

# Customer Satisfaction Towards Rapido With Special Reference To 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 customers are satisfied with the Rapido bike taxi but also there is a drawback such as hike in price , uncomforted with drivers and such other factor like design of the product. If necessary steps to re-solve 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 customer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi Company.

## I. INTRODUCTION

Rapido is an online bike taxi aggregator based out of Bangalore, India. The company was founded in 2015 in Banlogre. It operates in more than 95 cities across the country. In the same year(2015) rapido company was founded by – Aravind Sanka, Pavan Guntupalli, and SR Rishikesh founded by Aravind Sanka, the company has sky rocketed into fame in the few years of its launch and was appreciated by huge investors in the region. They recently made headlines when they earmarked 200 Crore for marketing budgets. The consumer market is filled with opportunities and possibilities to develop. Every market place has a pivot point. In the case of e-tailors , it is the consumers whose appetite for discounts leads them to flame venture capitalists. The passenger vehicle segment is one of the most sought after and fast growing market in India. The increasing population and limited infrastructure adds to the opportunity to grow, especially attracting the Investors and the son of soil to invest in the competitive manner, which in turn leads to more attractive services at affordable rates to the customers. There is a mushroom growth of taxi service providers like Ola, Uber, Meru, Yellow, Fast track, Friends Track , etc. In the case of on-demand taxi aggregators such as Uber , Ola, and Rapido bikes, it is the drivers..

## STATEMENT OF THE PROBLEMS:

This research paper focuses on the customer satisfaction towards the Rapido bike taxi service providers in

the Coimbatore town. The study deals with the consumers mind set towards in the utilizing the taxi services, the level of comforts, ease of access, safety and convenience and overall satisfaction towards the service quality of the Rapido . Driver's share often depends on the number of rides completed rather than the total revenue generated. This encourages drivers to undertake shorter trips but leads to a downfall in customer's satisfaction level. When feedback is given against driver proper action need to be taken. They should provide riders with a feature to connect with drivers for free especially at night demand extra cash apart from the fare. The reasons that support and influence their choice, ascertain their views in enhancement of reasons and reason behind their dissatisfaction are analyzed. the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize good growth in the future.

## OBJECTIVES:

- To understand the usage of Rapido services in Coimbatore town.
- To find out the customer satisfaction towards Rapido services.
- To know the difficulties and problems faced by the customers

## II. REVIEW OF LITERATURE

**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.

**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.

**Bandura (2019)**, people change their behavior rapidly if told directly which behaviors would be awarded and which would be punished, then if left to discover it for themselves. The researcher has referred aspects of behavior such as decision-making, learning and extinction processes through conditioning and through cognition, needs and motives in the context of behavior modification of bike taxi drivers

### SCOPE THE STUDY:

This research paper focuses on the customer satisfaction towards the Rapido taxi service providers in the under gone paradigm shift along with this. We are also experiencing the negative effects of industrialization in the form of global warming. Under these circumstances there are so many vehicles emitting impure carbon particles and carbon dioxide pollution into the air. With increased number of fossil fuel dependent vehicles, there is a greater level depletion of fuel resource. It is here that automobile company’s felt need to innovate motor pad vehicle that will get charged through electricity and will not be Coimbatore town. The study deals with the consumers satisfaction towards in utilizing the call taxi services, the level of comfort, ease of access, tariff system, promotion, safety and convenience and overall satisfaction towards the service quality of the Rapido

### III. METHODOLOGY USED IN THIS STUDY

#### SAMPLE SIZE:

The sample size is 125 respondents

#### AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

#### DATA COLLECTION:

Data is of two types Primary and Secondary.

#### PRIMARY DATA

Primary data has been collected using questionnaire

#### SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books.

**TABLE:SIMPLE PERCENTAGE ANALYSIS**

Factors	Options	No. of Respondants	Percentage
Age	Below 18	23	18.4
	19-25	61	48.8
	25-30	29	23.2
	30above	12	9.6
Gender	Female	38	30.4
	Male	84	67.2
	Others	3	2.4
Know about Rapido	Friends	13	10.4
	family	50	40
	Others	62	49.6
Frequently used	Everyday	12	9.6
	Once in week	36	28.8
	Once in month	47	37.6
	Once in year	30	24
Time of day	Moring/ evening	65	52
	Afternoon	60	48
To choose Rapido	Convenient	34	27.2
	Trustable	41	32.8
	Low price	50	40
To use Rapido in future	Yes	55	44
	no	70	56
Face any problems	Yes	74	59.2
	No	51	40.8
Problems	Uncomfort with drivers	25	20
	Helmet not providing	43	34.4
	Unsafety	84	67.2
Service	Quality of the service	67	53.6
	Comfort	33	26.4
	Safety of the customer	25	20

#### INTERPRETATION:

Majority of the respondents (48.8 per cent) are in the age category 19 - 21 years., Majority of the respondents are ( 67.2 per cent ) are male , Majority of the respondents ( 40 per cent ) know about Rapido by their friends, Majority of the respondents ( 37.6 per cent) using Rapido once in the month, Majority of the respondents ( 28 per cent) using Rapido at the evening, Majority of the respondents are highly satisfied with quality of the services, Majority of the respondents are highly satisfied with influencing factors, Majority of the respondents are satisfied with the drivers experience, Majority of the respondents are satisfied with the comfort, Majority of the respondents are satisfied with the time, Majority of the respondents are satisfied with the safety of the customer, Majority of the respondents are satisfied with the customer

care services, Majority of the respondents (32.8 per cent) are trusting Rapido , Majority of the respondents ( 44 per cent) are use Rapido in future, Majority of the respondents ( 59.2 per cent) are faced problems while going on Rapido, Most of the respondents ( 20 per cent) problems are uncomfot with drivers,Most of the respondents ( 34.4 per cent ) problems are helmet not providing, Most of the respondents ( 32 per cent) problems are feeling unsafety,Most of the respondents (35.2 per cent ) facing other problems while going on Rapido, Majority of the respondents ( 46.4 per cent ) are suggest Rapido to others

#### IV. SUGGESTIONS

- Majority of the respondents think that to increase the safety of the customer while going on Rapido
- Mostly, respondents feel that Rapido providing excellent service. If Rapido increase the security of the customer, it could gain more confidence and trust among customer.
- From this study, it is clear that people prefer Rapido. It made the travel easy and affordable .
- Most of the customer’s request should have uniform for all Rapido employees , to avoid some misunderstanding between customer and Rapido employee. To easily identify Rapido person
- Some of the customers feels everyone should give to the Rapido drivers as they are mostly working as part time ,they too have responsibility and they should be treated goo #Customer prefers Rapido has to increase the services in village side
- Rapido have to monitor the employee behavior and their experience

#### V. CONCLUSION

This study concluded that in this modern business economy it is very important to analysis the marketing strategy used in the Rapido bike taxi services. From this survey it is found that Rapido taxi services has received a mixed reaction. Its viewers have multiple perceptions towards it. The usage of the Rapido is increase day by day , customers are addicted to the services. The traveling behavior of customers has seen a change in recent years as a result of bike taxi services the customers are satisfied with the Rapido bike taxi services but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re solve problems of retaining customers of Rapido bike taxi services will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the customer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi services.

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