

A study on customer satisfaction toward taxi service reference to Chennai (Ola)

Submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration

by

R. MADHUMITHA

Register.No: 39280066



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI - 600 119**

MARCH – 2022



SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC I 12B Status by UGC I
Approved by AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MADHUMITHA.R (39280066)** who carried out the project entitled “**A study on customer satisfaction towards call taxi service with reference to Chennai(Ola)**” students of **Sathyabama Institute Of Science and Technology**” under my supervision from January 2022 to March 2022.

Ms. S. SHANTHINI M.COM.NET.,

Internal Guide

External Guide

Dr. BHUVANESWARI.G, MBA., Ph.D

Dean - School of Management Studies

Submitted for viva voce Examination held on _____

Ms. S. SHANTHINI M.COM.NET.,

Internal Guide

External Guide

DECLARATION

I **MADHUMITHA. R (39280066)** hereby declare that the project report entitled “**A study on customer satisfaction towards call taxi service with reference to Chennai (Ola). Student of Sathyabama Institute Of Science and Technology**” done by me under the guidance of **Ms. S. SHANTHINI M.COM.NET.,** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

DATE: 19.03.2022

PLACE: CHENNAI

MADHUMITHA. R

SIGNATURE OF CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D.**, Dean, school of Management studies and **Dr. A. Palani, M.Com., M.Phil., MBA., Ph.D.**, Head of the department, dept. of Management studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my project guide **Ms. S. Shanthini M.COM.NET.**, for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all teaching and non-teaching staff members of the department of business administration who were helpful in many ways for the completion of the project.

ABSTRACT

The phenomenal growth of passenger vehicle market is vitally backed by the domestic taxi segment. The Indian passenger vehicles industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the Ola call taxi service providers in the southern hub Chennai. The study deals with the consumers mindset 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 services quality of service provider. The reasons that support and influence their choice, ascertain their views in enhancement of service and reason behind their dis-satisfaction are analysed by conducting the descriptive research, using convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize on the extremely good growth in the future.

Keywords: Call taxi(Ola), customer satisfaction, service quality.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry profile	1
	1.3 Company profile	2
	1.4 Need of the study	3
	1.5 Objectives of the study	3
	1.6 Scope of the study	4
2	REVIEW OF LITERATURE	5
	2.1 Review of literature	5
3	RESEARCH METHODOLOGY	7
	3.1 Methodology	7
	3.2 Research design	7
	3.3 Sampling technique	7
	3.4 Period of study	7
	3.5 Sample size	7
	3.6 Source of data	7
	3.7 Questionnaire	7
	3.8 Tools used for analysis	7
	3.9 Graphical representation of data	8
4	DATA ANALYSIS AND INTERPRETATION	9
	4.1 Percentage analysis	9
	4.2 Hypothesis	29
5	5.1 Findings	31
	5.2 Suggestions	32
	5.3 Limitation of the study	32
	5.4 Conclusion	33
	Annexure(Questionnaire)	34
	REFERENCES	36
	BIBLIOGRAPHY	36

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender of the respondents	9
4.1.2	Age of the respondents	10
4.1.3	Occupational status of the respondents	11
4.1.4	Marital status of the respondents	12
4.1.5	Number of members in your family	13
4.1.6	Area of residence	14
4.1.7	What is the main reason you choose Ola service	15
4.1.8	Do you use Ola cabs for personal or professional travel	16
4.1.9	How often do you use Ola	17
4.1.10	What a purpose you use Ola	18
4.1.11	What is your average Ola cab journey	19
4.1.12	At what time of the day do you most often require Ola service	20
4.1.13	Do you feel safe getting on Ola cab on your own, during night time	21
4.1.14	What is the source of awareness	22
4.1.15	If you book through Ola app please rate the quality of booking service	23
4.1.16	Are you satisfied with the quality of service provided by Ola cab	24
4.1.17	How do you feel about pricing of Ola cabs as compared to others	25
4.1.18	Have you ever had a bad experience with a Ola cab	26
4.1.19	What is your payment mode for Ola ride	27
4.1.20	Does usage of Ola app is easy	28

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1.1	Gender of the respondents	9
4.1.2	Age of the respondents	10
4.1.3	Occupational status of the respondents	11
4.1.4	Marital status of the respondents	12
4.1.5	Number of members in your family	13
4.1.6	Area of residence	14
4.1.7	What is the main reason you choose Ola service	15
4.1.8	Do you use Ola cabs for personal or professional travel	16
4.1.9	How often do you use Ola	17
4.1.10	What a purpose you use Ola	18
4.1.11	What is your average Ola cab journey	19
4.1.12	At what time of the day do you most often require Ola service	20
4.1.13	Do you feel safe getting on Ola cab on your own, during night time	21
4.1.14	What is the source of awareness	22
4.1.15	If you book through Ola app please rate the quality of booking service	23
4.1.16	Are you satisfied with the quality of service provided by Ola cab	24
4.1.17	How do you feel about pricing of Ola cabs as compared to others	25
4.1.18	Have you ever had a bad experience with a Ola cab	26
4.1.19	What is your payment mode for Ola ride	27
4.1.20	Does usage of Ola app is easy	28

CHAPTER 1 INTRODUCTION

1.1 INTRODUCTION:

India's transport sector is large and diverse. Transport system is the foundation stone of economic infrastructure. Transport system is known as the key symbol of civilization. Due to huge population and the changing life style of people and their progress, people choose luxuries wellbeing and their transportation needs has been sustained on the convenience, speed and safety of the modes. Good transport connections have direct benefits to people, businesses, the environment, and the economy overall. Amongst the available transportation modes, Road transport occupies a primary place in today's world as it provides a reach unparalleled by any other contemporary mode of transport. It helps in the development of trade, commerce and industry. Transport system removes the hindrance of place and time. Depending on the city/state, taxis can either be hailed or are hired from taxi-stands. Providing with taxi services helps people. In metropolitan cities taxis need to be hired from taxi and can be hailed on the street. There are additional surcharges for luggage, late-night rides and toll taxes are to be paid by the passenger.

Taxi services in India

With rapid urbanization and migration of people from rural areas to cities, the geographical area coverage of Indian cities is expanding. Usage of modern accessories helps people to get updated with the available taxi facilities in the market. The middle class population in India rose from 15 million in 1991 to 160 million and more in 2016. This segment with its increasing disposable income started demanding and has been willing to pay for better services across sectors including private and public transportation. Rapid economic growth coupled with huge infrastructure development, rigorous effort from Ministry of Tourism to project India as travel destination and emergence of Business Process Outsourcing (BPO) industry has given a huge push to the car rental industry in India. Till 2010, the point-to-point taxi market in India's big metropolitan cities was completely unorganized.

1.2 INDUSTRY PROFILE:

Society has learned to circumvent realities of urban transportation like clogged roads, outrageous car maintenance charges and steep parking tickets by hailing the online taxi revolution. This gradual shift in preferences has seen the ascent of a slew of aggregators looking to grab a share of the market, perfectly exemplified and ably demonstrated by a Bangalore-based company during the course of its seven-year-old eventful ride. Turning on the ignition way back in September 2010, IIT-Bombay graduates Bhavish Aggarwal and Ankit Bhati collaborated to step on the gas and turn Ola Cabs into a multi-billion-dollar technology behemoth it has become today.

Long and winding road

While its top rival has been embroiled in a cultural faux pas since the turn of this year, Ola has been traversing miles in the online taxi aggregation space with new features consistently added to its platform. In fact, as per an earlier ET report, its valuation was

marked up by as much as 12% by one of the world's largest asset management company, Vanguard World Fund. Moreover, according to regulatory filings with the ministry of corporate affairs, consolidated revenue for ANI Technologies - which owns and operates Ola - increased sevenfold to Rs 758 crore in the year ended March 2016, compared to the same period the year before.

1.3 COMPANY PROFILE:

OLA:



ANI Technologies Pvt. Ltd., operating under the trade name Ola, is an Indian online transportation network company. It was founded as an online cab aggregator in Mumbai, but is now based in Bangalore. As of September 2015, Ola was valued at \$5 billion. Ola Cabs was founded on 3 December 2010 by Bhavish Aggarwal, currently CEO, and Ankit Bhati. As of 2017, the company has expanded to a network of more than 600,000 vehicles across 110 cities. In November 2014, Ola diversified to incorporate auto rickshaw on a trial basis in Bangalore. After the trial phase, Ola Auto expanded to other cities like Delhi, Pune, Chennai, Hyderabad and Kolkata starting in December 2014. In December 2015, Ola expanded its auto services in Mysore, Chandigarh, Indore, Ahmedabad, Jaipur, Guwahati and Visakhapatnam. In January 2018, Ola extended its reach into its first overseas market, namely Australia, and has plans to eventually run the service in Sydney and Melbourne - having already arrived in Perth in late February

The Ola Cab story:

While trying to keep his holiday and tour planning business afloat, Bhavish had to travel from Bangalore to bandipur, for which he rented out a car, which ended in a very bad experience. The driver stopped the car in the middle of the journey and demanded a renegotiation of what Bhavish was paying. After being refused, he proceeded to abandon him enroute his destination. This is when he realized how his plight was probably similar to a lot of customers across the country who were looking for a quality cab service, but ended up with a one that stood them up, arrived and dropped them off late, didn't stick to their promises, and came with drivers that were nightmares behind wheel. Ola integrates city transportation for customers and driver-partners onto a mobile technology platform ensuring convenient, transparent, and quick service fulfilment. Ola is focused on leveraging the best of technology and building innovative solutions ground up, that are relevant at global scale. Notably, in 2016, Ola Play the

world's first connected car platform for ride-sharing was launched, transforming commuting experiences and setting the tone for global innovation in this space. Beyond offering a highly personal experience for users during their rides, Ola Play also allows its partners like Microsoft, Apple Music, Sony Liv amongst others, to build a high quality interactive and productive experience for its users. Using the Ola mobile app, users across 110+ cities, can connect with over 1,000,000 driver-partners across cabs, auto-rickshaws, and taxis. Ola has many competitors and the utmost competitor is UBER. Driven by a hyper local approach, Ola is committed to its mission of building mobility for a billion people. Ola provides various additional services like online food orders (Food Panda), cash wallet, etc. which promotes customer's attention towards Ola application.

Statement of the problem:

Earlier project and study are mainly concerned with customer satisfaction with reference to products and services in the area of consumer durable goods sector both in urban and rural areas. Merely rare research has been done in service sector about customer satisfaction with reference to personal transportation. This research paper is an attempt to explore the brand awareness and customer satisfaction towards Ola Cabs in Chennai. Furthermore, this paper provides some findings and inferences that can be considered by other personal transportation cab service firms to create brand and brand loyalty.

1.4 Need of the study

In the recent years of rapid growth on rental services, there is tremendous increase in the usage of call taxi services in all cities, especially in metros. In every sphere of business, the service and quality should be matched with the perceived, expected and delivered. The big market players in call taxi services are keen in enhancing the products and services to tap the customer base. This study will help us to know the customer satisfaction with respect to the comfort, convenience, tariff, service quality and staff courtesy, etc. Also, we can have the input and ideas to improve the services to meet out the customer expectation in the near future.

1.5 Objectives of study:

- To find out the customer satisfaction towards the call-taxi services.
- To find the level of convenience and comfort with call-taxi services.
- To know their opinion about the tariff system and promptness of service.
- To ascertain the customer view towards the driver behaviour and courtesy.
- To provide inputs to enhance the services to delight the customers.

1.6 Scope of study

- The present study covers factors like innovativeness, price consciousness, and coupon redemption behavior.
- There may be other factors influencing the consumers in selection of cab services which are not covered in the study.
- This study had not covered the influence of demographic characteristics on other psychographic variables

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

- *Ruchi Shukla, Ashish Chandra & Himanshi Jain (2017)* states 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'.
- (Sagar, 2016) had stated that there was demand for Call-a-Cab service offered by Meru Cab. The cab services are proving security through global positioning system (GPS) and women taxi drivers for women passengers especially during night times.
- According to Harding et al (2016) the auto-rickshaws (three wheelers) are more popular in urban transport before the advent of cars and cabs.
- Hanif and Sagar (2016). The cab services are proving security through global positioning system (GPS) and women taxi drivers for women passengers especially during night times.
- (A, (2016)) states that “Call taxi have a greater value in the community in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public.
- (Yeboah, 2015) had argued that driver behaviour have negative impact on customer satisfaction in Ghana. The variables like continuous service, comfort, reliability and affordability have an impact on customer satisfaction with regard to taxi.
- *Kumar, Kishore & Namavaram, Ramesh. (2016)*, The purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behavior' and independent variables are innovativeness and price consciousness. The relationship between dependent and independent variables are empirically verified through statistical methods. The statistical tools like correlation, regression and descriptive statistics are used for data analysis. It is found from the study that consumers are interested to redeem coupons while selecting cab services. It is also revealed from the study that consumers are comfortable to redeem coupons through mobile apps while booking cab services.

- *Rexi A. (2016)* states that “Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. Through this regulation the Government is able to exert some control over the activities of the industry, with the ultimate objective of providing a higher level of service (a complex construct in itself) to the public. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Chennai is by call taxi. There are as many as 40 to 50 call taxi service providers available in the Chennai city and its suburbs call taxi service is mostly available 4 hours within the day. And people regard it as the most convenient way to travel. this study is mainly used to identify the awareness towards call taxi services, factors influencing the choice of call taxi services, satisfaction towards the call taxi services, and the problem faced by people while using call taxi services.
- *Geeta Kesavaraj (2013)*, reveals that “As global competition grows, communication and technology channels open up new markets, and products and services are translated into a wide array of choices for our audiences, companies must work harder than ever to gain and keep customers at a competitive cost. In this new age, companies must focus their strategy, energy, processes and budgets to improve their knowledge and commitment to customers. It is imperative that companies make it their priority to use innovative Customer Relationship Management methodologies and to know how to implement customer centric strategies, together with the use of adequate technologies to aid in this process”.
- *Tazyn Rahman (2014)*, According to the industry sources, unorganized operators dominate about 85% of the market. The car rental industry grew from ` 30bn in FY03 to ` 200bn in FY11 notching up an annual average growth of 30%.The Radio cabs business has emerged as one of the fastest growing businesses in the Indian transportation sector. The concept of 24- hour radio cabs caught up in the country about a decade back with Delhi-based Mega Corp setting the wheels rolling under the Mega Cabs brand in cities such as Bangalore, Mumbai, Calcutta, Chandigarh, Ludhiana and Amritsar. Guwahati also is not laying back in this regard. Private luxury taxi operators in Guwahati are also planning to expand their fleets in the absence of a stateowned service and the shift by most commuters to the economical yet comfortable mode of transport. The Northeast is a prime destination for tourist, so the demand for car rental services can only get bigger. In the absence of a state owned radio cab service in Guwahati, the private players are eyeing big business. My Taxi has the pioneered private taxi operators (not radio taxi) to hit the road in 2010 followed by Prime Cabs. Prime Cabs launched in 2012 has emerged as the first organized Radio taxi service provider. Prime Cabs offers a cab service that emulates the best taxi service norms across the world. Their endeavor is to ensure that customers need for commuting is met every time they need to commute and in as hassle free a manner as possible. The prime objective of this study is to understand the customer perception and customer satisfaction level on Radio Taxi services with special reference to the city of Guwahati and to offer suggestion to improve the performance of the services.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

3.2 RESEARCH DESIGN:

The research is descriptive in nature. The research identifies the factors affecting the buyer behavior of the customers towards call taxi service (Ola).

3.3 SAMPLING TECHNIQUE:

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for research. Investors were taking according to the convenience of the research study. The respondents are from Chennai location.

3.4 PERIOD OF STUDY:

The study was conducted for a period of 3 months from December 2021 to February 2022.

3.5SAMPLE SIZE:

The sample size of this study consists of 100 respondents. The respondents are from Chennai location.

3.6 SOURCES OF DATA

The research uses both primary and secondary data.

3.6.1 Primary data:

Primary data has been collected from 100 respondents using questionnaire (survey method).

3.6.2 Secondary data:

Secondary data has been collected through website and online journals, published reports & review of literature from published articles of the study.

3.7 QUESTIONNAIRE:

In this study the researcher have used a questionnaire consisting of **TWENTY ONE** multiple choice questions.

3.8 TOOLS USED FOR ANALYSIS:

Percentage analysis, hypothesis testing, chi-square test are used as statistical tools for the analysis.

3.9 GRAPHICAL REPRESENTATION OF DATA:

Graphical representation tool such as bar graphs and pie-chart have been used for data analysis

CHAPTER 4 DATA ANALYSIS & INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire.

4.1 PERCENTAGE ANALYSIS:

4.1.1 GENDER OF RESPONDENTS:

The table 4.1.1 describes gender wise usage of Ola call taxi respondents. The gender of the respondent is classified as male and female.

TABLE 4.1.1 Frequency analysis of Gender

Gender	Frequency	Percent
Male	54	54
Female	46	46
Total	100	100

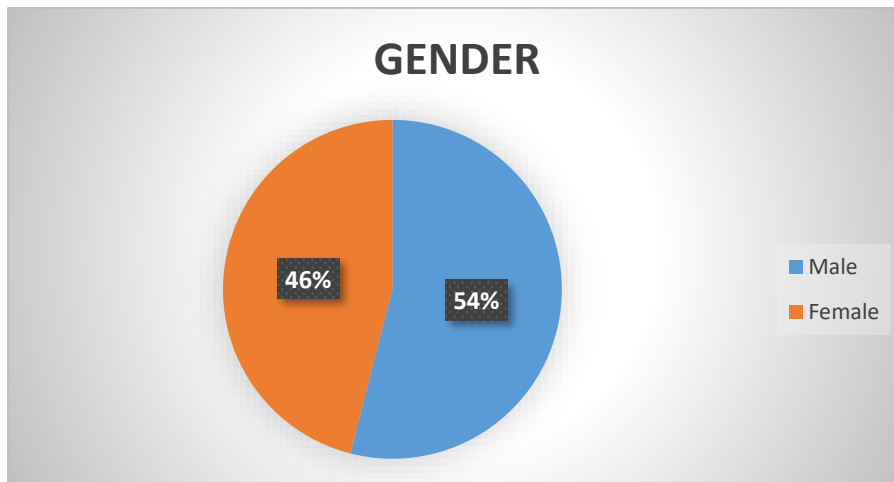


Fig 4.1.1 chart depicting gender of respondents

Interpretation:

It is found from the above table that 54 percent respondents are male and 46 percent respondents are female.

It is inferred that majority (54 per cent) of the respondents are male.

4.1.2 AGE OF RESPONDENTS:

The table 4.1.2 describes age wise of respondents. The age of the respondents is classified as 11-20 years, 21-30 years, 31-40 years, above 40 years.

Table 4.1.2 Age of the respondents

Age	Frequency	Percent
11-20	24	24
21-30	42	42
31-40	23	23
Above 40	11	11
Total	100	100

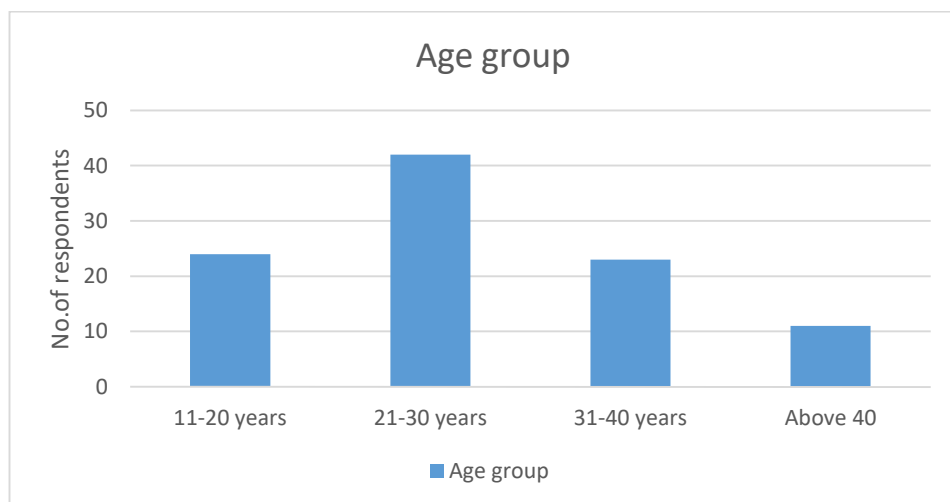


Fig 4.1.2 Chart depicting age of respondents

Interpretation:

The above table shows that 24 percent of respondents belong to 11-20 age group, 42 percent of respondents belongs to 21-30 age group, 23 percent of respondents belongs to 31-40 age group, 11 percent of respondents belong to above 40 years.

It is inferred that most (42 percent) of the respondents are in the age group between 21-30 years.

4.1.3 OCCUPATIONAL STATUS

The table 4.1.3 describes the occupational status of the respondents. The occupational status of the respondents is classified as student, employee/employer, professional, self-employed.

Table 4.1.3 frequency analysis of occupational status

Occupational status	Frequency	Percent
Student	30	30
Employee/Employer	32	32
Professional	20	20
Self-employed	18	18
Total	100	100

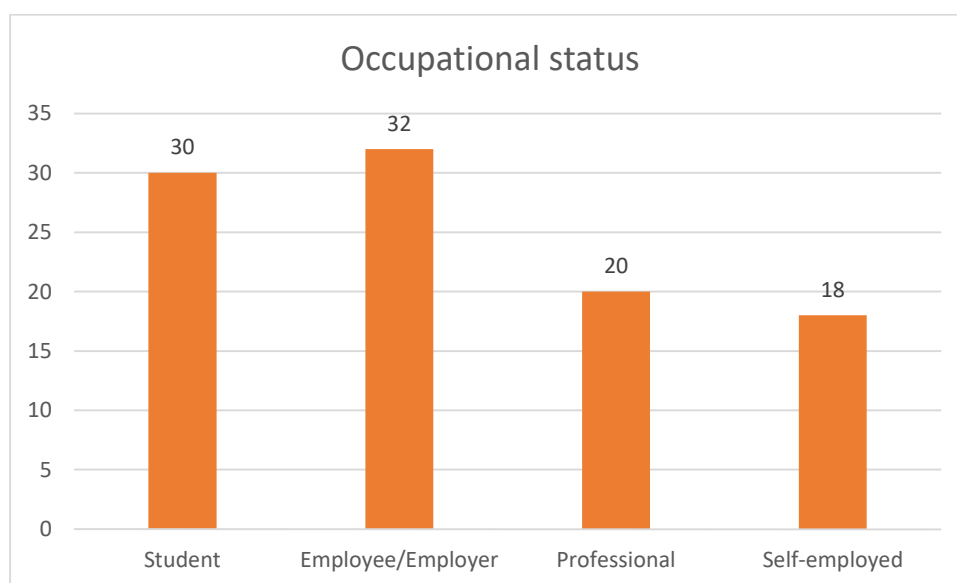


Fig 4.1.3 Chart depicting occupational status of respondents

Interpretation:

The above table shows that 30 percent of respondents are students, 32 percent of respondents are employee/employer, 20 percent of respondents are professional, 18 percent of respondents are self-employed.

It is inferred that most (32 percent) of the respondents are employee/employer.

4.1.4 Marital status:

The table 4.1.4 describes marital status of respondents. The marital status of the respondents is classified as married, single

Table 4.1.4 Frequency analysis of marital status

Marital status	Frequency	Percent
Married	40	40
Single	60	60
Total	100	100

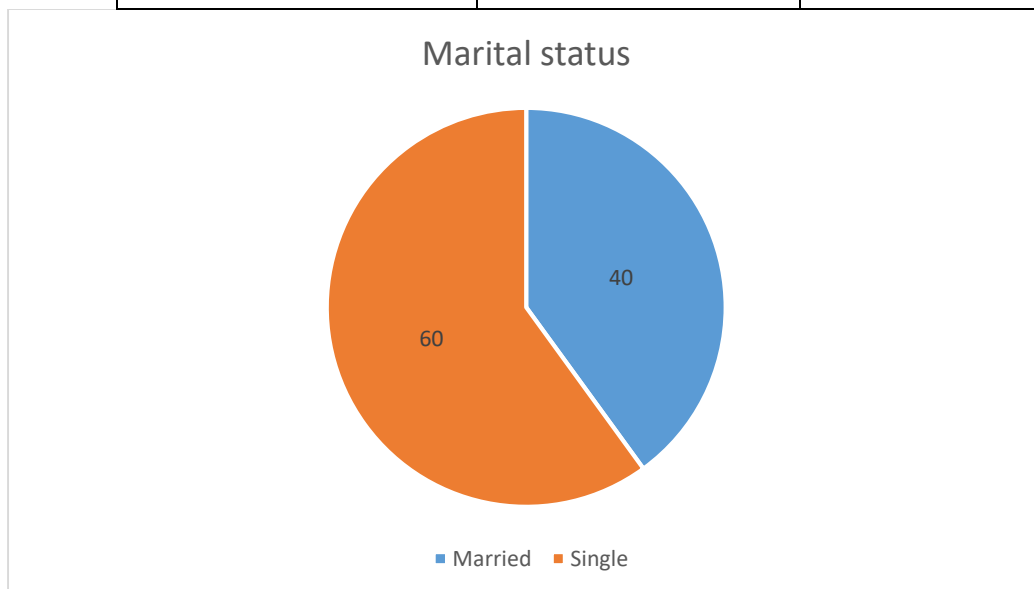


Fig 4.1.4 Chart depicting marital status of respondents

Interpretation:

The above table shows that 40 percent of respondents are married, 60 percent of respondents are singles.

Hence, it is concluded that 60 percent respondents are singles.

4.1.5 Number of member in your family:

The table 4.1.5 describes the number of members in respondents. The number of members in the family are classified a below 3 members, 4 members, above 4 members.

Table 4.1.5 Frequency analysis of no.of.members

Number of members in the family	Frequency	Percent
Below 3 members	16	16
4 members	60	60
Above 4 members	24	24
Total	100	100

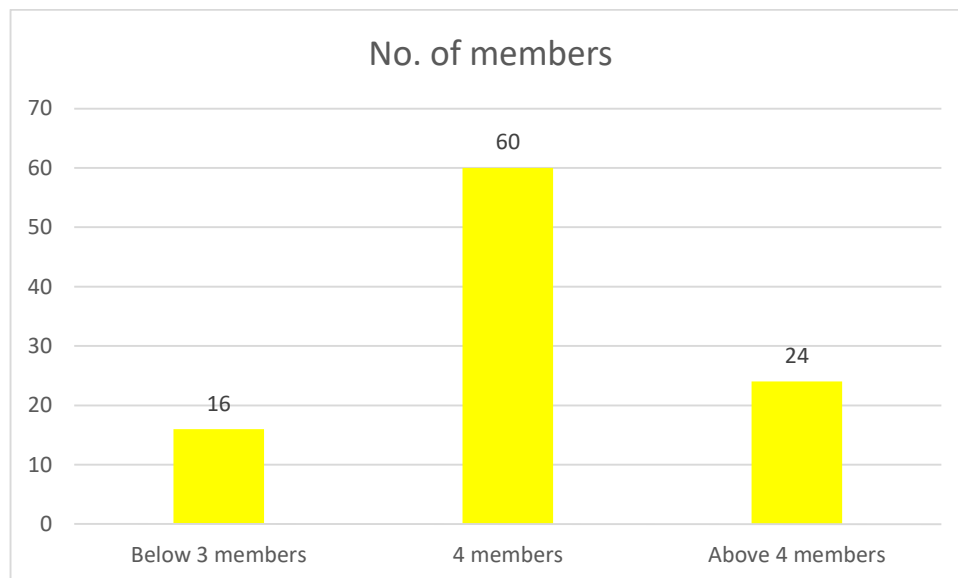


Fig 4.1.5 Chart depicting no.of.members

Interpretation:

The above table shows that 16 percent of respondents are below 3 members, 60 percent respondents are 4 members, 24 percent respondents are above 4 members.

Hence, it is concluded that 60 percent respondents are 4 members.

4.1.6 Area of residence:

The table 4.1.6 describes the area of residence of respondents. The area of residence is classified as rural, semi-urban, urban.

Table 4.1.6 Frequency analysis area of residence

Area of residence	Frequency	Percent
Rural	39	39
Semi-urban	33	33
Urban	28	28
Total	100	100

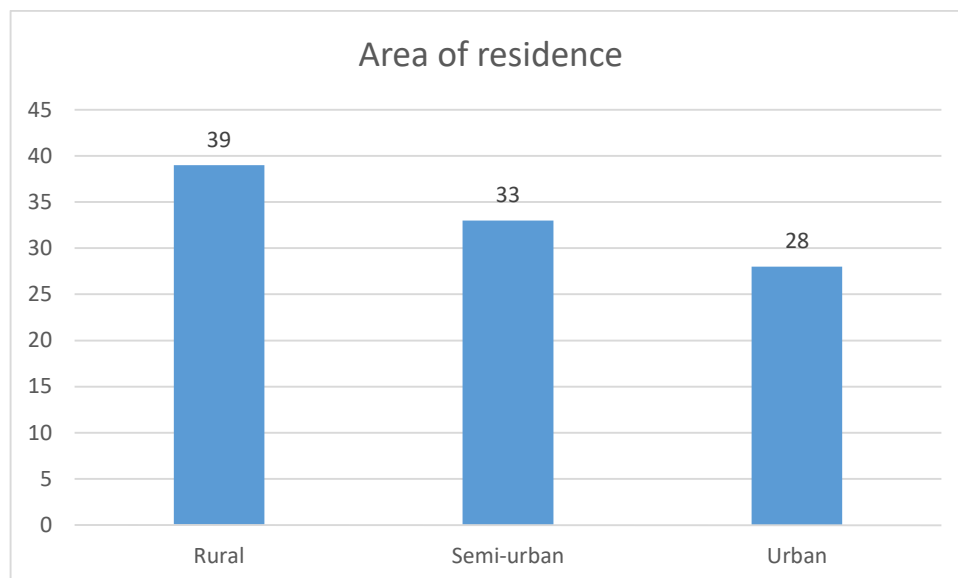


Fig 4.1.6 Chart depicting area of residence

Interpretation:

The above table shows that 39 percent of respondents are in rural, 33 percent of respondents are in semi-urban, 28 percent of respondents are in urban.

Hence, it is concluded that 39 percent of respondents are in rural.

4.1.7 Reason to choose Ola service:

The table 4.1.7 describes the reason of respondents to choose Ola service. The reason to choose Ola services is classified as Price, comfort, safety traits.

Table 4.1.7 Frequency analysis of reason to choose Ola service

Reason to choose Ola service	Frequency	Percent
Price	23	23
Comfort	48	48
Safety traits	29	29
Total	100	100

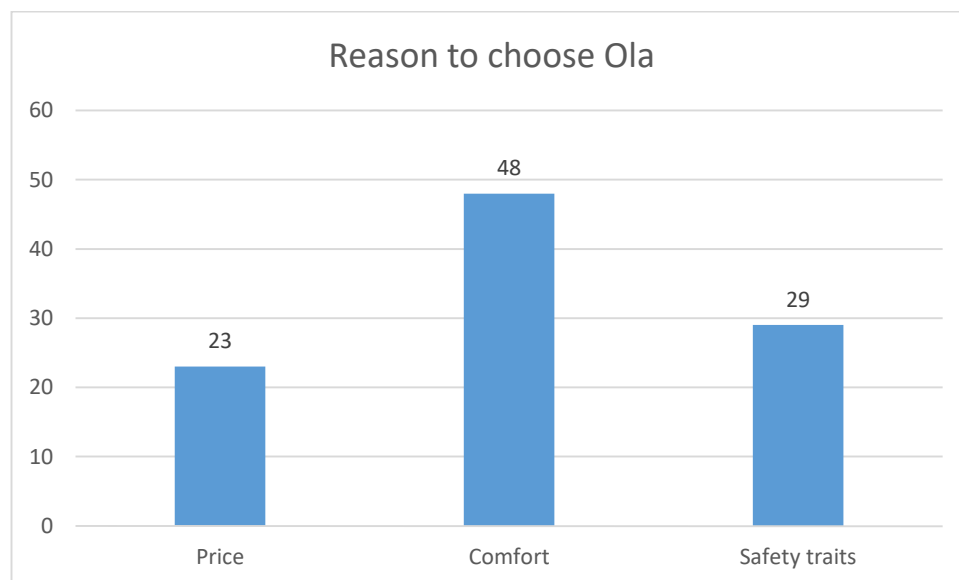


Fig 4.1.7 Chart depicting reason to choose Ola service

Interpretation:

The above table shows that 23 percent of respondents are choose price, 48 percent of respondents are choose comfort, 29 percent of respondents are choose safety traits.

Hence, it is concluded as 48 percent of respondents are choose comfort.

4.1.8 Usage of Ola cabs for travel:

The table 4.1.8 describes that usage of Ola cabs of respondents. The usage of Ola cabs for travel is classified as personal travel, professional travel, both.

Table 4.1.8 Frequency analysis of Ola cabs for travel

Usage of Ola cabs	Frequency	Percent
Personal travel	37	37
Professional travel	25	25
Both	38	38
Total	100	100

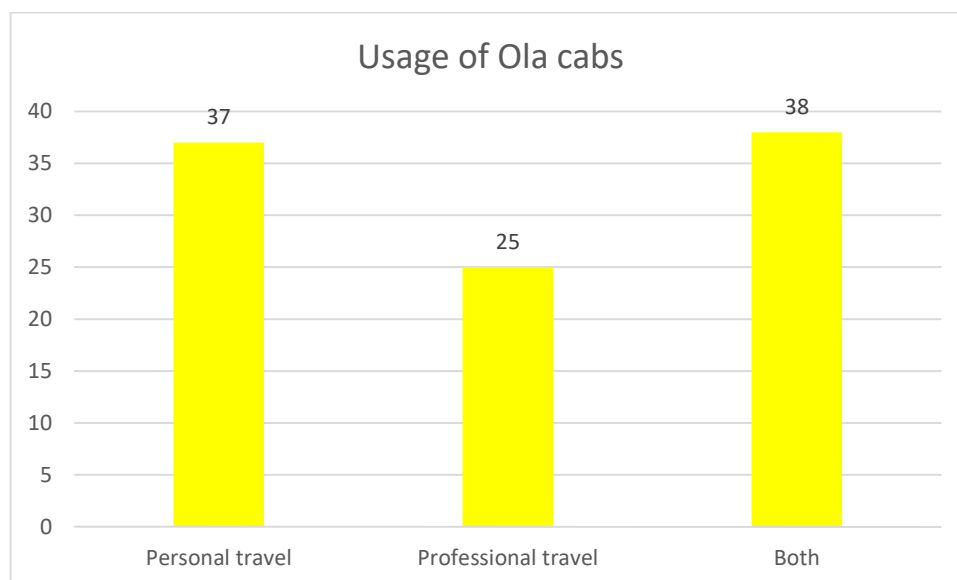


Fig 4.1.8 Chart depicting Ola cabs for travel

Interpretation:

The above table shows that 37 percent of respondents are using for personal travel, 25 percent of respondents are using for professional travel, 38 percent of respondents are using for both.

Hence, it is concluded that 38 percent of respondents are using for both the travels.

4.1.9 Often usage of Ola cabs:

The table 4.1.9 describes the often usage of Ola cabs of the respondents. The often usage of Ola cabs is classified as daily, weekly, once a month.

Table 4.1.9 Frequency analysis of often usage of Ola

Often usage of Ola	Frequency	Percent
Daily	16	16
Weekly	37	37
Once a month	47	47
Total	100	100

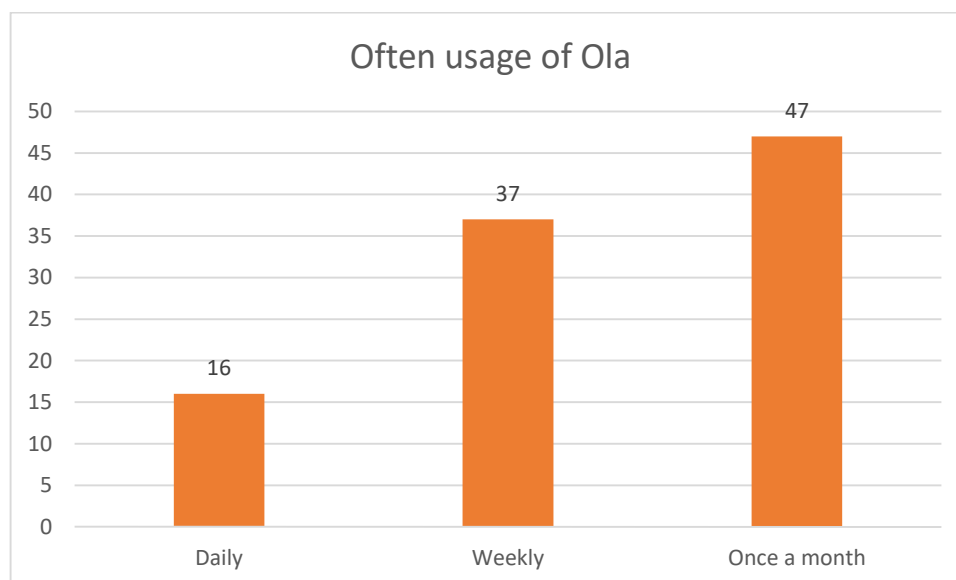


Fig 4.1.9 Chart depicting often usage of Ola

Interpretation:

The above table shows that 16 percent of respondents are using daily, 37 percent of respondents are using weekly, 47 percent of respondents are using once a month.

Hence it is concluded that 47 percent of respondents are using once a month.

4.1.10 Purpose of Ola cabs:

The table 4.1.10 describes that purpose of Ola cabs of the respondents. The purpose of Ola cabs is classified as airport/rail, to entertainment events, to work, others.

Table 4.1.10 Frequency analysis purpose of Ola cabs

Purpose of Ola cabs	Frequency	Percent
Airport/rail	9	9
To entertainment events	30	30
To work	25	25
Others	36	36
Total	100	100

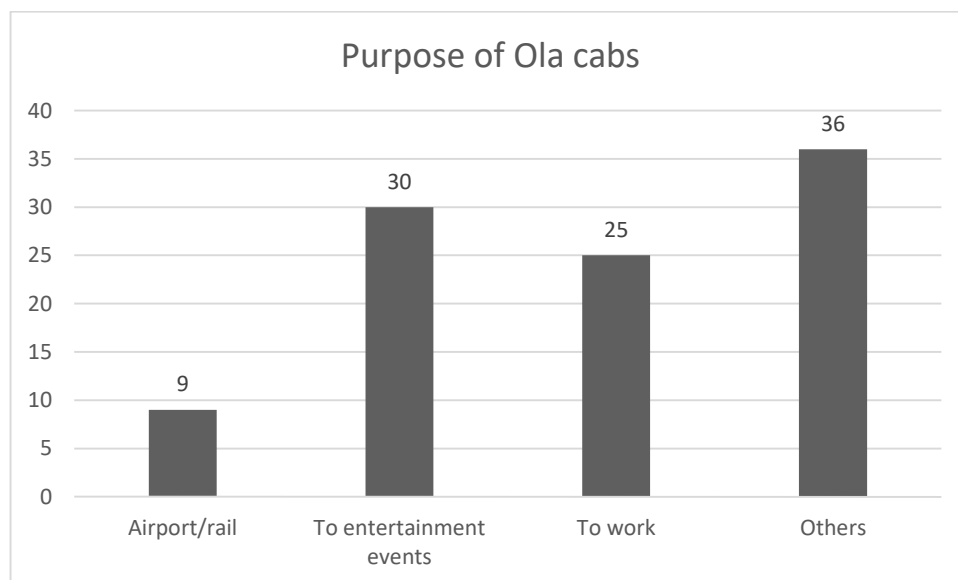


Fig 4.1.10 Chart depicting purpose of Ola cabs

Interpretation:

The above table shows that 9 percent of respondents are using for airport/rail, 30 percent of respondents are using for entertainment events, 25 percent of respondents are using for work, 36 percent of respondents are using for others.

Hence, it is concluded that 36 percent of respondents are using cabs for others.

4.1.11 Journey of Ola cabs:

The table 4.1.11 describes the average journey of Ola cabs of the respondents. The average journey of respondents is classified as 15-29 minutes, 30-44 minutes, 40-50 minutes, 60 minutes or more.

Table 4.1.11 Frequency analysis journey of Ola cabs

Average journey of Ola cabs	Frequency	Percent
15-29 minutes	21	21
30-44 minutes	42	42
40-50 minutes	24	24
60 minutes or more	13	13
Total	100	100

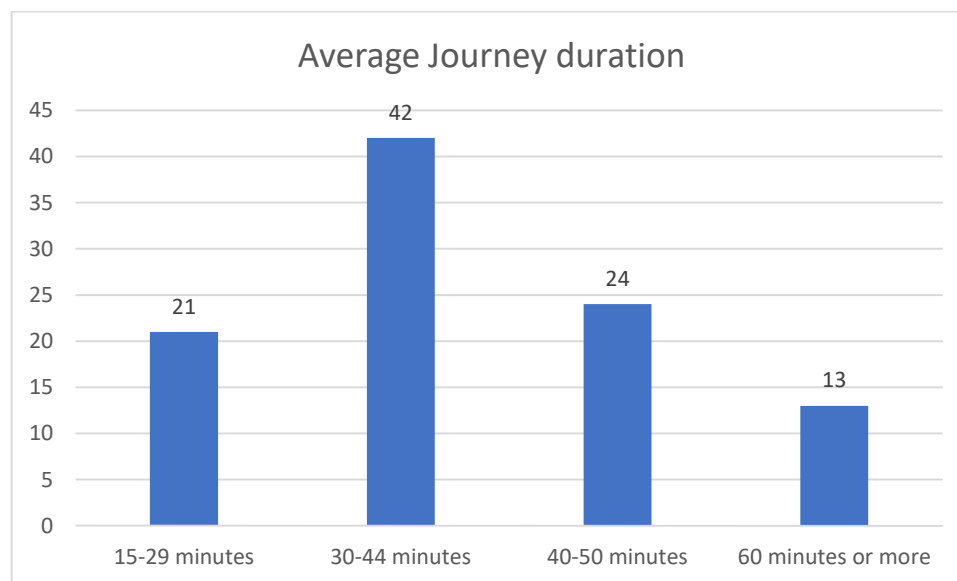


Fig 4.1.11 Chart depicting journey of Ola cabs

Interpretation:

The above table shows that 21 percent of respondents are using cabs for 15-29 minutes, 42 percent of respondents are using cabs for 30-44 minutes, 24 percent of respondents are using cabs for 40-50 minutes, 13 percent of respondents are using cabs for 60 minutes or more.

Hence, it is concluded that 42 percent of respondents are using their Ola cabs for 30-44 minutes.

4.1.12 Time of the day using Ola cabs:

The table 4.1.12 describes the time of the day of respondents using Ola cabs. The time of the day of Ola cabs is classified as morning/afternoon, evening, night.

Table 4.1.12 Frequency analysis time of the day of Ola

Time of the day of Ola cabs	Frequency	Percent
Morning/afternoon	56	56
Evening	31	31
Night	13	13
Total	100	100

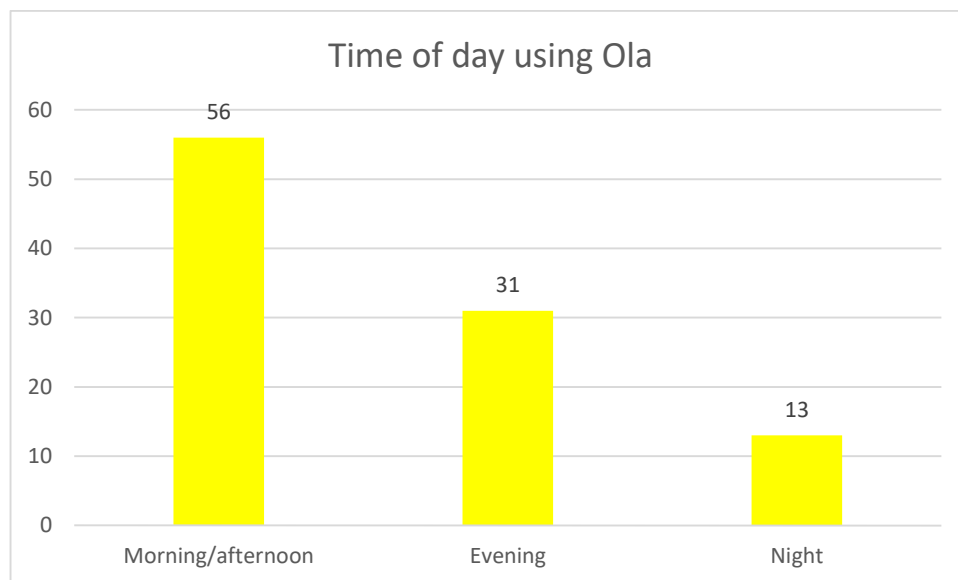


Fig 4.1.12 Chart depicting time of the day of Ola

Interpretation:

The above table shows that 56 percent of respondents using Ola cabs in morning/afternoon, 31 percent of respondents using Ola cabs in evening, 13 percent of respondents using Ola cabs in night.

Hence, it is concluded that 56 percent of respondents using Ola cabs in morning/afternoon.

4.1.13 Safe during night time:

The table 4.1.13 describes the feeling safe during night time of the respondents. The feeling safe during night time on own in Ola cabs is classified as Good, Bad.

Table 4.1.13 Frequency analysis safe during night time

Safe during night time	Frequency	Percent
Good	90	90
Bad	10	10
Total	100	100

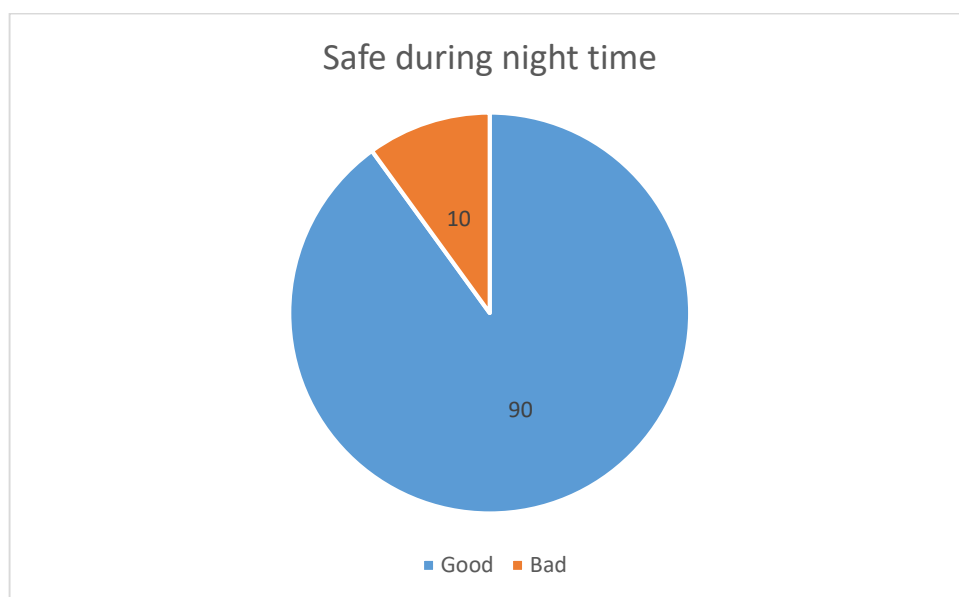


Fig 4.1.13 Chart depicting safe during night time

Interpretation:

The above table shows that 90 percent of respondents are feel good during night time, 10 percent of respondents are feel bad during night time.

Hence, it is concluded that 90 percent of the respondents are feeling safe during night time.

4.1.14 Source of awareness:

The table 4.1.14 describes the source of awareness of respondents. The source of awareness is classified as advertisement, friends and relatives, personal observation.

Table 4.1.14 Frequency analysis source of awareness

Source of awareness	Frequency	Percent
Advertisement	34	34
Friends and relatives	27	27
Personal observation	39	39
Total	100	100

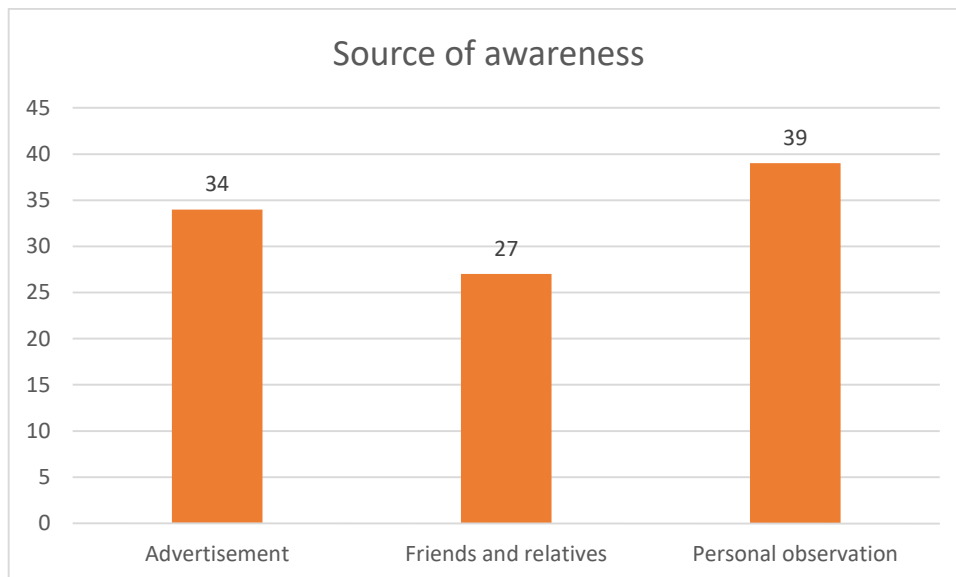


Fig 4.1.14 Chart depicting source of awareness

Interpretation:

The above table shows that 34 percent of respondents are aware through advertisement, 27 percent of respondents are aware through friends and relatives, 39 percent of respondents are aware through personal observation.

Hence it is concluded that 39 percent of respondents are aware through personal observation.

4.1.15 Quality of booking service:

The table 4.1.15 describes the quality of booking service of the respondents. The quality of booking service is classified as excellent, good, average, poor.

Table 4.1.15 Frequency analysis quality of booking service

Quality of booking service	Frequency	Percent
Excellent	38	38
Good	42	42
Average	15	15
Poor	5	5
Total	100	100



Fig 4.1.15 Chart depicting quality of booking service

Interpretation:

The above table shows that 38 percent of the respondents are choose excellent, 42 percent of respondents are choose good, 15 percent of the respondents are choose average, 5 percent of respondents are choose poor.

Hence, it is concluded that 42 percent of respondents choose good quality of booking service.

4.1.16 Satisfaction of service provided by Ola:

The table 4.1.16 describes the satisfaction of service provided by Ola of the respondents. The satisfaction of service provided by Ola is classified as satisfied, moderately satisfied, highly satisfied, not satisfied.

Table 4.1.16 Frequency analysis satisfaction of service provided by Ola

Satisfaction of service	Frequency	Percent
Satisfied	38	38
Moderately satisfied	28	28
Highly satisfied	26	26
Not satisfied	8	8
Total	100	100



Fig 4.1.16 Chart depicting the satisfaction of service provided by Ola

Interpretation:

The above table shows that 38 percent of respondents are satisfied on service, 28 percent of respondents are moderately satisfied on service, 26 percent of respondents are highly satisfied on service, 8 percent of respondents are not satisfied on services.

Hence, it is concluded that 38 percent of respondents are satisfied with the services provided by Ola.

4.1.17 Pricing compare to others:

The table 4.1.17 describes the pricing compares to others of the respondents. The pricing of Ola is classified as expensive, competitive, economic.

Table 4.1.17 Frequency analysis pricing compare

Pricing compare to others	Frequency	Percent
Expensive	33	33
Competitive	42	42
Economic	25	25
Total	100	100

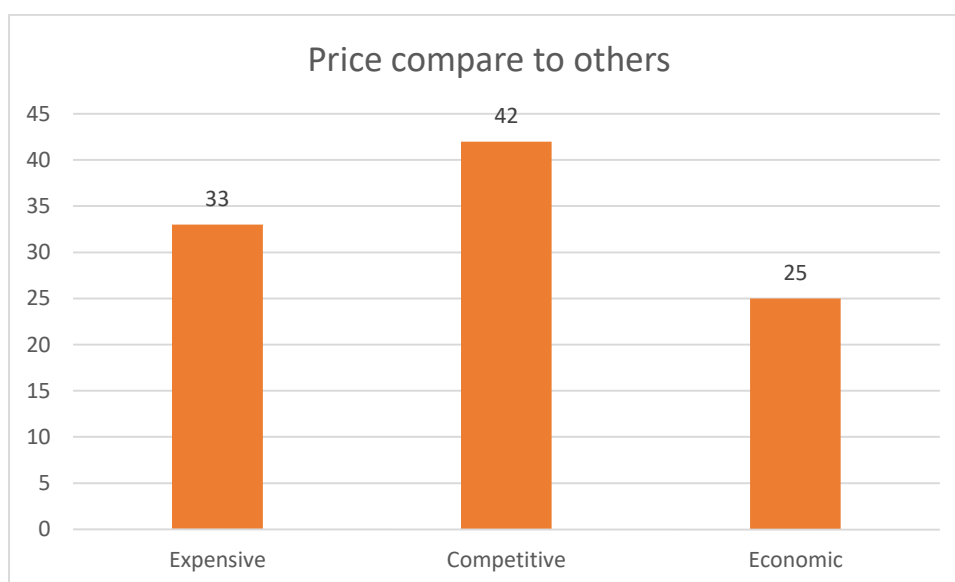


Fig 4.1.17 Chart depicting pricing compares to others

Interpretation:

The above table shows that 33 percent of respondents said expensive compares to others, 42 percent of respondents said competitive compares to others, 25 percent of respondents said economic compares to others.

Hence, it is concluded that 42 percent of respondents said competitive price compare to others.

4.1.18 Bad experience:

The table 4.1.18 describes the bad experience of the respondents in Ola cabs. The bad experience in Ola cabs is classified as never, once, multiple times.

Table 4.1.18 Frequency analysis of bad experience

Bad experience in Ola cabs	Frequency	Percent
Never	38	38
Once	41	41
Multiple times	21	21
Total	100	100

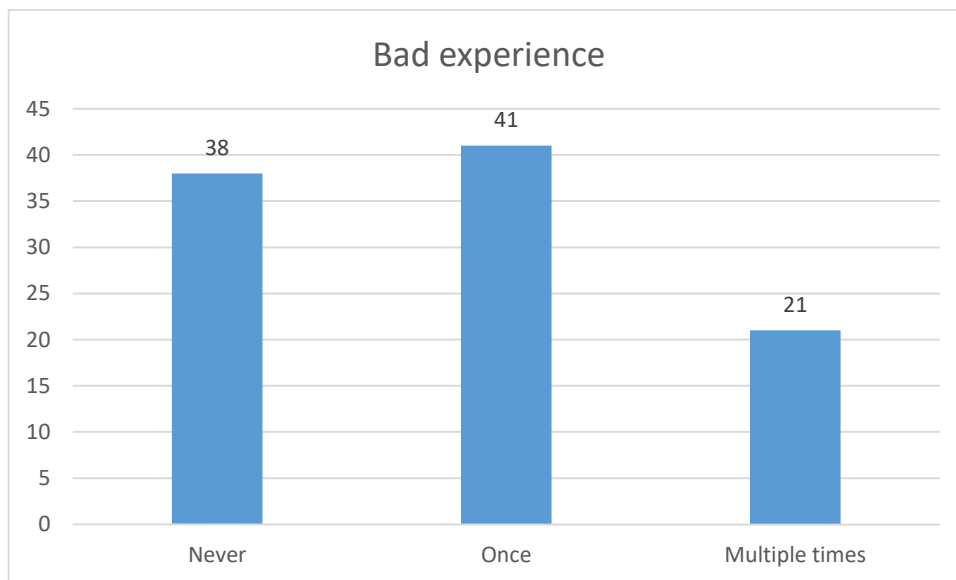


Fig 4.1.18 Chart depicting the bad experience

Interpretation:

The above table shows that 38 percent of respondents are never had a bad experience, 41 percent of respondents are once had a bad experience, 21 percent of respondents are multiple times had a bad experience.

Hence, it is concluded that 41 percent of the respondents are once had a bad experience in Ola cabs.

4.1.19 Payment mode:

The table 4.1.19 describes the payment mode of respondents. The payment mode for Ola ride is classified as cash, google pay, others.

Table 4.1.19 Frequency analysis the payment mode

Payment mode for Ola ride	Frequency	Percent
Cash	36	36
Google pay	47	47
Others	17	17
Total	100	100

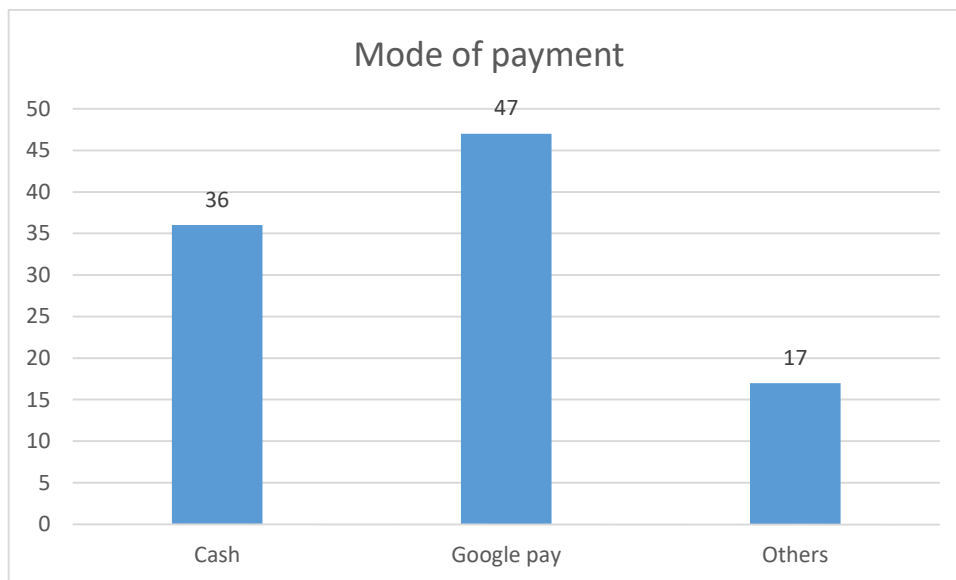


Fig 4.1.19 Chart depicting the payment mode

Interpretation:

The above table shows that 36 percent of respondents are using cash for their payment, 47 percent of respondents are using google pay for their payment, 17 percent of respondents are using others for their payment.

Hence, it is concluded that 47 percent of respondents are using google pay for their payment.

4.1.20 Usage of Ola app is easy:

The table 4.1.20 describes the usage of Ola app of the respondents. The usage of Ola cabs is classified as yes or no.

Table 4.1.20 Frequency analysis of usage of Ola app is easy

Usage of Ola app	Frequency	Percent
Yes	91	91
No	9	9
Total	100	100

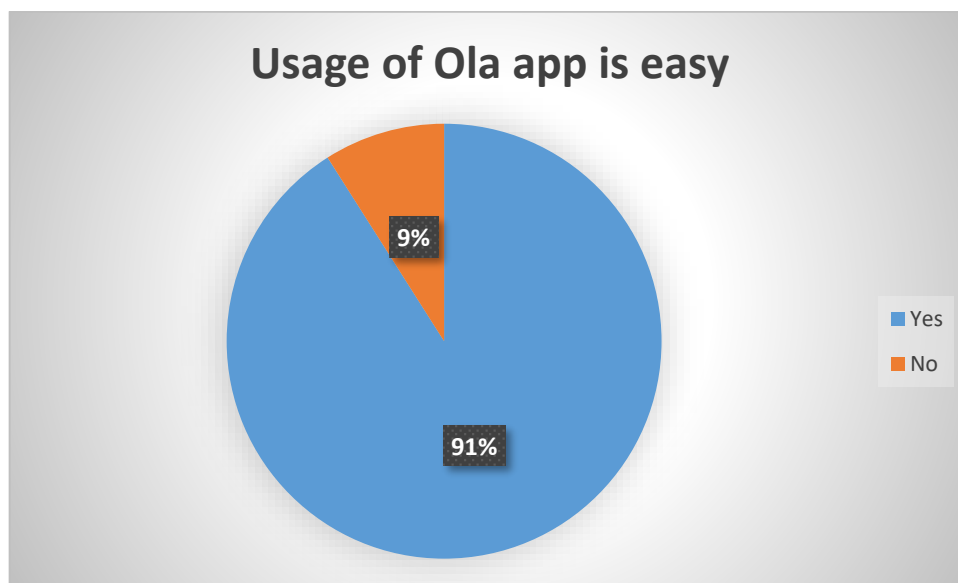


Fig 4.1.20 Chart depicting usage of Ola app is easy

Interpretation:

The above table shows that 91 percent of respondents are usage of Ola app is easy, 9 percent of respondents are usage of Ola app is not easy

Hence, it is concluded that 91 percent of respondents are usage of Ola app is easy.

4.2 HYPOTHESIS

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review.

In statistical hypothesis testing, two hypotheses are compared. These are called null hypothesis and alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (the example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance).

The hypothesis frames for the project customer satisfaction toward call taxi service (Ola):

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
What is your average Ola cab journey ? * If you book through Ola app please rate the quality of booking service	100	100.0%	0	0.0%	100	100.0%

What is your average Ola cab journey ? * If you book through Ola app please rate the quality of booking service Crosstabulation

Count

		If you book through Ola app please rate the quality of booking service				Total
		Average	Excellent	Good	Poor	
What is your average Ola cab journey ?	15-29 minutes	4	13	3	1	21
	30-44 minutes	6	14	21	1	42
	40-50 minutes	2	8	13	1	24
	60 minutes or more	3	3	5	2	13
Total		15	38	42	5	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.599 ^a	9	.103
Likelihood Ratio	14.626	9	.102
N of Valid Cases	100		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .65.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.095	.034	2.608	.009
		What is your average Ola cab journey ? Dependent	.017	.030	.578	.563
		If you book through Ola app please rate the quality of booking service Dependent	.172	.063	2.582	.010
	Goodman and Kruskal tau	What is your average Ola cab journey ? Dependent	.044	.023		.161 ^c
		If you book through Ola app please rate the quality of booking service Dependent	.066	.033		.022 ^c
	Uncertainty Coefficient	Symmetric	.059	.029	2.006	.102 ^d
		What is your average Ola cab journey ? Dependent	.056	.028	2.006	.102 ^d
		If you book through Ola app please rate the quality of booking service Dependent	.063	.031	2.006	.102 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on chi-square approximation

d. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.382	.103
	Cramer's V	.221	.103
	Contingency Coefficient	.357	.103
N of Valid Cases		100	

Interpretation:

- The hypothesis frames the project customer satisfaction.
- I have got 0.357 in Chi-square test it accept alternative hypothesis, rejected null hypothesis.

CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDING OF THE STUDY

1. Majority (54%) of the respondents are Male.
2. Most (42%) of the respondents are in the age of 21-30.
3. Majority (32%) of the respondents are employee/employer.
4. Majority (60%) of the respondents are single.
5. Majority (60%) of the respondents are 4 members in their family.
6. Majority (39%) of the respondents are in rural area.
7. Most (48%) of the respondents are choose comfort.
8. Majority (38%) of the respondents are choose both the travel (personal, professional).
9. Most (47%) of the respondents are using Ola once a month.
10. Majority (36%) of the respondents are using for the purpose of others.
11. Majority (42%) of the respondents are using 30-44 minutes for their Ola cab journey.
12. Majority (56%) of the respondents are using Ola in morning/afternoon time.
13. Majority (90%) of the respondents are feel good in night time travel in own.
14. Majority (39%) of the respondents are aware through personal observation.
15. Maximum rating (42%) of the respondents are said quality of booking service of Ola app is good
16. Majority (38%) of the respondents are satisfied with the quality of service provided by Ola cabs.
17. Majority (42%) of the respondents are feel competitive price compare to others.
18. Majority (41%) of the respondents are had a once bad experience with Ola cabs.
19. Majority (47%) of the respondents are using google pay for their payment mode in Ola cabs.
20. Maximum (91%) of the respondents are said yes for the easy usage of Ola app.

5.2 Suggestion:

- The young crowd is the major source of market for the call taxi service provider. They are attracted towards the offers and cash discounts.
- The drivers and the call centre executives are to be trained in well in communication and multi-linguistic proficiency to attract new markets.
- The service providers shall provide more facilities and for their privileged customers. They drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in reaching the place and guiding the customers.
- The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy, and it should be made clear to the passengers.
- The customers are also to be educated with advance booking facility and privileges of booking in advance, instead of opting Ride now, as it leads to displeasure at times.
- The infrastructure facilities are to be increased to give the passengers to pleasant travel.
- Some of the common suggestions provided by the customers from the survey are like, to maintain cleanliness of the vehicle, the vehicle has to be properly painted, proper grooming of the drivers, vehicle sticker (Brand), Well versed in route, Discounts, etc.

5.3 Limitation of study

- This study is carried out only in Chennai city.
- The study is based upon the customer satisfaction towards call taxi service (Ola).
- Findings of the study are purely depending on the responses provided by the respondents.
- The data collected from only 100 respondents.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

5.4 Conclusion:

The study reveals the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the call taxi in the Chennai market. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, its sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image in the market.

ANNEXURE (Questionnaire)

Title: A study on customer satisfaction towards call taxi service with reference to Chennai (Ola)

1. Name

2. Gender

- a) Male b) Female

3. Age

- a) 21-30 b) 31-40 c) above 40

4. Occupational status

- a) Student b) employee/ employer c) professional d) self employed

5. Marital status

- a) Married b) single

6. Number of members in your family

- a) below 3 members b) 4 members c) above 4 members

7. Area of residence

- a) rural b) semi- urban c) urban

8. What is the main reason you choose Ola service?

- a) price b) comfort c) safety traits

9. Do you use Ola cabs for personal or professional travel?

- a) personal travel b) professional travel c) both

10. How often do you use Ola?

- a) daily b) weekly c) once a month

11. What a purpose you use Ola often?

- a) airport/rail b) to entertainment events c) to work d) others

12. What is your average Ola cab journey?

a) 15-29 minutes b) 30-40 minutes c) 40-50 minutes d) 60 minutes or more

13. At what time of the day do you most often require Ola service?

a) morning/afternoon b) evening c) night

14. Do you feel safe getting on Ola cab on your own, during night time?

a) good b) bad

15. What is the source of awareness

a) Advertisement b) friends/relatives c) personal observation

16. If you book through Ola app please rate the quality of booking service

a) excellent b) good c) average d) poor

17. Are you satisfied with the quality of service provided by Ola cab

a) satisfied b) moderately satisfied c) highly satisfied d) not satisfied

18. Do you feel about pricing of Ola cabs as compare to others?

a) expensive b) competitive c) economic

19. Have you ever had a bad experience with a Ola cab?

a) never b) once c) multiple times

20. What is your payment mode for Ola ride?

a) cash b) google pay c) others

21. Does usage of Ola app is easy?

a) yes b) no

REFERENCE

- Dipesh Bhawnani, et. al., (2015), Big Data Analytics on Cab Company's Customer Dataset Using Hive and Tableau, International Journal of Scientific Engineering and Applied Science (IJSEAS) - Volume-1, Issue-2, ISSN: 2395-3470
- Geeta Kesavaraj (2013), A study on customer relationship management of call taxi organizations in Chennai, International Journal of World Research, ISSN: 2347- 937X, Vol.1, Issue-8.
- Kumar, Kishore & Namavaram, Ramesh. (2016). A Study on Factors Influencing the Consumers in Selection of Cab Services. International Journal of Social Science and Humanities Research. Vol-4, Issue-3, ISSN 2348-3164, Pp: 557-561.
- Rexi A. (2016), A study on customer satisfaction toward the call taxi services, International journal of multidisciplinary Research Review, Vol.1, Issue- 3, Pp 58-60.
- Ruchi Shukla, Dr. Ashish Chandra & Ms. Himanshi Jain (2017), Ola Vs Uber: The Battle of Dominance.. IOSR Journal of Business and Management, e-ISSN: 2278- 487X, p-ISSN: 2319-7668 PP 73-78
- Tazyn Rahman (2014), Organized Sector Radio Taxi Operator In Guwahati - A Case Study On "Prime Cab", International Journal Of Advance And Innovative Research, Volume-1, Issue-1.

BIBLIOGRAPHY:

- www.google.com
- www.olacabs.com
- www.wikipedia.com