

A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CABS WITH SPECIAL REFERENCE TO CHENNAI CITY

BACHELOR OF BUSINESS ADMINISTRATION

BY

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BACHELOR 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 - 600119 MARCH 2022

*****A*****



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BONAFIDE CERTIFICATE

This is to certify that this project is the Bonafede work of **D.VINOTH RAJ (39280104)** who has done the project work entitled **A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CABS WITH SPECIAL REFERENCE TO CHENNAI CITY** under my

Supervision for December 2021 to March 2022

Internal Guide

External Guide

Dean, School of Business Administration

Submitted for Viva voice Examination held on_____.

Internal Examiner

External Examiner

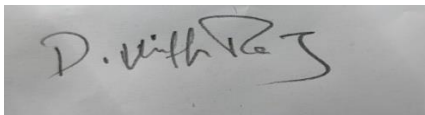
B

DECLARATION

I D. VINOTH RAJ (39280104). Hereby declare that the Project Report entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CABS WITH SPECIAL REFERENCE TO CHENNAI CITY”** done by me under the guidance of **DR N. KUMAR**, School of Business Administration is submitted in partial fulfilment of the requirements for the award of BACHLORS OF BUSINESS ADMINISTRATION degree.

DATE:

PLACE: CHENNAI

A rectangular box containing a handwritten signature in black ink. The signature appears to be 'D. Vinith Raj' written in a cursive style.

*****C*****

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*****D*****

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ABSTRACT

The phenomenal growth of the passenger vehicle market is vitally backed by the domestic cab segment. The Indian passenger vehicle industry is expected to have a strong growth potential soon, 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 customer satisfaction with the various brands of cab service providers in the southern hub of Chennai. The study deals with the consumers' mindset towards utilizing the cab services, the level of comfort, ease of access, tariff system, promotion, safety and convenience, and overall satisfaction towards the service quality of the service providers. The reasons that support and influence their choice, ascertain their views on the enhancement of service, and reasons behind their dissatisfaction are analyzed by conducting the Descriptive research, using Convenience sampling, the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasizes extremely good growth in the future. Keywords: cabs, Customer Satisfaction, Service quality.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:

Customer Satisfied and retention has always been important issues for physicians. After all, high levels of absenteeism and staff turnover can affect your bottom line, as temps, recruitment, and retraining take their toll. But few practices (in fact, few organizations) have made job Satisfied a top priority, perhaps because they have failed to understand the significant opportunity that lies in front of them. Satisfied Customers tend to be more productive, creative, and committed to their employers, and recent studies have shown a direct correlation between staff Satisfied and patient Satisfied. Family physicians who can create work environments that attract, motivate, and retain hardworking individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost-efficiency. What's more, physicians may even discover that by creating a positive workplace for their customers, they've increased their job Satisfied as well.

The consumer market is filled with opportunities and possibilities to develop. Every marketplace has a pivot point. In the case of e-tailers, 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 markets in India.

The customers are seeking comfort, pride, and prompt service with safety. The increasing population and limited infrastructure add to the opportunity to grow, especially attracting the foreign investors and the son of the soil to invest in a competitive manner, which in turn leads to more attractive services at affordable rates to the customers.

There is a mushroom growth of cab service providers like Bharathi, Golden, Ola, Uber, Meru, Yellow, Fast track, Friends Track, Royal friends, etc. In the case of on-demand cab aggregators such as Uber, Ola Cabs, and Meru Cabs, it is the drivers. Cab aggregators typically don't own any cabs or employ drivers; they connect customers with drivers through a tech platform, the front-end for the customer being an app. According to the press release, nearly 1.6 million vehicles in India are licensed to run as cabs but there are not as many quality drivers. It is quite a task for aggregators to convince drivers - used to a mom-and-pop model or radio cabs - to work with them.

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 its seven-year-old eventful ride. Turning on the ignition way back in September

2010, IIT-Bombay graduates Bhavesh Aggarwal and Ankit Bhati collaborated to step on the gas and turn Ola Cabs into the multi-billion-dollar technology behemoth it has become today.

1.3 COMPANY PROFILE HISTORY OF OLA Cabs

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 autorickshaws on a trial basis in Bangalore.[6] 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 - has already arrived in Perth in late February

1.4 A SMALL STORY OF THE OLACAB

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 his en route to 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 wheels.

1.5 STATEMENT OF THE PROBLEM

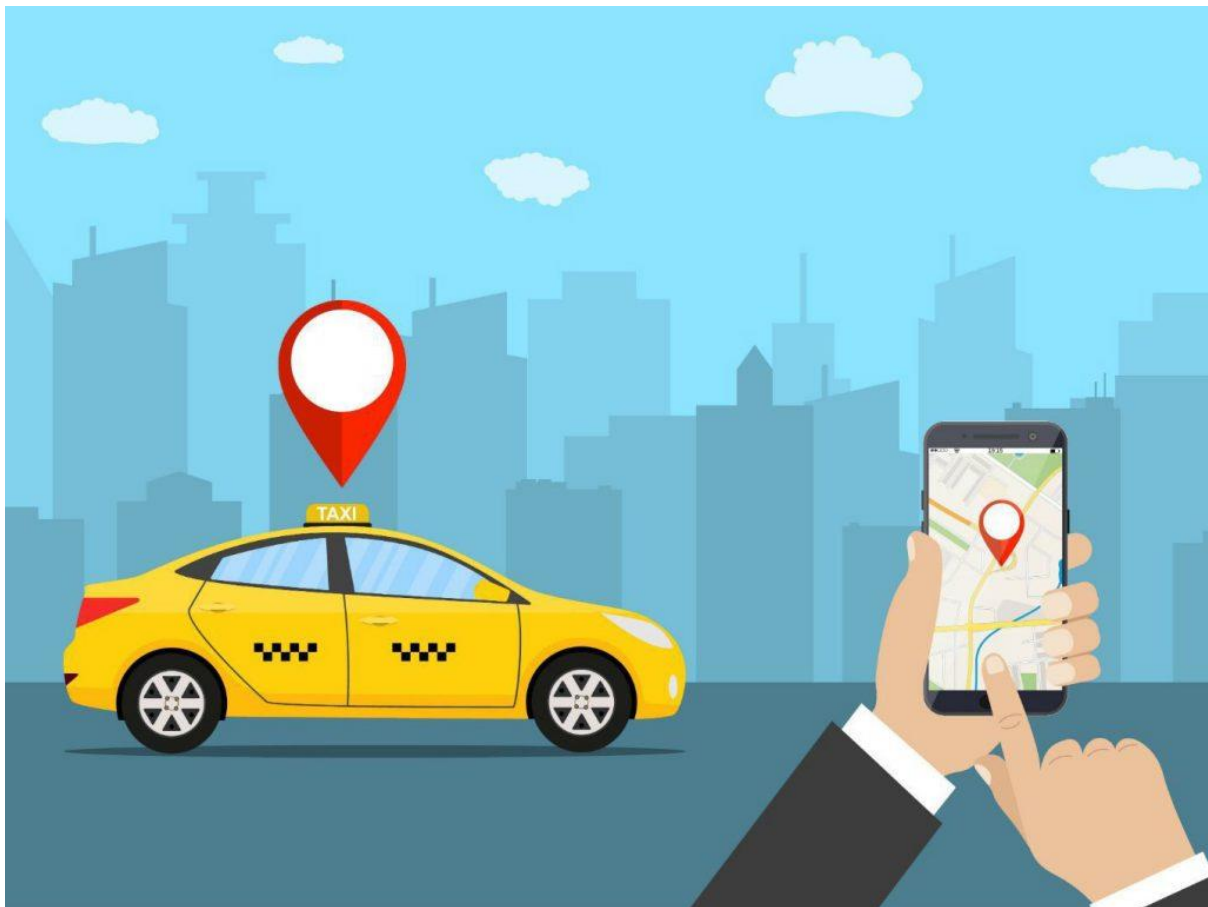
Earlier projects and studies are mainly concerned with brand awareness and customer satisfaction regarding products and services in the area of consumer durable goods sector both in urban and rural areas. Merely rare research has been done in the service sector about brand awareness and customer satisfaction regarding personal transportation. This research paper is an attempt to explore the brand awareness and customer satisfaction toward 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.

1.6 SCOP OF STUDY

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

1.7 OBJECTIVES OF THE STUDY

- To study the influence of price awareness on consumers while selecting an OLA cabs
- To ascertain the role of innovativeness of the consumers in the selection of OLA cabs
- To study the impact of coupon redemption behavior of consumers in the selection of OLA cabs.



CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

2.1.1

- G Manjunath
- RJSSM 5 (5), 2015

The first dimension of Brand Knowledge is Brand Awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987). Customer satisfaction is "an emotional response to the experiences provided by, associated with particular products or services purchased. This research paper is an attempt to explore the brand awareness and customer satisfaction towards OlaCabs in the Bengaluru region (South and North regions). Convenient Data Sampling method is used for data collection. The study uses both primary data and secondary data. The primary data was collected by using a well-structured questionnaire from 276 respondents and are entered into the sub-tables by using the simple percentage analysis. The tools like simple percentage analysis and Chi-Square Analysis were used. The study was conducted for a period of 5 months from March to July 2015. To conclude, Ola cabs has positioned its brand and has created a good brand image in the minds of customers concerned with personal transportation services compare to Uber and Meru cabs in Bengaluru.

2.1.2

- Neelam Kalla, Hemaprabha Purohit
- International Journal on Customer Relations 5 (1), 1, 2017

While service aspects have been a significant issue in the academic literature

for years, the growth of ICT has stimulated a growing interest from wide-ranging experts and scholars. We present the case of Ola cabs, the online car aggregator company of India; discussing how it has designed its service offering. Making an allowance for e-marketing, it has been able to establish a good connection with its target market using a well-designed service offering. The purpose of the paper is not to develop a hypothesis and test it rather to develop an understanding of service offering Ola's way'. A model has been proposed in the paper on basis of the case analysis of the company. The model portrays the service offering of an e-service company and the way it designs the service elements, where instances from the marketing moves of Ola have been cited to support the framework. Thus, the paper contributes towards the development of a conceptual framework for gaining insights on the development of a service offering for enhanced service quality in the e-marketing era.

2.1.3

- Mr. Ashish Awasthi
- Name Page No., 101

Ola cabs have been operating in the Delhi NCR region for a long time (more than 4 years). The company has been valued to be \$4 billion worth in 2018. The company began its operations in Mumbai and gradually expanded into many cities (mostly the metro). OLA cab services are widely used by people of all age groups and occupations including students, working professionals, business persons, etc. OLA launched shared cabs recently which enabled the budget commuters to use the services for lower prices. What differentiates OLA services from other 'call cab services are the integration of its cab operations with a map-based app using which the commuters can book the cab, track the cab, pay the bill, rate the services, etc.

2.1.4

- Madhurima Khosla, Harish Kumar

- IOSR Journal of Business and Management (IOSR-JBM) 19 (6), 91-95, 2017

E-commerce is one of the fastest-growing segments in the Indian Economy. Though marked by a high growth rate, the Indian e-commerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration presents a favorable ecosystem for the development of e-commerce in India.

2.1.5

- Keng-Boon Ooi, Fang-Ee Foo, Garry Wei-Han Tan
- International Journal of Mobile Communications 16 (3), 341-359, 2018

In the past, taxi booking can be a hassle. Consumers must queue at one of the designated taxi stands, hail a taxi by the roadside, or dial through a specific phone-based booking hotline. However, with the recent agglomeration and proliferation of three important technologies (e.g., 4G, GPS, and smartphone devices), taxi booking has never been easier. Today, consumers can book a taxi using one of the available apps on their smartphones. This new technological innovation is known as a mobile taxi (m-taxi). Although there is huge potential for adopting m-taxi, surprisingly little research was conducted on the acceptance of consumers.

2.1.6

- Sukumar Ganapati, Christopher G Reddick
- Government Information Quarterly 35 (1), 77-87, 2018

The sharing economy entails peer-to-peer exchanges for renting goods and services utilizing the Internet. In this paper, we critically examine the sharing economy's prospects and challenges for the public sector and explore the

policy responses to the sharing economy. The sharing economy is innovative in capitalizing on underutilized assets using Internet platforms but has adverse impacts as well (e.g., it could exacerbate inequality). As users, public agencies could adapt internal procurement processes focused on renting, and partner with sharing platforms to complement and supplement public services. As regulators, government agencies have a paradoxical role to maintain the sharing economy's innovation while addressing its downsides.

2.1.7

- Pranav Kumar, Usha Seshadri
- Academy of Marketing Studies Journal 25 (2), 1-13, 2021

India has become one of the largest and fastest-growing e-commerce markets in the world. This unprecedented growth has been spurred by India's large population (17.7% of the world's population live in India), its young population demographic, and the government's recent policies to open their e-commerce market to foreign investment. The government has started programs to promote Indian entrepreneurship as a means to grow the Indian economy. As a result of large foreign e-platform firms skirting India's retail competition laws, stricter e-trade regulations have been put in place by India's government. Liberalization of the e-commerce market in India has brought prosperity and risk. Along with the benefits, there are changes in the narrative about economic growth that can have long-term effects on how individuals and governments approach to change.

2.1.8

- Heena Tamboli, Jyoti Malhotra, Sambhaji Sarode, Shruti Deshpande
- E3S Web of Conferences 170, 03002, 2020

Transport, a movement activity from home to work, study market place is one of the basic needs like food, shelter clothes. Nowadays, sharing and adaptive transport services are in demand due to increased traffic and rush to public transport; contributing to saving fuel, fuel cost, and above all time. Transport sharing consists of car sharing, auto-sharing, and also bike-sharing. Wherein, two or more individuals targeting the same location opts to share transport

system. The transport sharing model, especially taxi services also add various adaptive facilities to a one-way and two-way station-based sharing system. These services help individuals to reserve their online seats with bus and car-sharing. This paper reviews various existing shared and effective ways of transportation.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In research, it is the responsibility of the researcher to expose research decisions to evaluate before they are implemented. The researcher has to specify very clearly and precisely what decisions were selected and why selects and they so that others can evaluate them.

3.2 RESEARCH DESIGN

A research design is a blueprint for fulfilling objectives and answering questions. "A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure." The researcher has undertaken a describes the characteristic of the population or presentation answers for the questions like, where when, and how relating to a field or matter. This study

will present the state of affairs as it exists. This type of study mainly helps to know the past and to predict the future.

3.3 AREA OF THE STUDY

This study was undertaken in "OLA CABS" Chennai.

3.4 SAMPLING DESIGN

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study.

3.5 SAMPLE SIZE

A sample is a part of the target population, carefully selected to represent that population. It refers to the number of items to be selected from the universe to constitute a sample. From the population, the researcher has selected 276 samples.

3.6 LIMITATIONS OF THE STUDY

This study is carried out only in Chennai city (South and North regions) only and the data was collected from only 276 respondents. The findings are based entirely upon the research conducted in Coimbatore city only. Future studies can be conducted concerning OLA Auto or OLA Cabs by extending to the entire state of Karnataka or any other state with a large number of respondents. Furthermore, there is a scope for a comparative study concerning personal transportation business firms like Uber and Meru cabs.

3.7 METHODS FOR DATA COLLECTION

While dealing with any real-life problems, it is obvious that data inadequate and hence it becomes necessary to collect that are appropriate. Depending upon the sources of information, available data can be classified as

- PRIMARY DATA
- SECONDARY DATA

3.7.1 PRIMARY DATA

Primary data refers to the data, which is collected for the first time. The primary data collection was done with the help of questionnaire that proved to be effective in collecting the relevant information regarding the customers' preference.

3.7.2 SECONDARY DATA

Studies made by other for their own purposes represent secondary data. Secondary data was collected from books, journals, website, and other literature available.

3.8 TOOLS AND TECHNIQUES FOR ANALYSIS

For analyzing the data, the appropriate statistical tools were used such as follows:

- PERCENTAGE ANALYSIS

3.9 HYPOTHESIS

- There is no awareness among people about OLA Cabs.
- There is awareness among people about OLA Cabs.
- Customers are not satisfied with OLA Cabs.
- Customers are satisfied with OLA Cabs.

CHAPTER-4

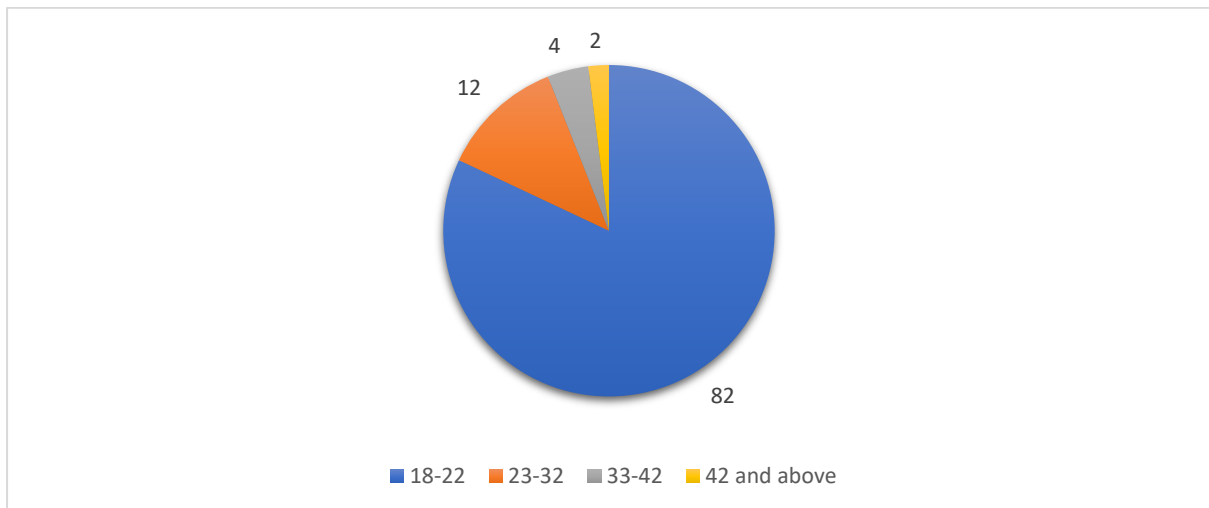
DATA ANALYSIS

4.1 AGE GROUP OF RESPONDENTS

Table no 4.1.1

Age	No of Respondents	% Of respondents
18-22	82	82%
23-32	12	12%
33-42	4	4%
43 and above	2	2%
Total	100	100%

Chart no 4.1.2



Inference:

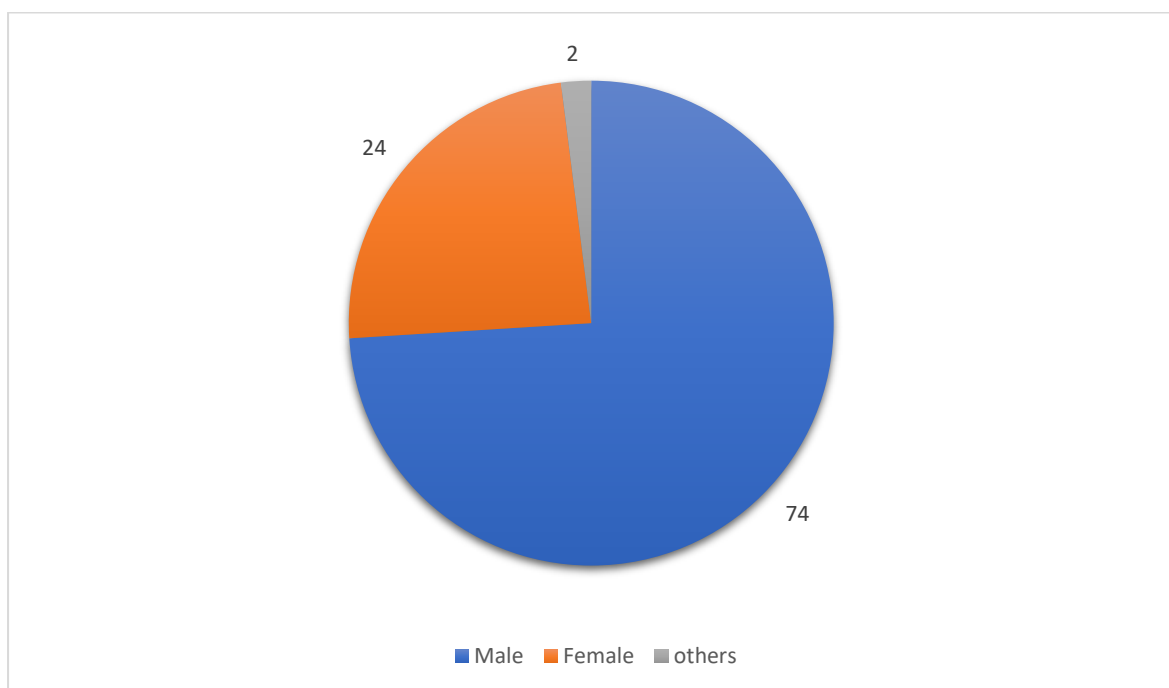
Majority of the respondents are between 18–22 {82}.

4.2 GENDER OF THE RESPONDENTS

Table no 4.2.1

GENDER	No of Respondents	% Of respondents
Male	74	74%
Female	24	24%
Others	2	2%
Total	100	100

Chart no 4.2.2



Inference:

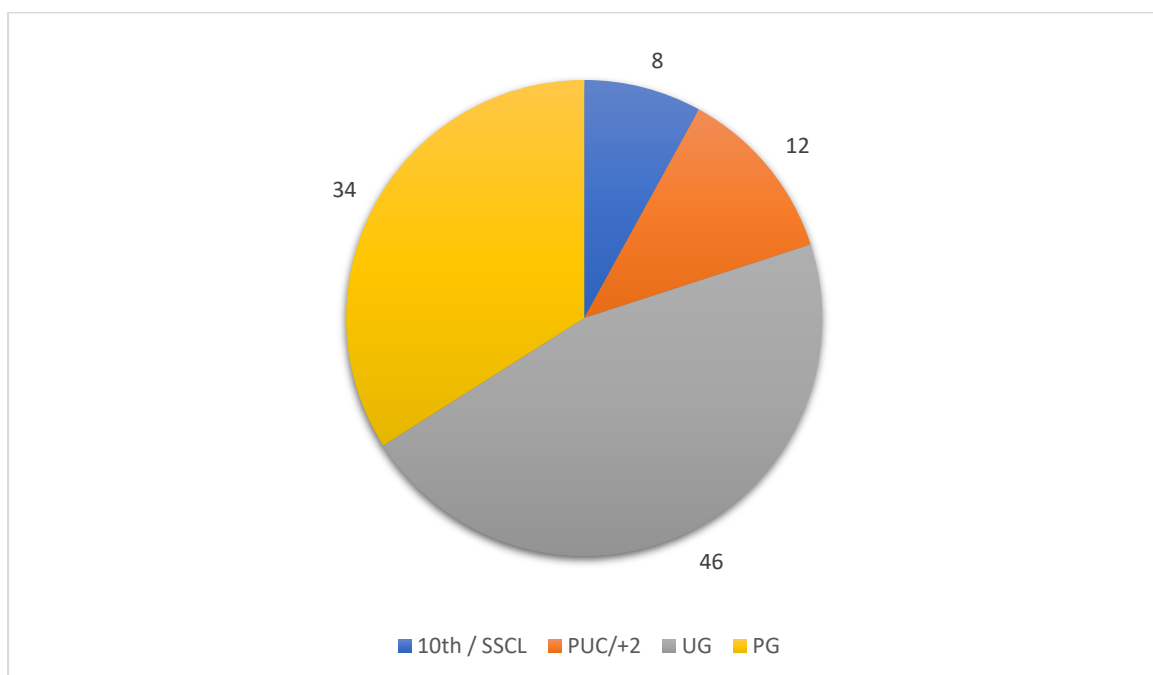
Majority of the people are male {74}.

4.3 EDUCATION LEVEL OF THE RESPONDENTS

Table no 4.3.1

EDUCATION LEVEL	No of Respondents	% Of respondents
10 th / SSCL	8	8%
PUC/+2	12	12%
Undergraduate/UG	46	46%
Post graduate/PG	34	34%
Total	100	100%

Chart no 4.3.2



Inference:

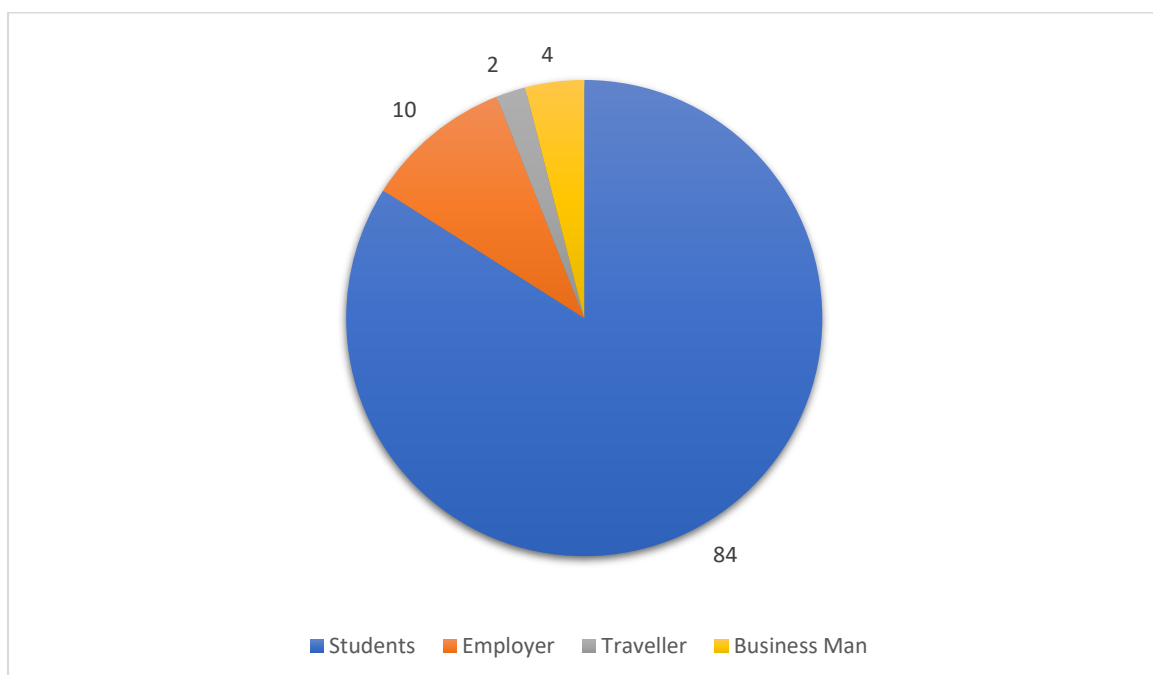
Majority of respondents are graduation {46}.

4.4 OCCUPATION OF THE CONSUMERS

Table no 4.4.1

Occupation	No of Respondents	% Of respondents
Students	84	84%
Employer	10	10%
Traveler	2	2%
Business Man	4	4%
Total	100	100%

Chart no 4.4.2



Inference:

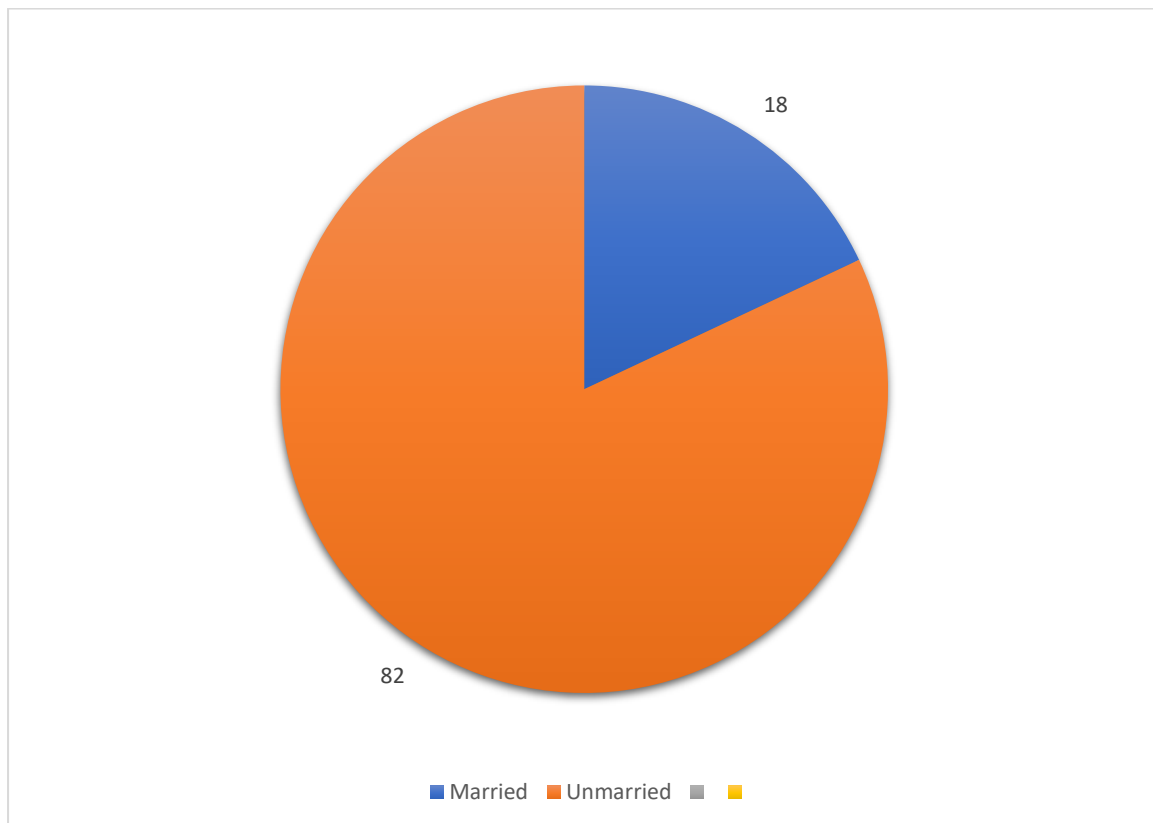
Majority of the respondents are students {84}

4.5 Marital status

Table no 4.5.1

Marital status	No of Respondents	% Of respondents
Married	18	18%
Unmarried	82	82%
Total	100	100%

Chart no 4.5.2



Inference:

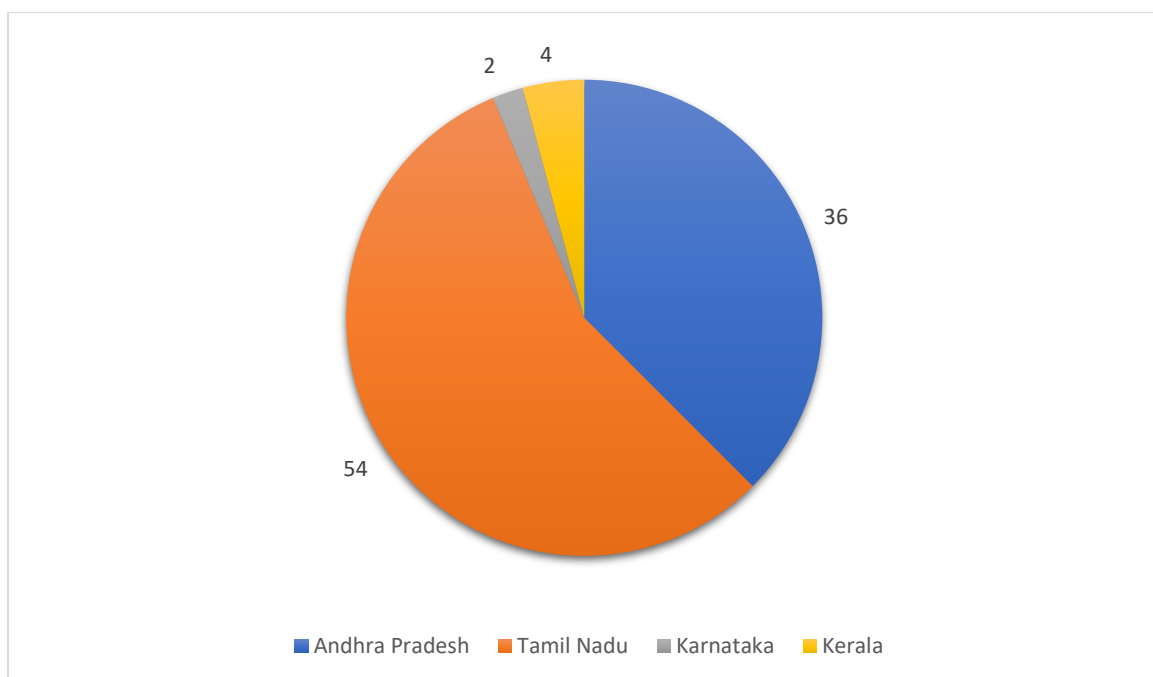
Majority of the people are unmarried {82}

4.6 RESPONDERS ARE FROM THE PLACE

Table no 4.6.1

Place	No of Respondents	% Of respondents
Andhra Pradesh	36	36%
Tamil Nadu	54	54%
Karnataka	2	2%
Kerala	4	4%
Total	100	100%

Chart no 4.6.2



Inference:

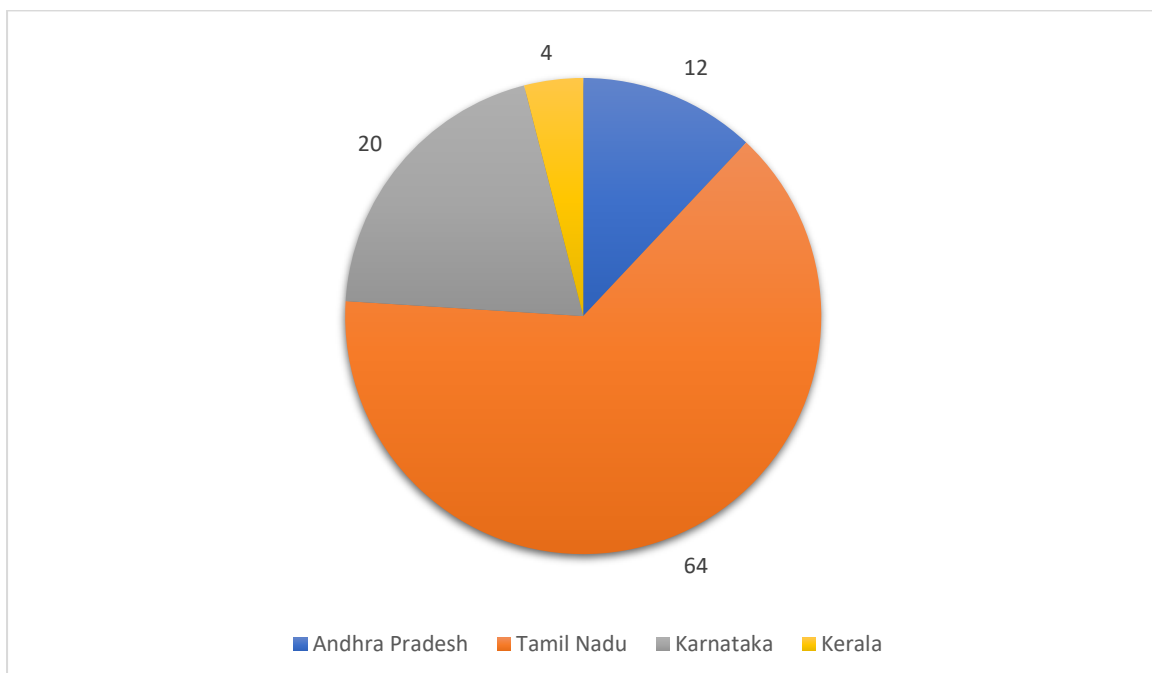
The majority of the respondents are from Tamil Nadu {54}

4.7 In which state mostly cabs are in use?

Table no 4.7.1

State	No of Respondents	% Of respondents
Andhra Pradesh	12	12%
Tamil Nadu	64	64%
Karnataka	20	20%
Kerala	4	4%
Total	100	100%

Chart no 4.7.2



Inference:

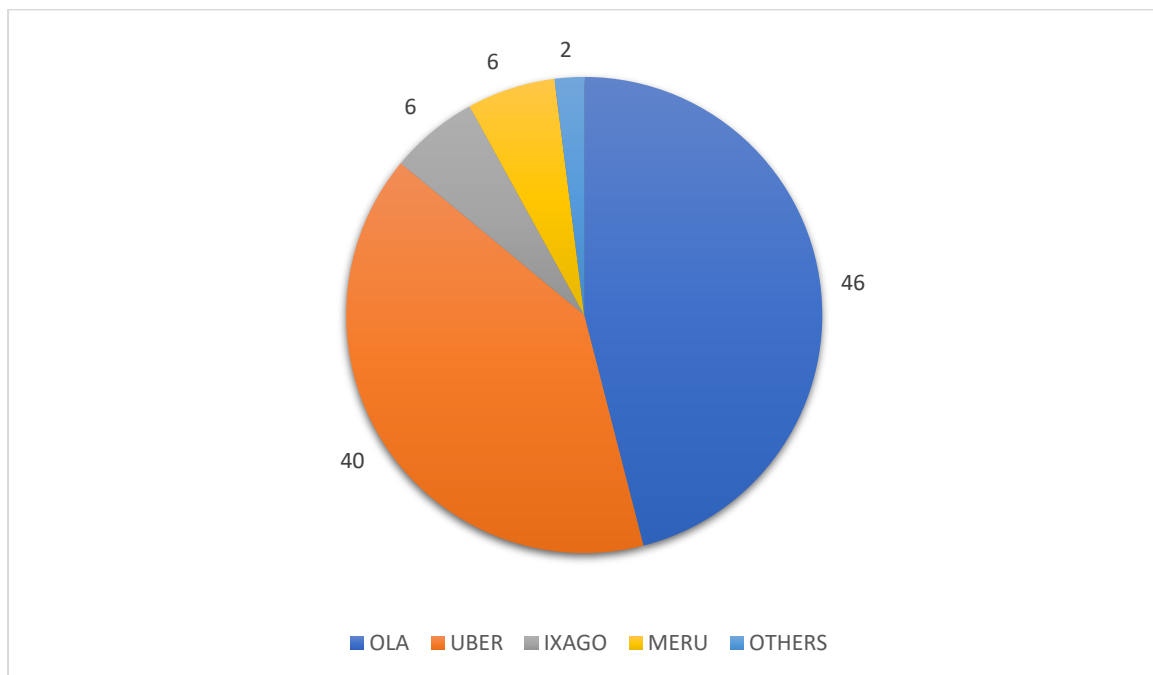
The majority of the respondents are from Tamil Nadu {64}

4.8 Which online cab aggregator do you typically use?

Table no 4.8.1

Cabs	No of Respondents	% Of respondents
OLA	46	46%
UBER	40	40%
IXAGO	6	6%
MERU	6	6%
OTHERS	2	2%
Total	100	100%

Chart no 4.8.2



Inference:

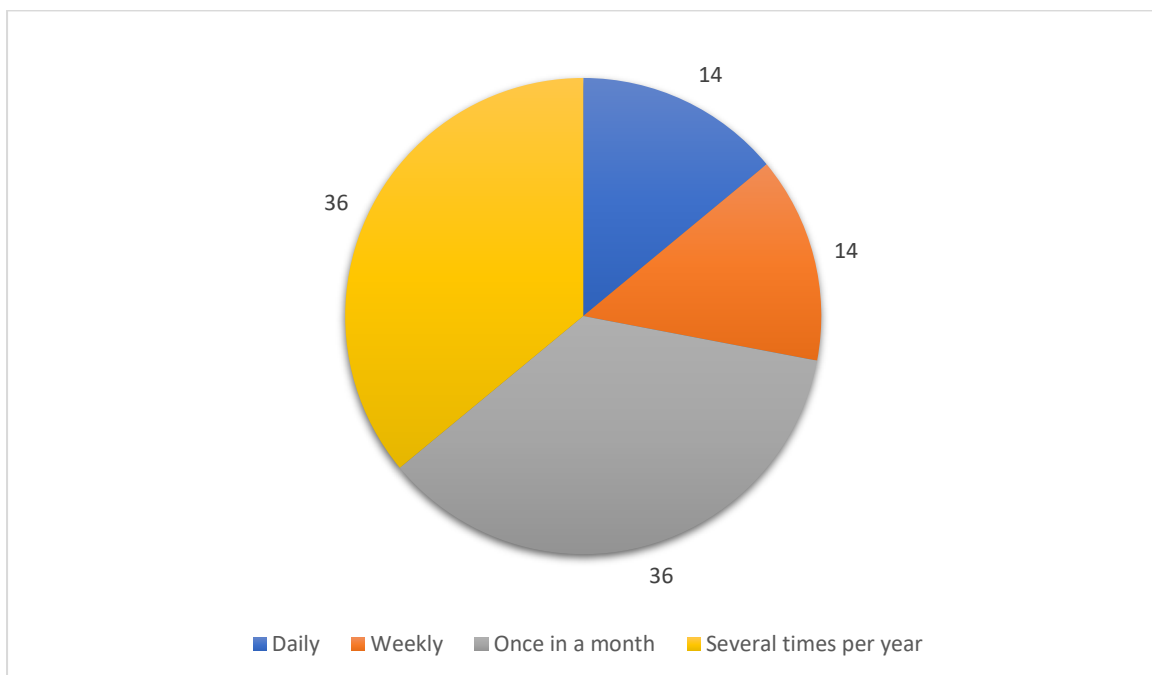
The majority of the people choose the OLA services {42}

4.9 How often do you use a cab?

Table no 4.9.1

Timing	No of Respondents	% Of respondents
Daily	14	14%
Weekly	14	14%
Once in a month	36	36%
Several times per year	36	36%
Total	100	100%

Chart no 4.9.2



Inference:

The Majority of the people use the cab once a month {36}

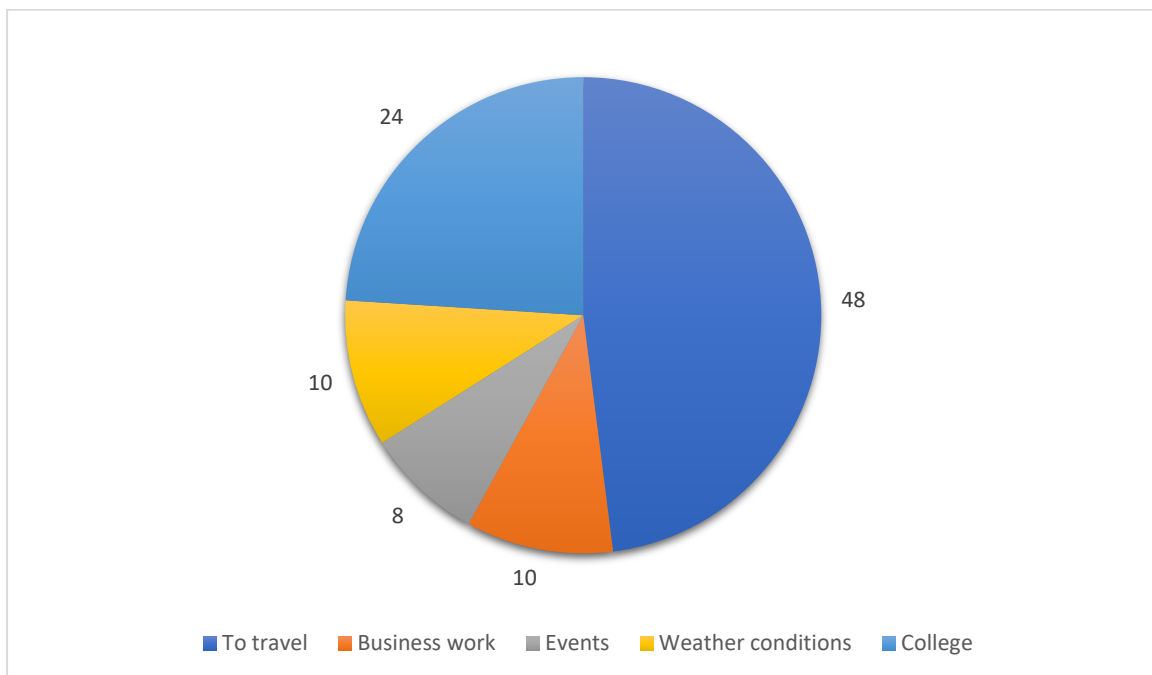
as well as several times per year {36}

4.10 why do you most often use a cab?

Table no 4.10.1

Reasons	No of Respondents	% Of respondents
To travel	48	48%
Business work	10	10%
Events	8	8%
Weather conditions	10	10%
College	24	24%
Total	100	100%

Chart no 4.10.2



Inference:

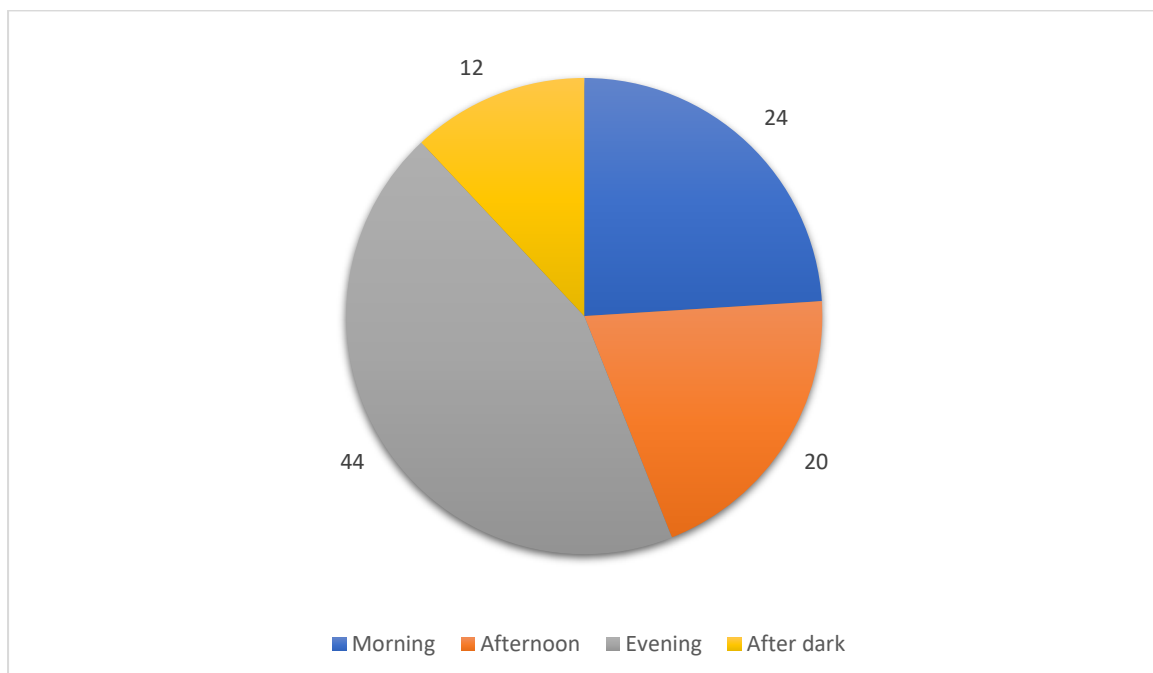
The majority of respondents are most often cabs for travel {48}

4.11 At which time of day do you most often require a cab?

Table no 4.11.1

Day timing	No of Respondents	% Of respondents
Morning	24	24%
Afternoon	20	20%
Evening	44	44%
After dark	12	12%
Total	100	100%

Chart no 4.11.2



Inference:

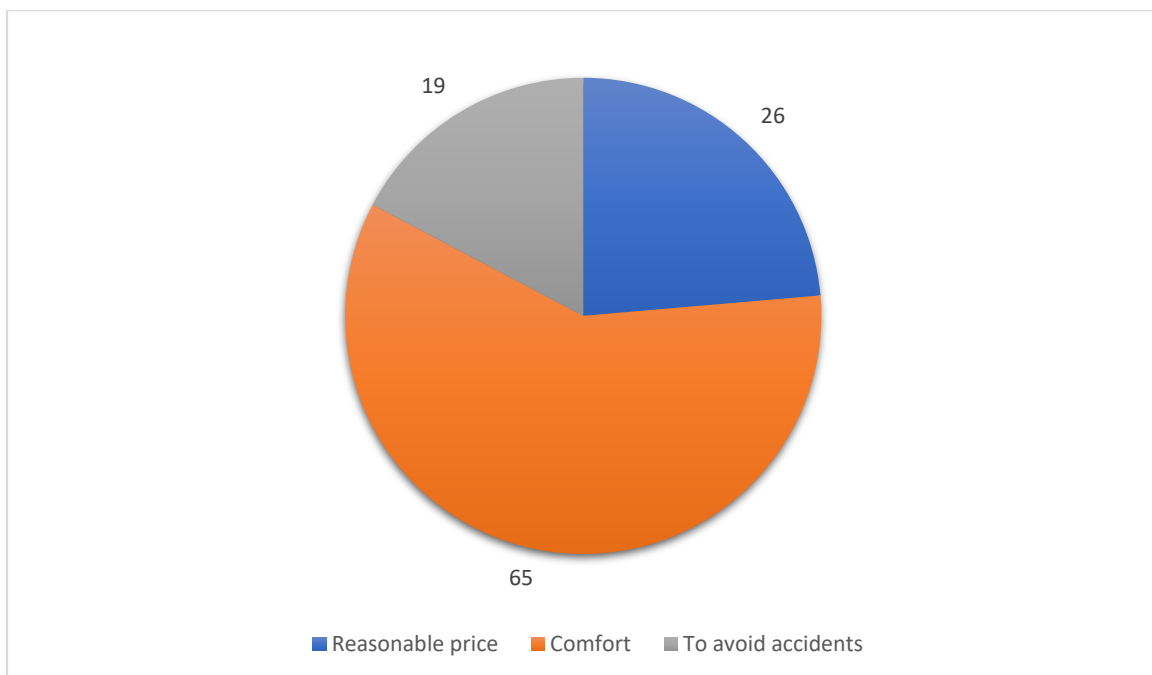
The majority of the people like to travel in Evening time {44}

4.12 Why do most people like to travel by cab?

Table no 4.12.1

Reasons	No of Respondents	% Of respondents
Reasonable price	26	26%
Comfort	65	65%
To avoid accidents	9	9%
Total	100	100%

Chart no 4.12.2



Inference:

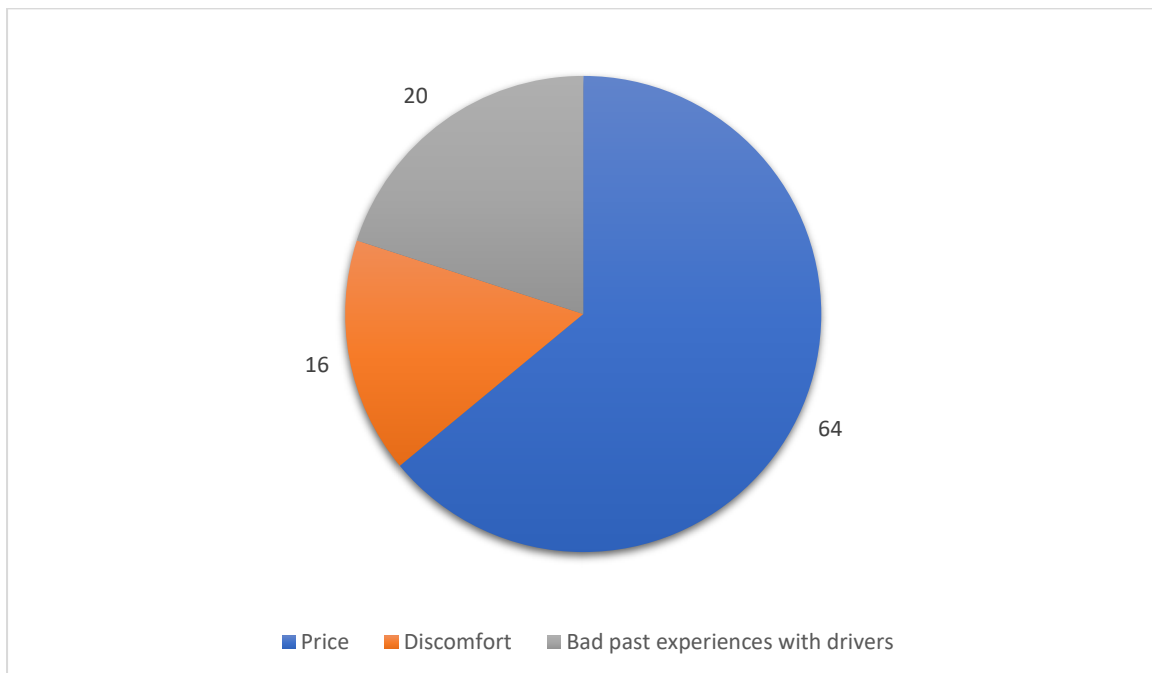
The major reasons are comforted to travel {65}

4.13 What is the main reason you wouldn't use cab more often?

Table no 4.13.1

Reasons	No of Respondents	% Of respondents
Price	64	64%
Discomfort	16	16%
Bad past experiences with drivers	20	20%
Total	100	100%

Chart no 4.13.2



Inference:

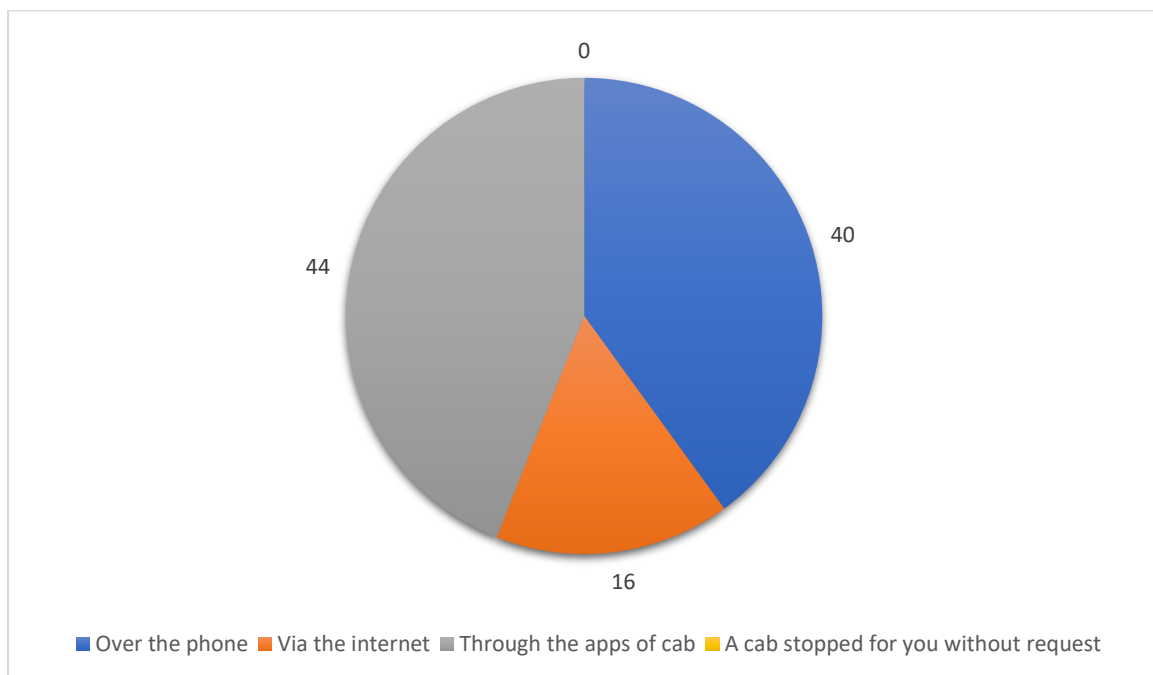
The main reason you wouldn't use a cab more often for this majority of the people respond to the price {64}

4.14 If you were to order a cab, which method would you use?

Table no 4.14.1

Which way	No of Respondents	% Of respondents
Over the phone	40	40%
Via the internet	16	16%
Through the apps of cab	44	44%
A cab stopped for you without request	0	0%
Total	100	100%

Chart no 4.14.2



Inference:

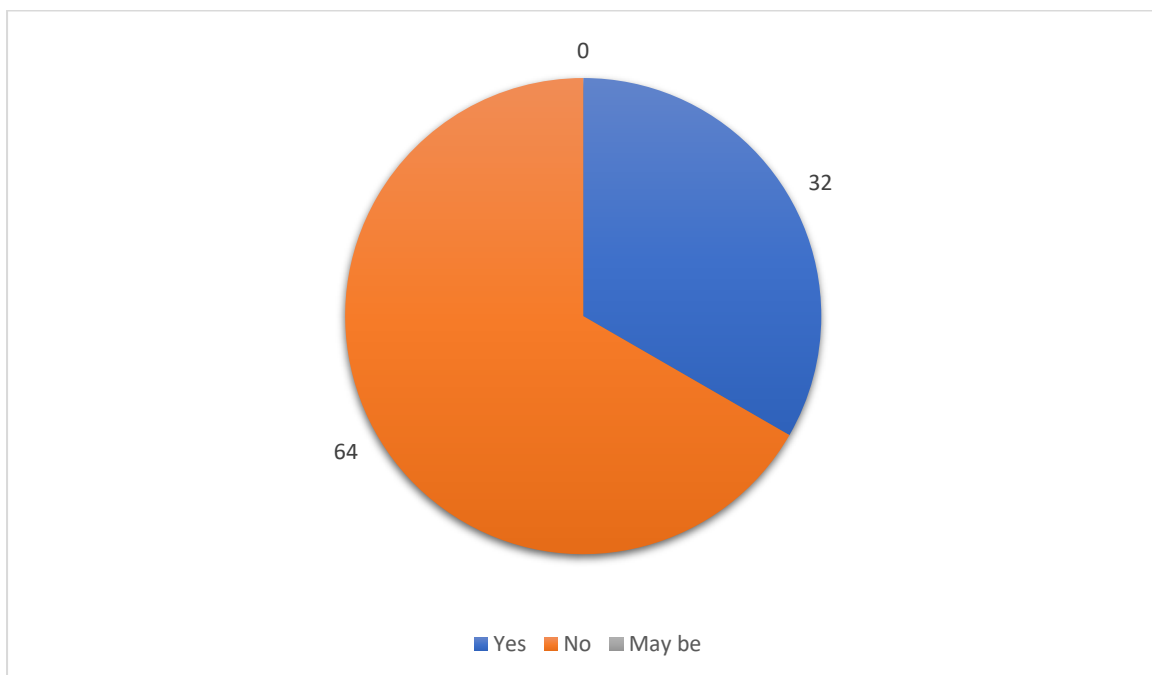
The majority of people choose through the app of a cab to book their vehicle {44}

4.15 How have you ever had a bad experience with a Ola cab?

Table no 4.15.1

YES/NO	No of Respondents	% Of respondents
Yes	32	32%
No	64	64%
May be	0	0%
Total	100	100%

Chart no 4.15.2



Inference:

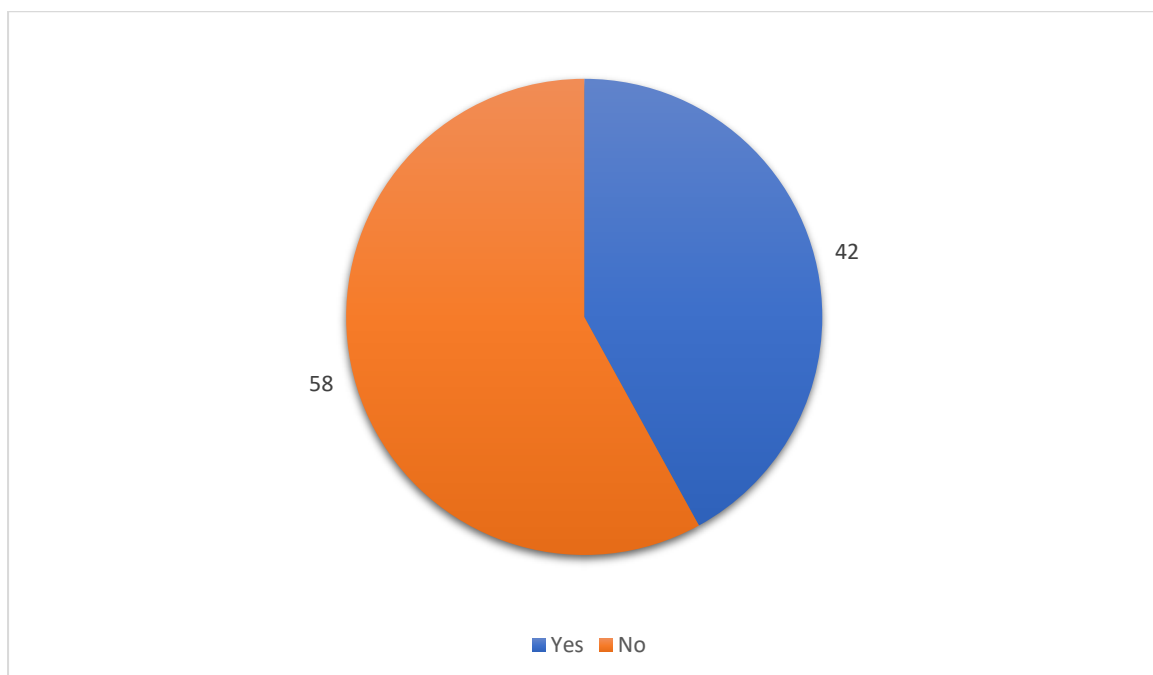
The majority of the people responded as NO {68}

4.16 In your opinion, are cab prices affordable?

Table no 4.16.1

YES/NO	No of Respondents	% Of respondents
Yes	42	42%
No	58	58%
Total	100	100%

Chart no 4.16.2



Inference:

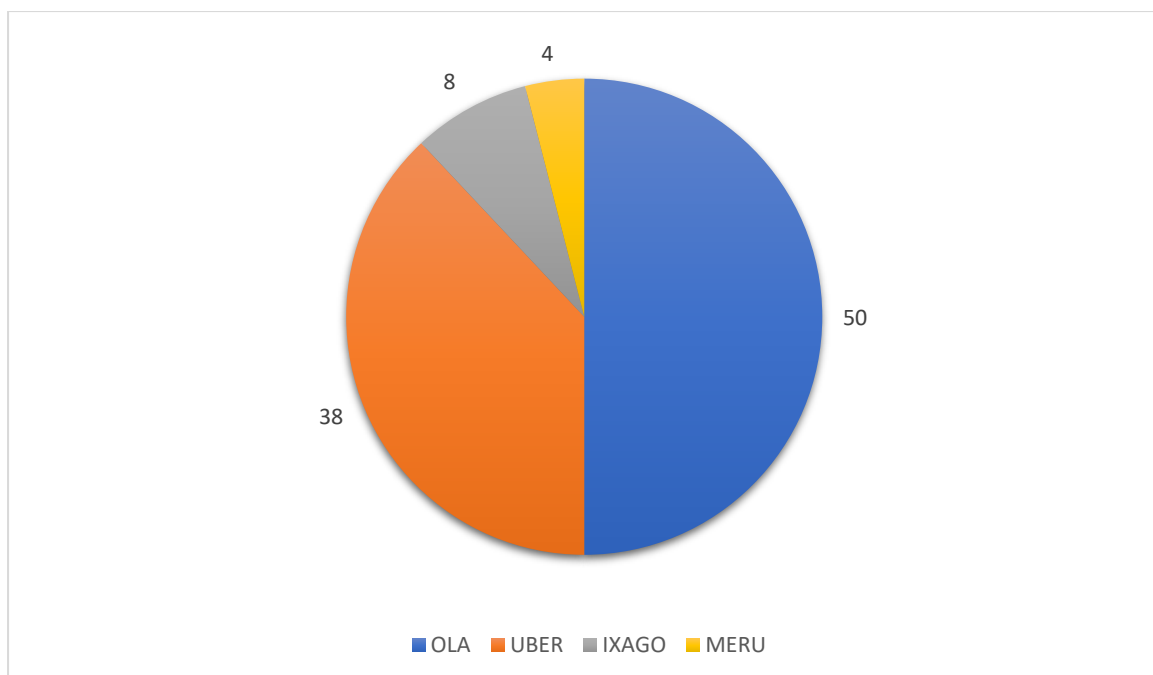
The majority of the people answered as no so in this we knowing that cab services prices are not affordable {58}

4.17 In your opinion, cab prices affordable? If YES tell which of these giving the good affordable offers?

Table no 4.17.1

CAB services	No of Respondents	% Of respondents
OLA	50	50%
UBER	38	38%
IXAGO	8	8%
MERU	4	4%
Total	100	100%

Chart no 4.17.2



Inference:

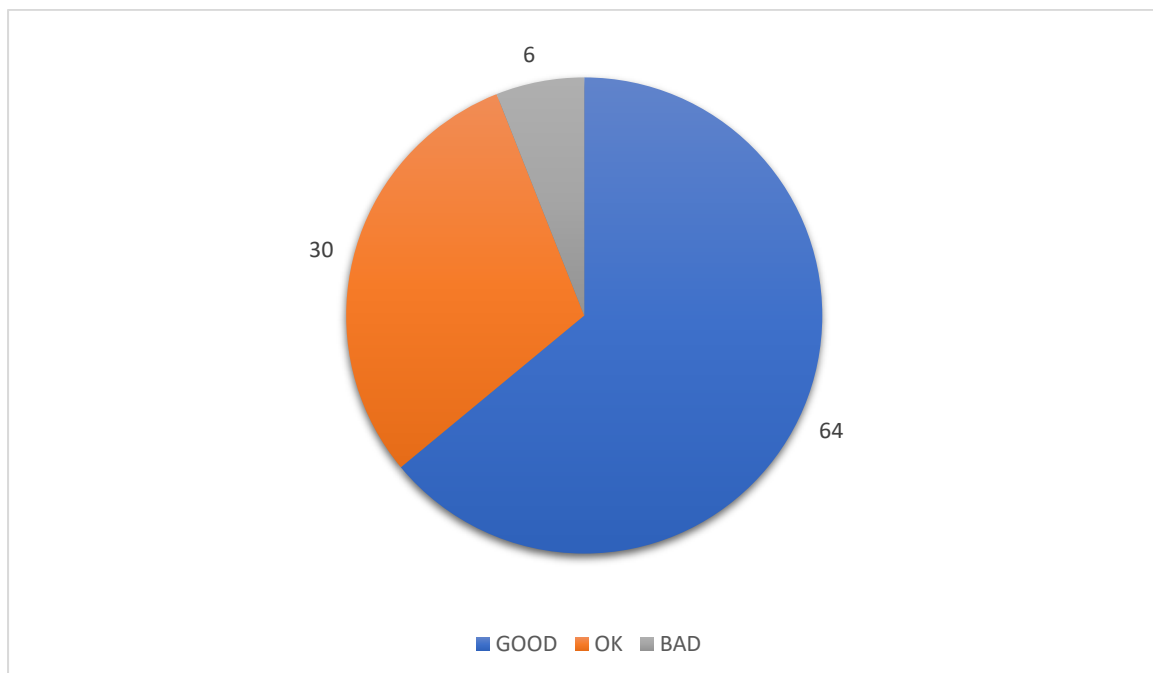
The majority of the people answered that OLA is giving the good affordable offers {50}

4.18 Is my survey if good on the Customer satisfaction towards OLACABS with special reference to Chennai city?

Table no 4.18.1

Respond	No of Respondents	% Of respondents
GOOD	64	64%
OK	30	30%
BAD	6	6%
Total	100	100%

Chart no 4.18.2



Inference:

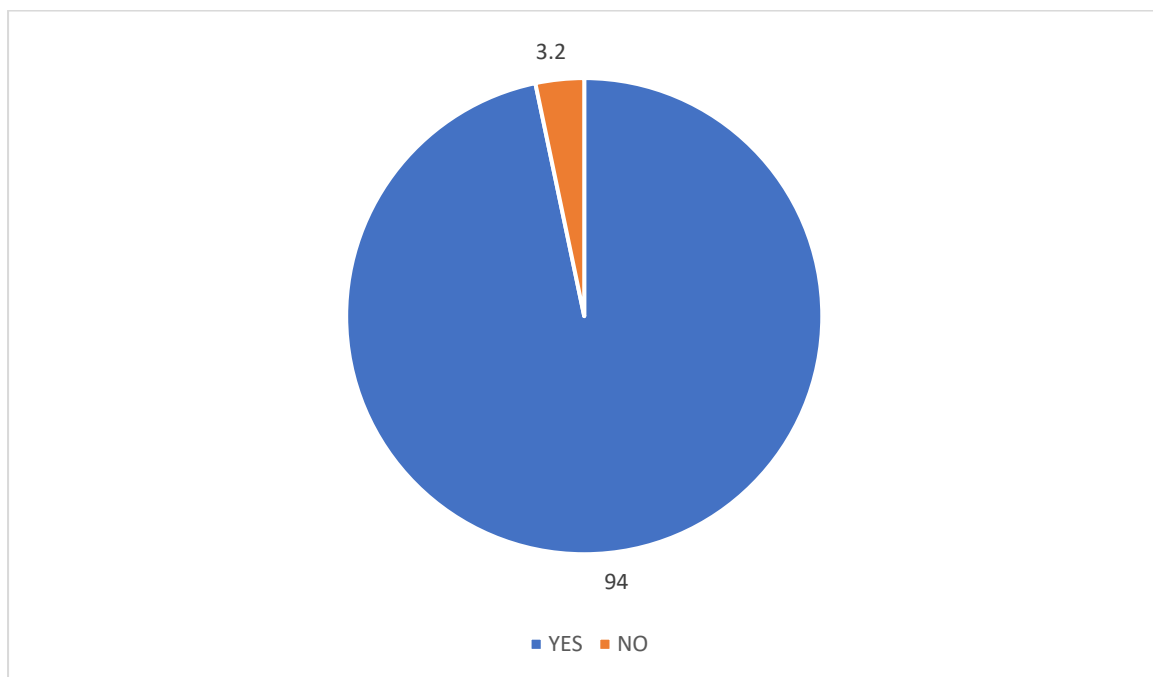
The majority of the people answered GOOD {64}

4.19 Are you gain any information by this survey on a Ola cab?

Table no 4.19.1

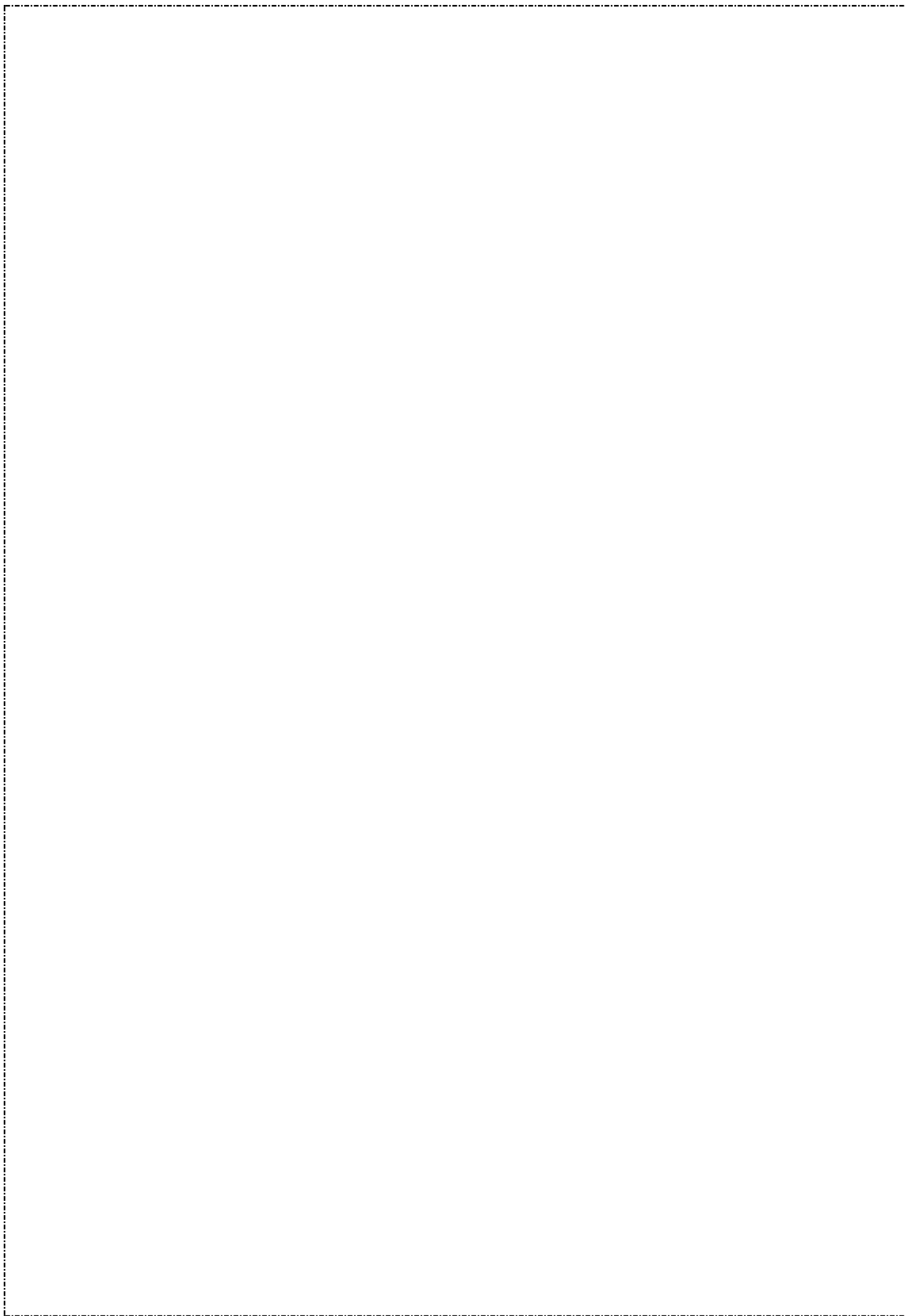
Respond	No of Respondents	% Of respondents
YES	94	94%
NO	6	6%
Total	100	100%

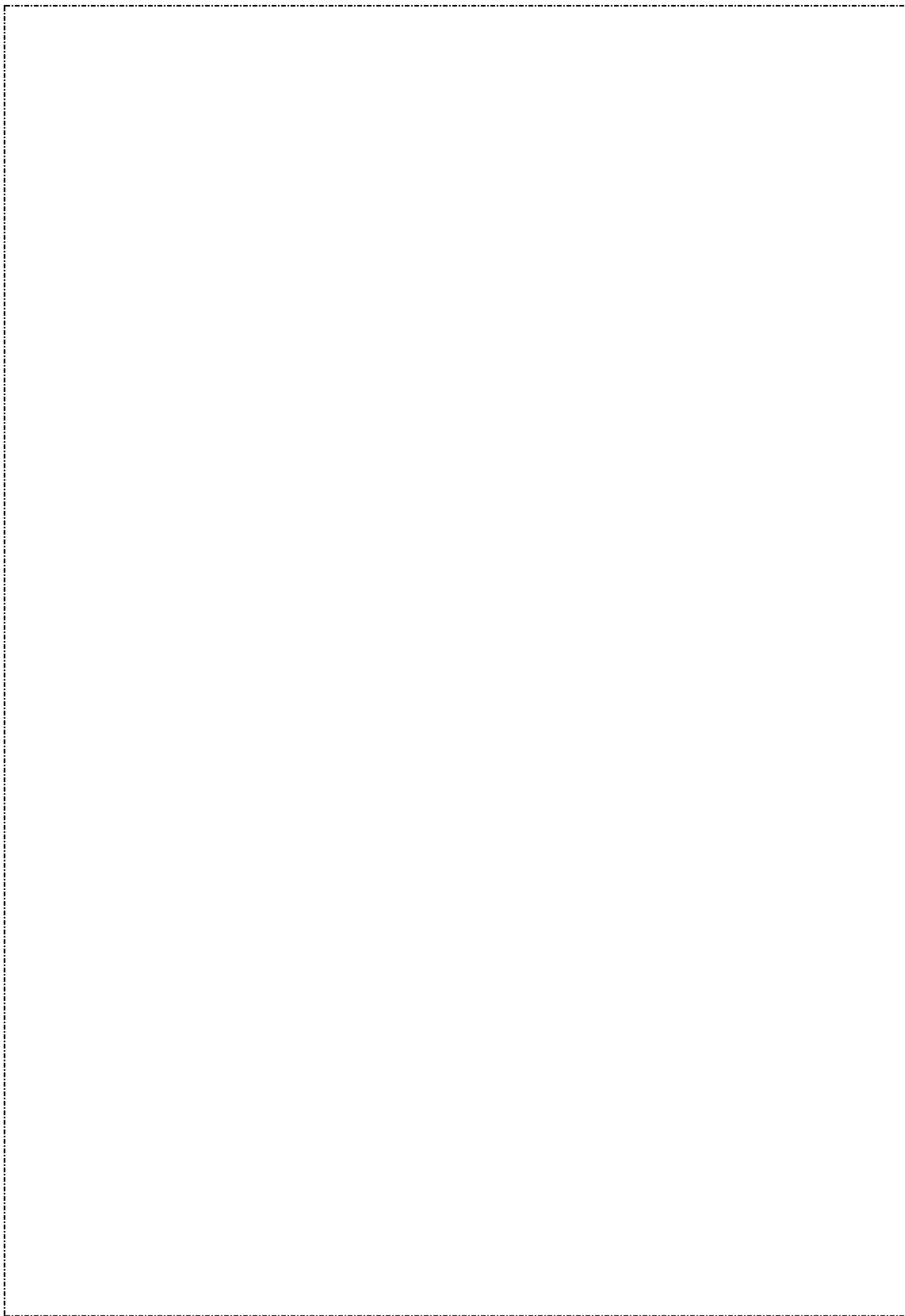
Chart no 4.19.2



Inference:

The majority of the people answered Yes {94}





Finding of the study

- Majority of the respondents are between 18–22 {82}.
- Majority of the people are male {74}.
- Majority of respondents are graduation {46}.
- Majority of the respondents are students {84}.
- Majority of the people are unmarried {82}.
- The majority of the respondents are from Tamil Nadu {54}.
- The majority of the respondents are from Tamil Nadu {64}.
- The majority of the people choose the OLA services {42}
- The Majority of the people use the cab once a month {36} as well as several
times per year {36}.
- The majority of respondents are most often cabs for travel {48}.

- The majority of the people like to travel in Evening time {44}.
- The major reasons are comforted to travel {65}.
- The main reason you wouldn't use a cab more often for this majority of the people respond to the price {64}.
- The majority of people choose through the app of a cab to book their vehicle {44}.
- The majority of the people responded as NO {68}.
- The majority of the people answered as no so in this we knowing that cab services prices are not affordable {58}.
- The majority of the people answered that OLA is giving the good affordable offers {50}.
- The majority of the people answered GOOD {64}.
- The majority of the people answered Yes {94}.

SUGGESTIONS

- To train the cab drivers with mobile application usage.
- To maintain proper time management.
- If any changes in the cab number it should be specified.
- Provide with free calls while connecting to the driver.
- Charges on tariffs should be properly fixed, especially during peak hours.
- The vehicles should be properly maintained.
- The company logo and the sticker should be visible.
- Card payments must be accessible in the near future.
- To increase the infrastructure of the vehicles.
- To provide with offers and discounts on festival seasons

CONCLUSION

To conclude, the market for OLA Cabs depends on the customer preference, creating awareness and customer satisfaction. The factors like convenient, brand, low cost, quick and safe, easy to book and timely pick and drop facility etc. which influence the customer decision to opt for OLA cabs. In addition to this, brand positioning and customer satisfaction will take place when personal transportation services (Cab services) differentiate in terms of financial feasibility, time management, easy accessibility and other services. To conclude, OLA cabs has positioned its brand and has created a good brand image in the minds of customers concerned to personal transportation services compare to Uber and Meru cabs throughout Chennai.

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APPENDIX

A STUDY ON CUSTOMER SATISFACTION TOWARDS OLA CABS WITH SPECIAL REFERENCE TO CHENNAI CITY

QUESTIONNAIRE:

1.Email

_____.

2. Name of the respondent

_____.

3. AGE GROUP OF RESPONDENTS

A. 18-22

B. 23-32

C. 33-42

D. 43 and above

4. GENDER OF THE RESPONDENTS

A. Male

B. Female

C. Others

5. EDUCATION LEVEL OF THE RESPONDENTS

- A. 10th / SSCL**
- B. PUC/+2**
- C. Undergraduate/UG**
- D. Post graduate/PG**

6. OCCUPATION OF THE CONSUMERS

- A. Students**
- B. Employer**
- C. Traveler**
- D. Business Man**

7. Marital status

- A. Married**
- B. Unmarried**

8. RESPONDERS ARE FROM THE PLACE

- A. Andhra Pradesh**
- B. Tamil Nadu**
- C. Karnataka**
- D. Kerala**

9. In which state mostly cabs are in use

- A. Andhra Pradesh**
- B. Tamil Nadu**
- C. Karnataka**
- D. Kerala**

10. Which online cab aggregator do you typically use?

- A. OLA**
- B. UBER**
- C. IXAGO**
- D. MERU**
- E. Others**

11. How often do you use a cab?

- A. Daily**
- B. Weekly**
- C. Once in a month**
- D. Several times per year**

12. why do you most often use a cab?

- A. To travel**
- B. Business work**
- C. Events**
- D. Weather conditions**
- E. College**

13. At which time of day do you most often require a cab?

- A. Morning**
- B. After noon**
- C. Evening**
- D. After dark**

14. Why do most people like to travel by cab?

- A. Reasonable price**
- B. Comfort**
- C. To avoid accidents**

15. What is the main reason you wouldn't use cab more often?

- A. Price**
- B. Discomfort**
- C. Bad past experiences with drivers**

16. If you were to order a cab, which method would you use?

- A. Over the phone**
- B. Via the internet**
- C. Through the apps of cab**
- D. A cab stopped for you without request**

17. How have you ever had a bad experience with a Ola cab?

- A. Yes**
- B. No**
- C. May be**

18. In your opinion, are cab prices affordable?

- A. Yes**
- B. No**

19. In your opinion, cab prices affordable? If YES tell which of these giving the good affordable offers?

- A. OLA**
- B. UBER**
- C. IXAGO**
- D. MERU**

20. Is my survey if good on the Customer satisfaction towards OLACABS with special reference to Chennai city?

A. Good

B. Ok

C. May be

21. Are you gain any information by this survey on a Ola cab?

A. Yes

B. No