Ola cabs in Coimbatore city and 13.2% of the respondents were not satisfied with Ola cabs in Coimbatore city.

IV. FINDINGS

- The majority of the respondents were female.
- 55.6% of them were under the age group of 20
- 76.9% of them were undergraduate
- 92.4% of them were unmarried
- 45.8% of respondents choose Ola for its safety and security
- 32.5% of respondents use Ola cabs several times per year
- 36.2% of the respondents use Ola cabs at evening
- 68.5% of the respondents won't suggest Ola for its price
- 42.4% of the respondents prefer pay Ola cabs through online
- 81.2% of the respondents have no bad experience with Ola cabs
- 48.7% of the respondents says that it is moderately affordable
- 80.5% of the respondents will recommend Ola cabs to their friends
- 65% of the respondents says that Ola cabs comparatively low than other cabs
- 87.1% of the respondents feels safety during night travel with Ola cabs
- 71.8% of the respondents prefer to book Ola cabs by app
- 65% of the respondents says good about the quality basis of booking Ola taxi in Coimbatore city

- 75.9% of the respondents need companion with them to travel through Ola cabs for their safety
- 37.4% of the respondents use Ola cabs for personal trips
- 37.2% of the respondents won't use Ola cabs even with surge pricing
- 52.2% of the respondents says that Ola cabs reach the destination on time
- 56.6% of the respondents says that no drivers askmoney other than the actual charge
- 65.8% of the respondents are entirely satisfied by Ola cabs in Coimbatore city.

V. SUGGESTIONS

- Women driver should be welcomed to drive Ola cabs, so it gives a strong assurance for safety to women passenger and also create employment opportunities.
- Complaints should be considered and take action when the Ola driver charges above the mentioned price

VI. CONCLUSION

On the whole Ola cabs provide an extraordinary service. This study explains the safety, satisfaction and consumer preference towards Ola cab in Coimbatore city. Ola cabs plays a good role in providing safety and satisfaction in Coimbatore city. The satisfaction level only increases the number of customers. By increasing customers, the profit of Ola cabs also increases. When the customer satisfied with the Ola cabs, definitely he will prefer it and also share the experience with their friends, family, colleagues etc.., it creates the brand image for Ola cabs.

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