

A Study on Customer Satisfaction Towards Rapido Bike Taxi Services With Reference To Coimbatore City

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Abstract- *This case study is an analysis of the concept of bike taxis in the current modern business economy especially in Coimbatore. Since the modernisation of mobile phones, majority of the population has easy access to many taxi services and bike taxis are the most convenient and efficient modes of transport for most people. In the metro city of Coimbatore, the most prominent bike taxi service is 'Rapido Bike Taxi. The case study shows that the majority of the population prefer Rapido bike taxi and are satisfied with the services they provide. It points out the prominent drawbacks such as the hike in price rates and other factors. This also suggests the necessary steps the Rapido taxi company can consider to solve the problems of retaining customers. The company can also develop its marketing strategy, preference and the overall perception of the consumer.*

Keywords- Customer satisfaction, Marketing strategy, Modern business economy, Marketing analysis.

I. INTRODUCTION

Rapido is an online bike taxi service based out of Bangalore. The company was founded by Aravind Sankar, S R Rishikesh and Pavan Guntupalli in 2015. The company has gained a huge exposure and attracted many investors in its region. Rapido bike taxi is currently operating in more than 95 cities across India. The company's ascension to fame was very prominent in the market and their latest marketing budgets were an estimated 200 crores.

The consumer market is brimming with growth prospects. A pivot point exists in every market. The need for bargain drives consumers to flame venture investors in the case of e-tailors. In India, the passenger automobile market is one of the most popular and rapidly expanding form of public taxi services in the market. The growing population and restricted infrastructure increase the potential for growth, attracting investors and sons of soil to invest in a competitive manner, resulting in more appealing services at more affordable prices for clients. Taxi companies such as Ola,

Uber, Fast Track, and other companies are b. On-demand cab aggregators like Uber and Lyft are good examples of this. The taxi market in India is a massive market. The organised and unorganised taxi markets in India are separated into two major segments. The unorganised market is valued at \$8.5 billion, whereas the organised market is valued at \$500 million. During the period 2017-2022, the Indian taxi forecast is expected to increase at a CAGR of 13.7 percent. In the market context, the organised sector is a newly developed segment.

II. REVIEW OF LITERATURE

Ashish Avinash Khade & Dr Vaibhav Patil (2018) "A study of customer satisfaction level of ola and uber paid taxi services with special reference to Pune city" In this paper an attempt has been made to study the customer satisfaction level of the people who are using OLA and UBER cabs in Pune city. In the paper it shows who is leading the paid taxi market in Pune city, reasons for choosing OLA/UBER over other Auto/Bus services. It has also been seen that almost 100% respondents are using paid taxi services in Pune city.

Himanshu Jain (2017) stated that "Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily-Ola and Uber. Currently, both Ola and Uber cabs are following International Journal of Pure and Applied Mathematics Special Issue 14922655 the strategy of expanding their operations and building customer base in key metropolitan cities across India. The motive is to increase market share and achieve economies of scale and at the same time providing customer satisfaction. This article seeks to understand the dynamics of India's taxi market by studying various factors like the pricing, market share, revenue models, etc. The paper is qualitative in nature and based on secondary data collect

Horsu and Yeboah (2015) had revealed in their study that driver behaviour has negative correlation on customer satisfaction in Ghana. Other variables continuous service, comfort, reliability and affordability have an impact on customer satisfaction with regard to minicab taxed from different sources.

Dr.Ms Latika Ajitkumar Ajbani “, (2019) “A Study of Customers’ Outlook towards Ola Cabs Services” There are many cab service providers such as Ola, Meru, Uber etc. who are aggregators connecting customers with drivers through technology such as mobile application. Technological advancements have impact on lifestyle. Convenience, safety, comfort, timely service are the factors which determine quality of services leading towards customer satisfaction. For this research data was collected from 50 Units (25 Male and 25 Female sample respondents) residing in Nashik city, India. From the study it is found that customers prefer Ola Cabs in Nashik city. Safety and convenience are the major factors which influence customers to select Ola Cabs services.

Research by Hanif and Sagar (2016) suggested that cab services have a huge potential for growth in Mumbai targeting middle and affluent class. Consumer not only use cab service for commutation but also for visiting a shopping mall, attending late night party or going out on special occasion. Study also showed that customer satisfaction level is very high, showing positive sign for future growth and expansion of business Aggregator taxi companies _s tied up with the mobile wallet companies like Free Charge, Paytm, Mobikwik which helped in providing hazel free ride to customers by providing customers easy payment options with offers and discounts for rides.

III. STATEMENT OF THE PROBLEM

Bike taxi business confronts a number of hurdles, ranging from raising of fund to complying with legislation. We can't expect it to become a viable means of transportation unless the firms figure out a way to overcome the obstacles. In India, only a few states have a legal framework for bike taxis, and the industry is unregulated. Some companies, like Ola and Rapido, have gotten into problems with the government, whom does not believe the service is legitimate. So, this article contains an in-depth analysis of the market, the problem within the market and the various possible solutions for the analysed problems.

IV. OBJECTIVES OF THE STUDY

- To understand the level of customer satisfaction from using Rapido bike taxi.

- To analyse the marketing strategies used by Rapido.
- To understand the customer preference of Rapido in comparison with other cabs.

RESEARCH METHODOLOGY

Research methodology is a set of tools that are adopted to research the process to collect, assemble and evaluate data relevant to the research study.

PRIMARY DATA

Primary data refers to the first-hand data gathered by the researcher himself. In this study, a questionnaire based on 70 responses has been used as the primary data for the research.

SECONDARY DATA

Secondary data is the research data that has previously been gathered and can be accessed by researchers. The secondary data is collected based on pre-existing articles, information, Newspapers (The Hindu, Times of India), books, journals and websites.

LIMITATIONS OF THE STUDY

1. This study limited to the respondents of 70.
2. This study conducted around Coimbatore District.
3. The present study is conducted only to the young customer in Coimbatore District.

V. ANALYSIS AND INTERPRETATION

Profile of the Respondents

Table No.1

Variance	Category	Number of response	Percentage
Gender	Male	41	59
	Female	29	41
Area of residence	Urban	48	69
	Rural	22	31
Size of the	1	1	1

family	2 to 4	55	79
	5 to 7	10	14
	7 and above	4	6
occupation	Business	0	0
	Self-employed	1	1
	Student	58	83
	An employee at an organization	11	16
Marital status	Married	7	10
	unmarried	63	90
Education qualification	Higher secondary	5	7
	Under graduate	57	81
	Post graduate	8	11
	Diploma	0	0
Age group	18-24	60	86
	25-30	6	9
	31-40	3	4
	Above 40	1	1
Family income	Below 1,00,000	20	29
	1,00,000-2,00,000	17	24
	2,00,000 – 3,00,000	17	24
	Above 3,00,000	16	23

It can be gathered from the above table the majority of the respondents are male 59%,41 of the respondents

belongs to the age group of 18-20 years, 83% of the respondents from the student, 81% of the respondents from UG level, 69% of the respondents from the urban area and 29% are below 1,00,000.

ANALYSIS OF USING RAPIDO BIKE TAXI SERVICES

TABLE 1.2

Basis	Factors	No of respondents	Percentage
Came to know about Rapido through?	Media	6	9%
	Friends	44	63%
	Advertisement	17	24%
	Relative	3	4%
Periodic usage of Bike taxi services	Daily once	8	11%
	Weekly once	17	24%
	Monthly once	21	30%
	Yearly once	24	34%
Comparison with other taxi	Yes	41	59%
	No	29	41%
Recommending bike taxi to others	Yes	63	90%
	No	7	10%
Has anyone recommended you to use Rapido?	Yes	51	73%
	No	19	27%

INTERPRETATION

The above table shows that, 62% of people came to know about Rapido through Friends, 34% of people use Rapido yearly once, 59% of people said that they will compare Rapido bike taxi with other taxi services, 90% of respondents said that they will recommend Rapido bike taxi to others, 73%

of respondents came to know about Rapido through recommendation.

ANALYSIS OF USING RAPIDO BIKE TAXI SERVICES

TABLE 1.3

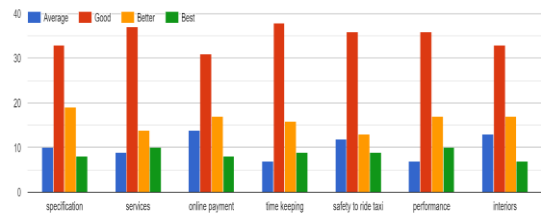
Basis	Factors	Number of respondents	Percentage
Useful for girls?	Yes	43	63%
	No	25	37%
Using Rapido if there is no offers and discounts	Yes	34	49%
	No	36	51%
Method of payment	Cash	40	57%
	Online	30	43%
Availability of Bike taxi	Yes	58	83%
	No	12	17%
Comparison the comfortability of using Rapido	Average	18	26%
	Good	41	59%
	Best	11	16%
Preferences other than Rapido	Ola	40	57%
	Uber	22	31%
	Fast track	8	11%

INTERPRETATION

From the above table 1.3 shows that 63% of people said yes for girls to take rapido bike taxi services, 51% respondents said that they will stop using rapido if they did not

provide any offers or discounts, 57% of respondents selected online payment method, 83% respondents are comfortable with the availability of bike taxi in Coimbatore city, by comparing with other taxis 59% of respondents gave good rating among AVERAGE, GOOD and BEST.

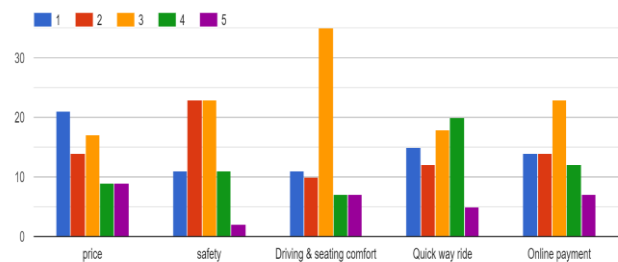
The consumers satisfaction level towards quality of Rapido bike taxi as follows



INTERPRETATION OF THE ABOVE CHART

Most of them selected Good for specification. Most of them selected Good for services. Most of them selected Good for online payment. Most of them selected Good for time keeping. Most of them selected Good for safety to ride. Most of them selected Good for performance. Most of them selected Good for interiors.

Ranks given to the various facilities provided for consumer by the Rapido bikes as follows



INTERPRETATION OF THE ABOVE CHART

Most of them gave 1st rank to pricing. Most of them gave 2nd rank and 3rd rank to safety. Most of them gave 3rd rank to seating comfort. Most of them gave 4th rank to Quick way ride. Most of them gave 3rd rank to Online payment.

VI. FINDINGS

1. Majority of the respondents are Male.
2. 86% Of the respondents belongs to the age group of 18-20 years.
3. 83% Of the respondents are from students.

4. 81% Of the respondents from the UG level.
5. 69%Of the respondents from urban area.
6. 29%Of the respondent's monthly income is below 1,00,000.
7. 63% of them came to know about Rapido through friends.
8. 34% of them periodic usage is yearly once.
9. 57% of them prefer ola other than Rapido.
10. 63% of them said yes for girls to ride on Rapido.
11. 51% of them said they will stop using Rapido if no offers and discounts are provided.

SUGGESTIONS OF THE STUDY

1. The quality of the service should be improved.
2. They should provide more offers and discounts.
3. They should be more customer friendly.

VII. CONCLUSION

This research found that in today's business world, it's critical to examine the marketing strategy utilised by Rapido bike taxi services. The results of the survey suggest that the majority of customers are satisfied with the Rapido bike taxi services, however there are some drawbacks such as price increases and other factors such as product design. If necessary, the cost of resolving customer retention issues with Rapido bike taxi services will be considerable. If the company can comprehend the consumer's preferences and overall perception, it will build a marketing strategy. As a result, the marketing strategy and market share of Rapido bike taxi services will be developed.

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