

# **A STUDY ON CUSTOMER'S PERCEPTION TOWARDS SERVICES PROVIDED IN OLA CAB**

Submitted in partial fulfillment of the requirements for the award of

**Master of Business Administration**

by

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**MARCH 2021**



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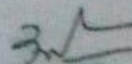
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DATE : February 11, 2020  
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## **DECLARATION**

I R .Ishwarya (Reg.No. 38280046) hereby declare that the Project Report entitled “A Study on customer’s perception towards services provided in OLA cab” done by me under the guidance of Dr.Kumarasamy P and Dr Ilankadhir is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree .

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**R.ISHWARYA**

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**R.ISHWARYA**

## **ABSTRACT**

Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free thinking consumer.

Now-a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

Customer experience is became a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool organization can analyze its customer and understand their demand. If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help to understand customer, their consumption and their loyalty towards the organization.

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# **CHAPTER 1**

## **INTRODUCTION**

### **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 well being 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 .

#### **1. 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.

### **1.1.2 Taxi services in metropolitan**

cities A metropolitan area combines an urban agglomeration (the contiguous, built-up area) with zones not necessarily urban in character, but closely bound to the center by employment or other commerce. So people migrate within the intra cities so they prefer cab services with gives them comfort and a luxuries journey and seek for quick means of transportation. These outlying zones are sometimes known as a commuter belt, and may extend well beyond the urban zone, to other political entities.

Tamil Nadu is the second state to hold largest number of smart cities nominated in the list of smart cities in India. Chennai and Coimbatore secured its place in the first list while Vellore, Madurai, Salem and Thanjavur were selected in the second list in 2016 – 2017. Smart City is a concept of utilizing technologies and connected data sensors to enhance and become powerful in terms of infrastructure and city operations. This includes monitoring and managing of public assets, transportation systems, citizens, power plants, water supplies, information systems, civil bodies, and other community services etc., Among various transportation mode cab service gained popularity because of its advantage of door to door service and now because of technological advancement customers were able to book cabs at competitive price in just one click using their smart phones. These App based cab services were having tremendous potential for growth in densely populated countries like India where parking is major problem because of space crunch as well as public transports are over cowered during peak hours. Thus, this study tries to capture the perspective of customers on the cab hailing services in Chennai city and

the level of perseverance's to throw some light on the factors which could be a decider for a customer to make his choice among Ola application services available.

## **1.2 INDUSTRY PROFILE**

India taxi market stood at around \$ 6.4 billion in 2016, and is forecast to grow at a CAGR of 13.7% during 2017 – 2022, to reach \$ 14.3 billion. Surging demand for taxi services in India can be attributed to changing lifestyles of travellers and increasing disposable income of consumers, especially in Tier-I and Tier-II cities. The market is witnessing increasing traction as taxis offer hassle free travel experience to customers in addition to various other tangible and intangible offerings such as booking convenience through mobile applications, air conditioning, educated and skilled drivers, multiple payment options, 24×7 customer support, electronic fare meters, GPS enabled vehicles, etc.

Depending on the city/state, taxis can either be hailed or are hired from taxi-stands. In cities, such as Bangalore, taxis need to be hired from taxi stands, whereas in cities like Kolkata and Mumbai, taxis 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. Thanks to the booming economy but due to disparities in income many types of taxis have come up. For example, in Delhi there are 5 types of taxi. auto rickshaws- which are the cheapest form of taxi-, Normal Taxis, Radio Cabs, White Taxis and Tourist Taxis. In posher areas like Noida and Gurgaon auto rickshaws are banned thus giving the taxis a monopoly. Chandigarh also has a well established system of modern radio cabs using cars like Tata Indigo/Indigo Marina, Fiat Siena and Maruti Esteem. Kolkata has also got many No Refusal taxis that will never say no to the passengers.

## **1. Taxicab market in India**

The online taxi service offers mobility services to customers via mobile platform connected through the Global Positioning System (GPS) or General Packet Radio Service (GPRS) system. Organized cab services were introduced in the Indian market with the launch of Mega Cabs services in 2000, and the market evolved from the car-ownership concept to the alternative of ride-sharing. Online taxi or radio taxi service providers in India operate either as aggregators or as radio cabs, based on their tracking feasibility.

With the transition from the radio signals-based conventional tracking system to the GPS or GPRS-enabled system, the organized taxi market in India witnessed a momentous growth. In FY 2019, the organized taxi market held a share of ~11.5% of the total revenue generated by the overall taxi market in India. The online taxi services market in India was valued at INR 29.75 Bn in FY 2019. The market is anticipated to expand at a compound annual growth rate (CAGR) of ~16.60% to reach a sales value of INR 61.59 Bn by 2024. A rise in smartphone penetration in India, improved availability of high-speed internet connectivity, increasing investments in the online taxi market by the foreign institutional investors (FII) and swelling disposable income are the major factors that are driving the growth of the market.

## **2. Taxicab companies in India**

- ANI Technologies Private Limited
- Uber India Technology Private Limited
- Meru Cab Company Pvt. Ltd.
- Wings Travel India Management Private Limited
- Carzonrent (India) Pvt. Ltd
- Zoomcar India Private Ltd,
- Voler Car Private Limited
- AVIS, Saavari

- Fast Track Call Cab Private Limited.

### **3. Market Size**

The online taxi services market in India is mainly driven by two major players - ANI Technologies Private Limited (Ola Cabs) and Uber India Systems Private Limited (Uber India). In FY 2019, Ola Cabs accounted for almost 72.44% of the total revenue generated by the online taxi services market in India, whereas, Uber India held a share of ~21.01%. Other players in the market include Meru Mobility Tech Private Limited, Mega Cabs Private Limited and Carzonrent (India) Private Limited, and together they held ~6.55% of the overall market in FY 2019. The transition from the radio signal-based tracking system to GPS and GPRS-based tracking system was introduced by the market leader, ANI Technologies Private Limited. The company's extensive geographical reach within India (152 cities), coupled with its wide range of services available for customers belonging to different income profiles has helped the company to fetch such a high market share. Large scale investments by big private equity firms on major players of the market and introduction of new customer-friendly features in their applications by the companies are anticipated to further accelerate their market growth.

### **4. History**

In March 2015, Ola Cabs acquired Bengaluru-based taxi service TaxiForSure for approximately ₹1237 crore (US\$ 200 million). June 2015 onwards, Ola users gained access to TFS cabs via the Ola mobile application. Later in the year in November, Ola further acquired Geotagg, a trip-planning applications company, for an undisclosed sum.

In a move to expand beyond cab aggregation, Ola acquired struggling foodtech company Foodpanda with an eye on leveraging the growing food delivery segment business in December 2017. In April 2018, Ola made its second acquisition with Ridlr (formerly Traffline), a public transport ticketing app. Later in August 2018, Ola financed Series A funding of the scooter rent startup Vogo, and again in December, invested another \$100 million.

In March 2019, the Karnataka state transport department suspended Ola's operating license for six months for violation of license conditions and violation of Karnataka On-Demand Transportation Technology Aggregator Rules, 2016. This was on account of Ola running bike taxi services though it only had license for four wheeler taxi operations. The company termed the order unfortunate and was looking at working with driving partners to continue functioning.

They also claimed to be in touch with authorities to sort things out.

### **1.3 Company profile:**

Ola initially started off as Olatrip.com a small website venture that offered weekend trip packages. It was started as a startup business by two IIT Mumbai graduates Bhavish Aggarwal and Ankit Bhati. Bhavish worked for Microsoft after college for almost two years and then started a small website to sell online tour packages. Due to a bad experience during a car rental situation they decided to mend the system of car rental and this became the basis for the initiation of olacabs. Olacabs are now referred as Ola. Ola is a Spanish term which means hello! This indicates that hiring a cab at Ola as well as the services provided are easy and friendly as conveying hello. Ola cabs were founded on 3 December 2010 by Bhavish Aggarwal and Ankit Bhati. Initially Ola operated from Mumbai as a taxi aggregator service. Now it has shifted its head office at Bengaluru and works efficiently from there. Since Ola received its first investment there has been no looking backward for this initiative venture. Until the year 2014, the company had expanded to a widely distributed network which comprised of 200,000 cars across 85 cities. These 85 cities include all the metropolitan cities and various important cities in it. During November 2014, along with car rental scheme Ola also tried to incorporate autos on trial basis in Bengaluru. After its success there it initiated the same idea in Delhi, Pune and Chennai by December 2014. In the year 2015 Ola also started its auto services in Chandigarh, Indore and Jaipur. In March 2016, Ola started its two wheeler services in Bengaluru as a trial venture. Until September 2015 Ola was valued at around \$5 billion market. Taxi for sure as acquired by ola in march 2015 for \$200 million. The company averages a total of about 150,000 bookings per day and has the highest market share in India of 60%.

#### *Swot Analysis:*

A brief idea about the position of the company in the market can be estimated from the SWOT analysis which indicates the respective strengths, weaknesses, opportunities and threats faced by the company.

### *Strengths:*

1. Ola is first of its kind taxi aggregator service provider in the country.
2. It achieved the no.1 rank in the sector after acquiring Taxi for sure.
3. The services offered by ola are well appreciated by the public
4. TV, online and print media marketing has helped to create awareness about the company.
5. Increase in customer base due to strong network effect.
6. Financial condition of the company has improved after investments by various firms.

### *Weaknesses:*

- 1.Brand image can be easily influenced by the misbehavior of the drivers as they are the ne in direct contact with the customers.
2. Monetization becomes difficult due to the demand.

### *Opportunities:*

- 1.There is a huge potential for the company to penetrate deep into the market as the unorganized market hold almost 85% of the segment.
- 2.As Ola coordinates through the smart phone app, increase in number of smart phone users provides them with a great platform to increase their customer base.
3. Disposable income can be increased.
4. Convenient services create huge demand among customers.
5. Acquisition of smaller company of the market.

### *Threats:*

1. Increasing competition
2. Heavy usage of cash to attract customer due to strong financial root of Uber.
3. Presence of competitors at the national level.
4. No specific regulatory body of the government.
5. Customer loyalty is rare in this segment

## **1. Business model:**

Ola taxicabs go about as a facilitator in giving taxicab booking administrations to clients through numerous channels. Prior, clients could book their taxicabs through the site, call center or the application. But later on Ola reconsidered their methodology and made appointments just through the application. The drivers have an adaptability to choose their own particular time to login to OLA Application and acknowledge demands for rides from clients. They may remain logged out of the framework according to their need. The source of income for OLA is the commission for every drive and the costs they bring about are additionally low as they significantly need to contribute just on the technological innovation. Ola has turned out to be an awesome innovation stage for transportation and offers simple alternatives of booking a taxi through an application and offers adaptability to the driver as far as readiness to work. The individuals who work more get incentives. These companies don't own cars nor do they employ the drivers, they simply connect with the drivers through the application. They are the technology driven market place. The company thus began to grow at a speed of light due to accomplishment of ahead of its time strategies.

## **2. Promotional and marketing strategy of Ola**

At Ola the strategy was to leave no stone unturned. They at Ola did everything from attending the calls of the customer to providing driving facility to desired destination. All this was done to sustain the market leadership in their hands. To achieve this various strategies and promotional activities were adopted by the company. Some of them are discussed below.

***EMPOWERING THE DRIVERS:*** They offered micro entrepreneurship for the drivers by helping the drivers buy their own cars at huge discounts and affordable repayment scheme as they collaborated with leading car manufacturers.

***OLA MINI:*** One of the most successful marketing campaign launched by Ola is OLA MINI. The feature of this strategy was that the price of this service was equal to the auto fares. The idea worked well and got accepted by the public when they offered cab rides at auto fare price on auto strike days in 2012 and 2013. Because Ola Cabs are having deep pocketed investors and can burn money such services can be launched to cater

the dire needs.

*STRATEGIC PARTNERSHIP WITH MAKE MY TRIP:* In the year 2013, Ola cabs launched its partnership with make my trip. Under this partnership the customers of make my trip would receive rental car facility for pick up and drop at desired destination. This move by Ola helped acquire large customer base as people became more aware about the brand.

*TREATING CUSTOMER WITH CARE:* Customer is at the centre in marketing. The main purpose of all these promotional activities is to build customer loyalty. Thus when it comes to taking care of the customer, Ola leaves no stone unturned. Ola makes sure that all the customers who use the service of Ola are well satisfied. If at all any mistake occurs by the system Ola makes sure to provide extra credit to the customer's account and also apologize for that matter. In this way it makes sure that the customer base developed should not be hampered.

*ADVERTISING PARTNERSHIP WITH TVF:* Ola has created partnership with TVF (The viral Fever) which is an Indian online web series platform. TVF has a strong fan base and Ola has tried to take advantage of this situation. Ola gets to acquire customers from TVF's existing fan base while on the other hand even TVF gets to reach out to Ola's customers.

*OLA BOATS DURING CHENNAI FLOODS:* During Chennai floods when people were stuck in their offices or other areas Ola had launched its ferry service. Ola had developed this service so as to help stranded people reach home and also to deliver essential material including food, water, etc. The ferries had professional rowers. Each ferry could accommodate 5 to 9 people per trip. The start up by Ola was initially meant to be for three days but later they agreed to provide the service as per the demand of the situation. The start-up came up for much praise on social networks with one Twitter user cheekily describing the service as "uber cool".

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **1. Introduction**

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of OLA cab.

#### **2. List of reviews**

##### **1. Dr. Ashok Kumar Panigrahi (2018)**

New companies have constantly assumed a significant job in the worldwide economy, however as of late their significance has developed altogether. As the challenge in the Radio Taxi showcase is expanding at a quicker rate where a few brands are giving taxis to the clients according to the necessities, this paper is intended to think about the example of overcoming adversity of Ola taxis which has the best piece of the overall industry and gives benefits in a productive way alongside consumer loyalty. The Marketing system and advancement procedure embraced by Ola Cabs is examined quickly in this article. Watchwords: Start-up, limited time technique, Ola taxis, Taxi aggregator.

##### **2. Rashi Goel, (2018)**

Uber and Ola both are one of the most quickest developing firms in the taxi aggregator industry. Be that as it may, both go through altogether different tasks and working coordinations regarding driver and rides, course improvement, region network, and accessibility. With this paper, we mean to draw an examination between

day by day working and coordinations streamlining of both Uber and Ola, in order to comprehend the activities and the weaknesses of both the organizations on entirety. For this reason, we have utilized numerical and diagnostic apparatuses of activities inquire about.

### **3. Utsav Pandya (2017)**

Taxi advertise in India is developing quickly with a great deal of new participants who run private taxi organizations separated from the current open taxi showcase. General society taxi showcase comprises of cabs that are excessively old with next to no solace and wellbeing, while then again the taxicabs in the private taxi advertise are current alongside highlights like GPS, more solace and security. Therefore, to consider the effect of the private taxi organizations on the general population taxi showcase, we have completed this exploration by utilizing explicit factors that will clarify the impact of the private taxi advertise on the general population taxi advertise. These factors have been considered considering the standard factors that a client may consider while thinking employing a taxi. So as indicated by the factors considered, a hypothetical system was created containing the needy and autonomous factors alongside the invalid and exchange speculations that must be refuted valid or relying on the information assortment. A poll was set up with the assistance of which two arrangements of information were gathered of general society taxi showcase and the private taxi advertise through an overview filled by individuals picked aimlessly utilizing the irregular probabilistic examining method. The information gathered was broke down utilizing the SPSS programming and Minitab programming for which a lot of investigation procedures were applied and the information was deciphered which helped in demonstrating the comparing invalid or substitute speculations valid according to the prerequisite of the examination.

### **4. Sagar, 2016**

Sagar 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.

## **5. Rahman ( 2014)**

Call taxi system in India has grown significantly in India and infrastructure growth, growth of

middle class, increasing disposable incomes and growing GDP are some of the factors

responsible. The rise of the BPO industry is one of the reason to growth of this sector because of

odd working hours. This growth can be seen more in metropolitan cities of India and there is

intense competition among various operators like Ola, Uber, Radio cabs, Yellow cabs and Meru

etc. So to sustain in this competitive market it is necessary to understand the users of the rental

cab service. Various studies and researches have been done to understand the factors important

while choosing a rental car.

## **6. Horsu and Yeboah (2015)**

They had revealed in their study that driver behavior have negative correlation on customer satisfaction in Ghana. Other variables continuous service, comfort, reliability and affordability have an impact on customer satisfaction with regard to minicab taxi.

## **7. Prof.manjunath g (2015)**

Explores the brand awareness and customer satisfaction toward OlaCabs in Bengaluru region

(South and North regions). Olacabs has created a good brand image in the minds of customers

concerned with personal transportation services compare to Uber and Merucabs in Bengaluru.

He concluded that market for OLA Cabs depends on the customer preference, creating

awareness and customer satisfaction. The factors such as convenience, brand, low cost, quick

and safe, easy to book and timely pick and drop facility etc. influences the customer decision to

opt for OLA cabs

#### **8. Kumar and Kumar (2016)**

Has showed that consumers were interested to redeem coupons while selecting cab services and were comfortable to redeem coupons through mobile apps while booking cab services.

#### **9. Ruchika Malik (2017)**

With customers, service providers are also important in any service industry, in this regard a research by him identified that retaining drivers by initiatives like monetary awards of influence customer decision. Ola is using reward systems to motivate their drivers thus motivating them as well as involving them in resolving the customer grievances to build a loyal base of drivers. On other side Uber offers rewards and discounts under their Uber CLUB program. This program is not only design impact drivers but is also designed to help their family by providing them various offers related to automobile insurance, vehicle maintenance, lifestyle, health and wellness to their everyday life. There are three categories Silver, Gold and Diamond, based on the quality and performance of each driver.

#### **10. Allamdas Rohit H. (2017)**

One more comparatively study of Ola and Uber by him suggested that as Indian consumers are highly price-sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers.

**11. Ruchi et al (2017)**

Has studied various factors of dynamics of Indian taxi markets such as pricing, their revenue models, market share etc.

**12. Sarit Prava Das et al (2017)**

Has identified convenience, quality services, transparency and safety as most important parameters for selecting pre booked taxis.

**13. Neelam Kalla, Hemaprabha Purohit (2017)**

In their research explain how 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. Making an allowance for e-marketing, it has been

able to establish a good connect with its target market by means of a well-designed service

offering. Thus, the paper contributes towards the development of a conceptual framework for

gaining insights on development of a service offering for an enhanced service quality in the e-

marketing era.

**14. Ashim Gupta & vivek singh tomar (2018)**

Has explored reasons for which people use application-based taxi services. The reasons, such as, safety, price, easy availability of taxis, cashless option and transparent charges are the main reasons to use app-based taxis (OLA). Ola and Uber must take care of the aspects above while improving their services. Customer may get disconnected due to Increasing prices or removing service quality parameters. Safety assurance is also equally important.

**15. Dr. Ashok Kumar Panigrahi, Shambhavi Shahi, Amarsingh Rathore ( 2018)**

In their paper explain Ola now has shifted its focus on target markets and is focused on

providing desired service to the people in the target market. The key element in making Ola a

successful brand is the efficient and quick accessibility which is offered by the firm. On one hand

Ola promotes its brand by traditional methods and on the other hand it also uses the modern

techniques of promotion. At the same time, it does not forget to highlight its name in social

safety, creating social awareness and promoting acts of humanity.

**16. Mr. Ashish Awasthi (2019)**

Has explained intangible dimension of services offered by OLA cabs & impact of this on

consumer's satisfaction in Delhi NCR. 'Intangible factors' (Responsiveness, Assurance,

Empathy etc.) should serve even better in order to gain satisfaction of consumers. Focusing on

the satisfaction of the consumer through enhanced service quality enables to survive the stifling

competition in market

**17. Peterson and Wilson, (1992).** An analysis of the literature concerned with Customer satisfaction in 1992 revealed a large and ever growing body of research with some 15,000 trade and academic articles, which had been written on the topic over the previous two decades

#### **2.2.18 (Yi, 1990; Brooks, 1995).**

Despite the many studies on Customer satisfaction, there appeared to be no overall agreement

over important issues such as concepts, constructs, definitions, measurements, methodologies

and various interrelationships

### **2.3 CONCLUSION**

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **1. NEED FOR STUDY**

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

#### **2. SCOPE OF THE STUDY**

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Gains insights into Customer expectations.
- Customer experience is how customers engage with company and brand throughout the entire arc of being a customer.

#### **3. OBJECTIVE OF THE STUDY**

This project is designed mainly to identify and evaluate the customer's perception towards OLA cab.

##### **1. Primary objective: -**

A study on customer's perception towards services provided in OLA cab.

##### **2. Secondary objectives: -**

- To study on customers satisfaction in OLA cab
- To study the influence of price consciousness on consumers while selecting an OLA cab
- To study overall analysis of OLA cab

#### **4. RESEARCH DESIGN**

##### **1. Descriptive Research Design**

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

#### **5. SOURCES OF DATA**

Data collection is the term used to describe a process of preparing and collecting data.

**Primary Data** – Questionnaire given to 152 respondents

**Secondary Data** - Websites and online journals, Published reports & Review of literature from published articles

#### **6. STRUCTURE OF QUESTIONNAIRE**

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience

#### **7. SAMPLING TECHNIQUE**

##### **1. Convenience sampling method**

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

## **8. PERIOD OF STUDY**

The duration of study is from January 2021 to March 2021 which is a three months of study.

## **9. LIMITATIONS OF THE STUDY**

- The analysis of the present study has been carried out based on the information has collected from the OLA cab
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

## CHAPTER 4

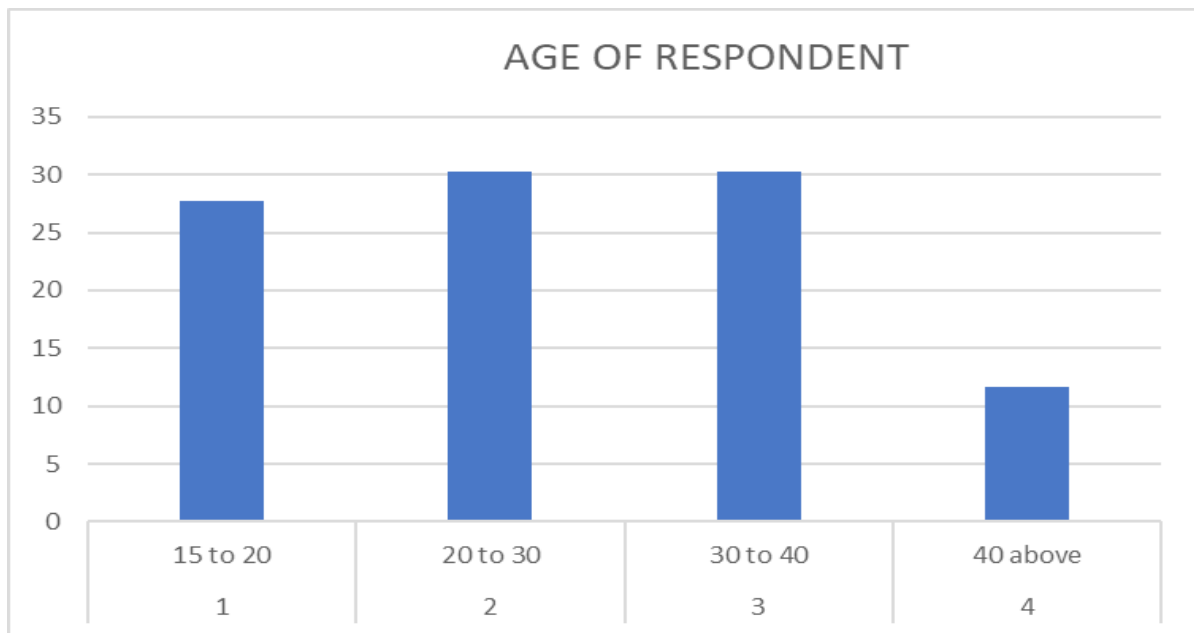
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**Table 4.1.1: Age of the respondents**

| S NO  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | 15 to 20    | 43                 | 27.7       |
| 2     | 20 to 30    | 47                 | 30.3       |
| 3     | 30 to 40    | 47                 | 30.3       |
| 4     | 40 above    | 18                 | 11.6       |
| TOTAL |             | 155                | 100.00     |

**Source: Primary data.**



### Chart 4.1.1 Age of the respondents

#### Interpretation

From the above table it is interpreted that the number of respondents between 15 to 20 age of respondents are 27.7%, between 20 to 30 age of respondents are 30.3%, between 30 to 40 age of respondents are 30.3%, 40 above age of respondents are 11.6%.

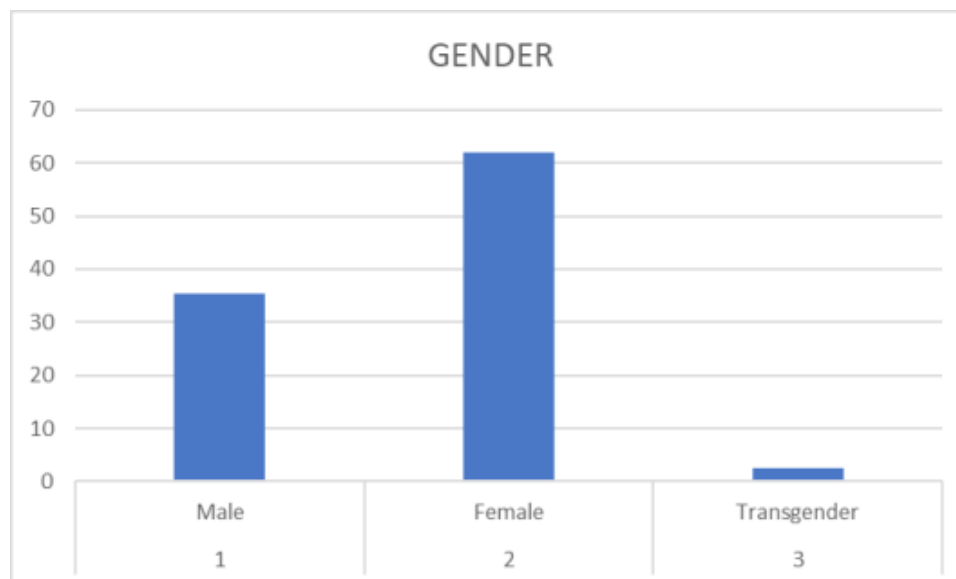
#### Inference

Majority (30.3%) of the respondents are age between 20 to 40 years.

**Table4.1.2: Gender of the respondents**

| S NO  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | Male        | 55                 | 35.5       |
| 2     | Female      | 96                 | 61.9       |
| 3     | Transgender | 4                  | 2.6        |
| total |             | 155                | 100.00     |

**Source: Primary data.**



### Chart 4.1.2: Gender of the respondents

#### Interpretation

From the above table it is interpreted that the number of male respondent is 35.5%, female respondent is 61.9% and transgender is 2.6%.

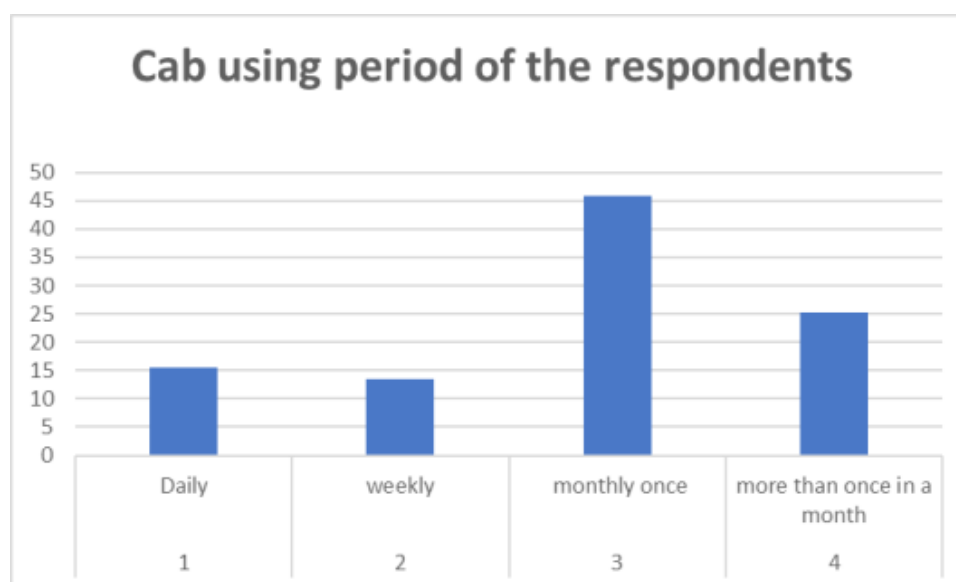
#### Inference

Majority (61.9) of the respondents are Female.

**Table 4.1.3: Cab using period of the respondents**

| S NO  | Particulars               | No. of Respondents | Percentage |
|-------|---------------------------|--------------------|------------|
| 1     | Daily                     | 24                 | 15.5       |
| 2     | weekly                    | 21                 | 13.5       |
| 3     | Monthly once              | 71                 | 45.8       |
| 4     | More than once in a month | 39                 | 25.2       |
| TOTAL |                           | 155                | 100.00     |

**Source: Primary data.**



### Chart 4.1.3: Cab using period of the respondents

#### Interpretation

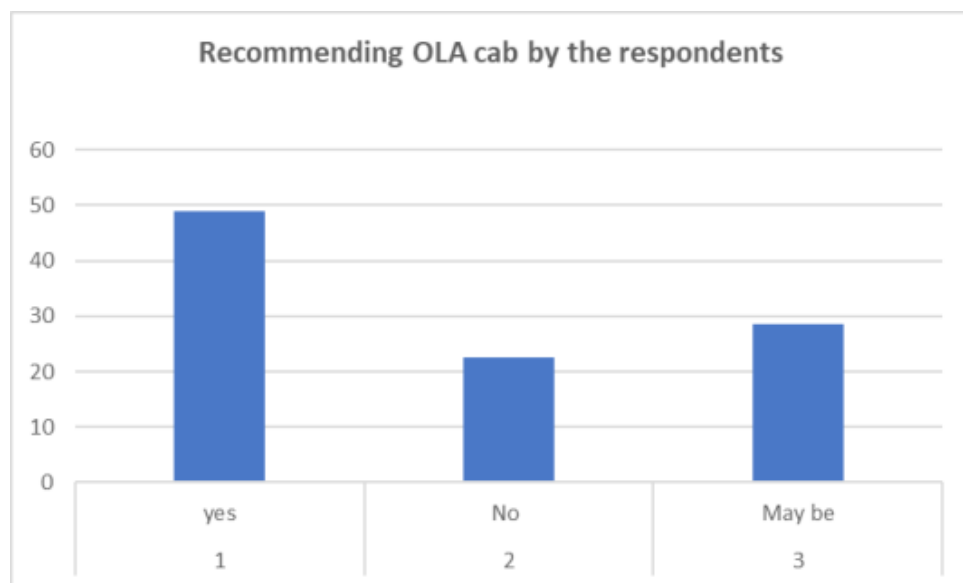
From the above table it is interpreted that the respondents using OLA cab daily is 15.5%, weekly is 13.5%, monthly once is 45.8% and once in a month is 25.2%.

#### Inference

Majority (45.8%) of the respondents are using OLA cab monthly once. Table 4.1.4: Recommending OLA cab by the respondents

| S NO  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | yes         | 76                 | 49         |
| 2     | No          | 35                 | 22.6       |
| 3     | May be      | 44                 | 28.5       |
| TOTAL |             | 155                | 100.00     |

Source: Primary data.



#### Chart 4.1.4:

#### Recommending OLA cab by the respondents

##### Interpretation

From the above table it is interpreted that the number of respondents recommend to others is 49%, the number of respondents does not recommend to others is 22.6%, the number of respondents that may recommend to others is 28.5%.

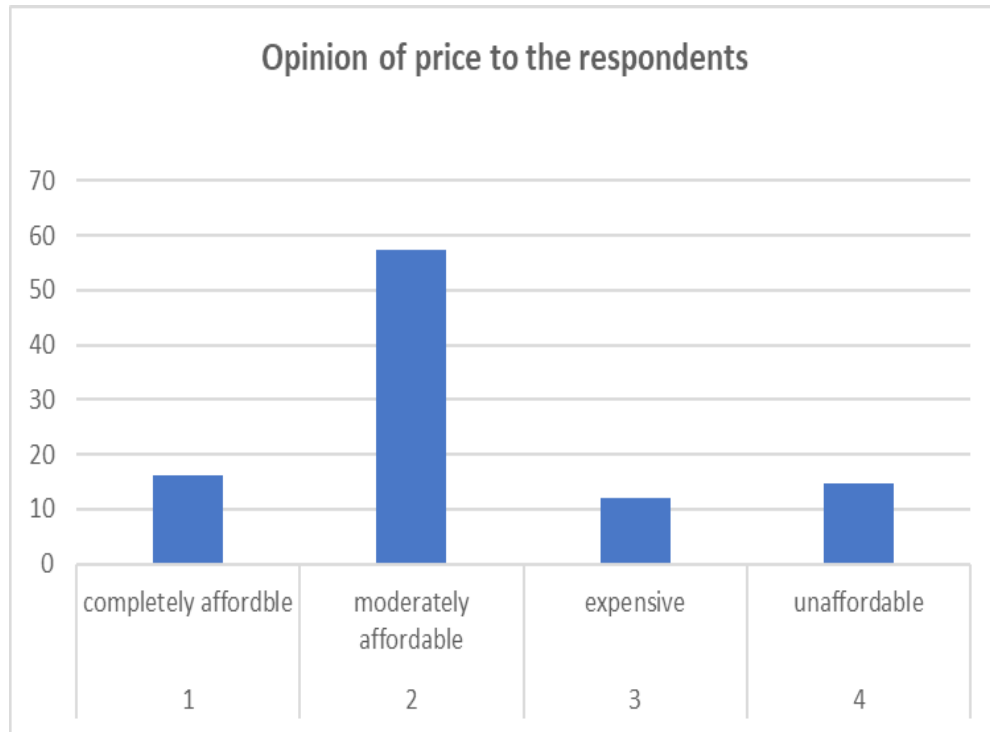
##### Inference

Majority (49%) of the recommend to others.

**Table 4.1.5: Opinion of price to the respondents**

| S NO  | Particulars           | No. of Respondents | Percentage  |
|-------|-----------------------|--------------------|-------------|
| 1     | completely affordable | 25                 | 16.1        |
| 2     | moderately affordable | 89                 | 57.4        |
| 3     | expensive             | 18                 | 12          |
| 4     | unaffordable          | <b>23</b>          | <b>14.8</b> |
| TOTAL |                       | 155                | 100.00      |

**Source: Primary data.**



**Chart 4.1.5: Opinion of price to the respondents**

### **Interpretation**

From the above table it is interpreted that the number of respondents that feels completely affordable is 16.1%, the number of respondents that feels moderately affordable is 57.4 %, the number of respondents that feels unaffordable is 14.8%, the number of respondents that feels expensive is 12%.

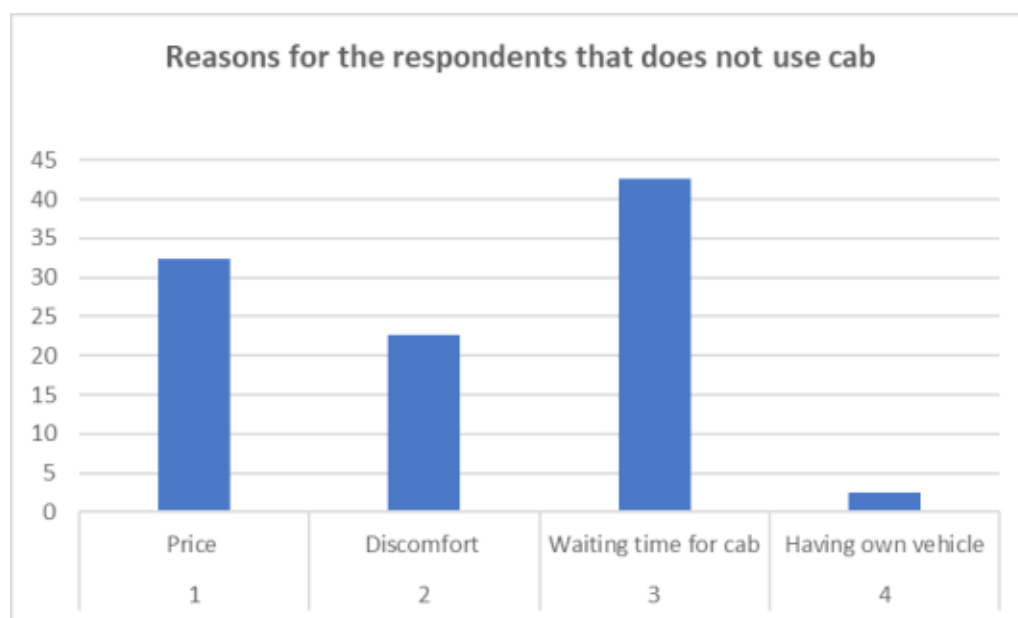
### **Inference**

Majority (57.4%) of the respondents feels moderately affordable .

**Table 4.1.6: Reasons for the respondents that does not use cab**

| S NO  | Particulars          | No. of Respondents | Percentage |
|-------|----------------------|--------------------|------------|
| 1     | Price                | 50                 | 32.3       |
| 2     | Discomfort           | 35                 | 22.6       |
| 3     | Waiting time for cab | 66                 | 42.6       |
| 4     | Having own vehicle   | 4                  | 2.5        |
|       |                      |                    |            |
| TOTAL |                      | 155                | 100.00     |

**Source: Primary data.**



**Chart 4.1.6: Reasons for the respondents that does use cab**

#### **Interpretation**

From the above table it is interpreted that the number of respondents Reasons for

the respondents that does not use cab due to price is 32.3%, Reasons for the respondents that does not use cab due to discomfort is 22.6%, Reasons for the respondents that does not use cab cause of waiting time is 42.6%, Reasons for the respondents that does not use cab due to own vehicle is 2.5 %.

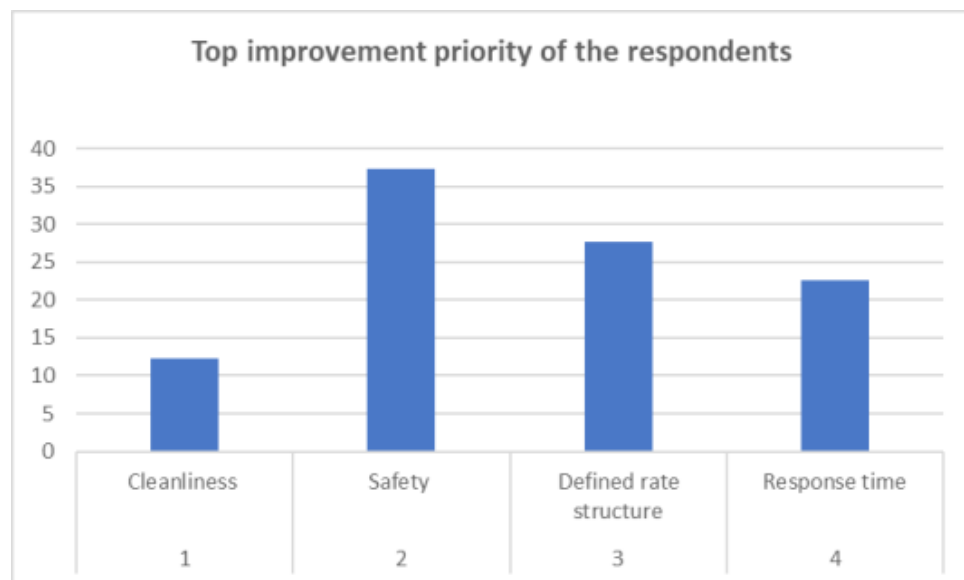
### Inference

Majority (42.6%) of the respondents does not use OLA cab due to the waiting time.

**Table 4.1.7:Top improvement priority of the respondents**

| S NO  | Particulars            | No. of Respondents | Percentage |
|-------|------------------------|--------------------|------------|
| 1     | Cleanliness            | 19                 | 12.3       |
| 2     | Safety                 | 58                 | 37.4       |
| 3     | Defined rate structure | 43                 | 27.7       |
| 4     | Response time          | 35                 | 22.6       |
|       |                        |                    |            |
| TOTAL |                        | 155                | 100.00     |

**Source: Primary data.**



#### Chart 4.1.7: Top improvement priority of the respondents

##### Interpretation

From the above table it is interpreted that the number of respondents that gives priority to cleanliness is 12.3%, the number of respondents that gives priority to safety is 37.4%, the number of respondents that gives priority to defined rate structure is 27.7%, the number of respondents that gives priority to response times is 22.6%.

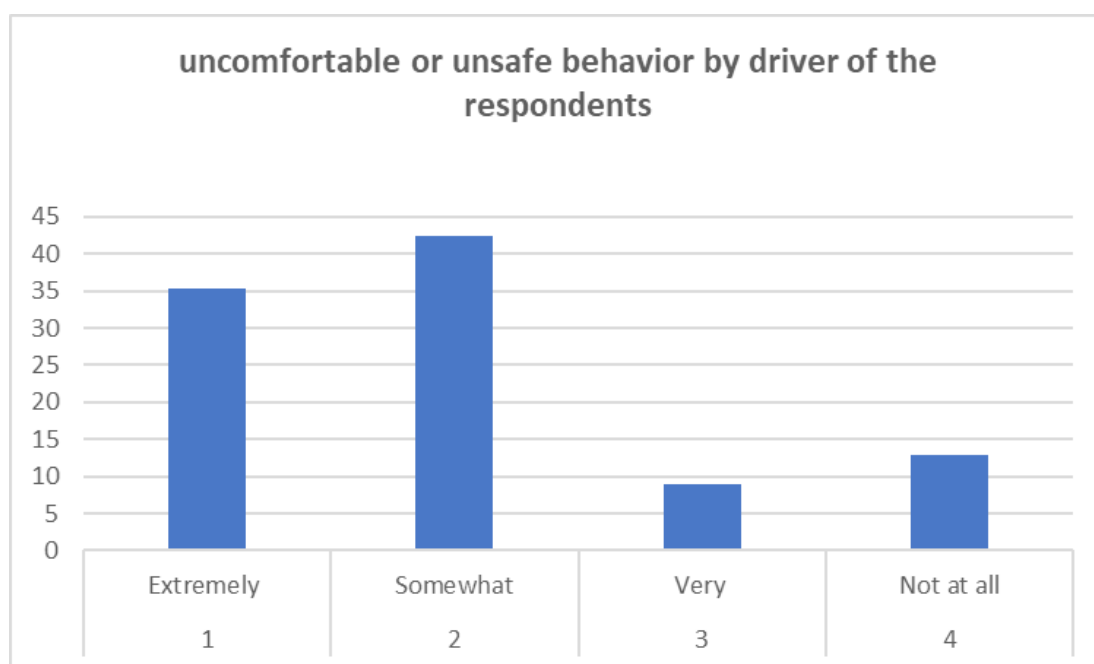
##### Inference

Majority (37.4%) of the respondents gives priority to safety

**Table 4.1.8: uncomfortable or unsafe behavior by driver of the respondents**

| S NO  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | Extremely   | 55                 | 35.4       |
| 2     | Somewhat    | 66                 | 42.5       |
| 3     | Very        | 14                 | 9          |
| 4     | Not at all  | 20                 | 12.9       |
| TOTAL |             | 155                | 100.00     |

**Source: Primary data.**



**Chart 4.1.8: uncomfortable or unsafe behavior by driver of the respondents Interpretation**

From the above table it is interpreted that the 35.4% of respondents feels extremely uncomfortable or unsafe behavior by driver, 42.5% of respondents feels somewhat uncomfortable or unsafe behavior by driver, 9% of respondents feels very uncomfortable or unsafe behavior by driver, and 12.9% of respondents does not feel uncomfortable or unsafe behavior by driver

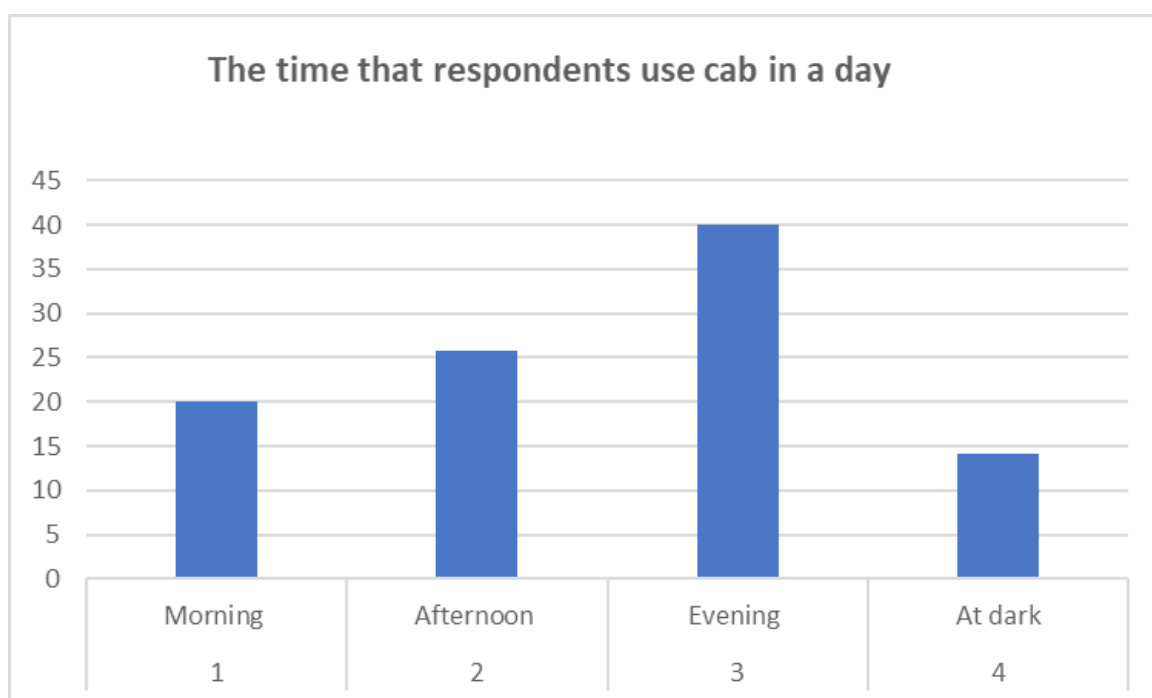
### **Inference**

Majority (35.4%) of respondents feels extremely uncomfortable or unsafe behavior by driver.

**Table 4.1.9: The time that respondents use cab in a day**

| S NO  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | Morning     | 31                 | 20         |
| 2     | Afternoon   | 40                 | 25.8       |
| 3     | Evening     | 62                 | 40         |
| 4     | At dark     | 22                 | 14.2       |
|       |             |                    |            |
| TOTAL |             | 155                | 100.00     |

**Source: Primary data.**



**Chart4.1.9: The time that respondents use cab in a day**

#### **Interpretation**

From the above table it is interpreted that the 20% of the respondents use cab in

morning,25.8% of the respondents use cab in afternoon,40 % of the respondents use cab in evening,14.2% of the respondents use cab at dark.

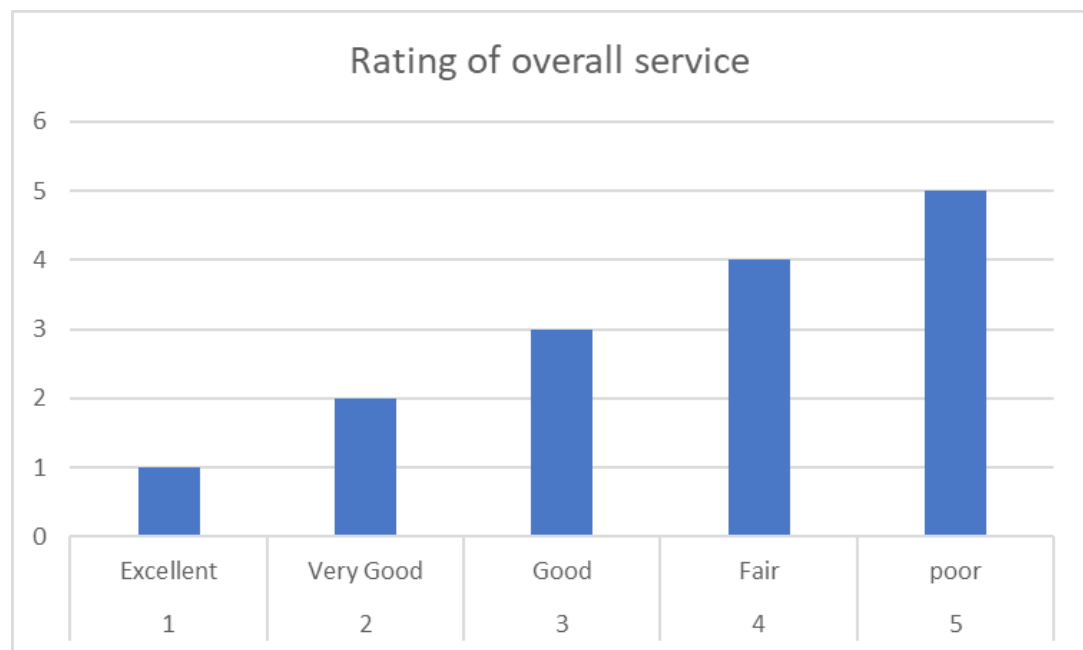
### Inference

Majority (40%) of the respondents use cab in evening.

**Table 4.1.10: Service about during the exchange of respondent car**

| S NO  | Particulars | No. of Respondents | S NO   |
|-------|-------------|--------------------|--------|
| 1     | Excellent   | 11                 | 1      |
| 2     | Very Good   | 74                 | 2      |
| 3     | Good        | 58                 | 3      |
| 4     | Fair        | 9                  | 4      |
| 5     | poor        | 3                  | 5      |
| TOTAL |             | 155                | 100.00 |

**Source: Primary data.**



#### **Chart 4.1.10: Service about during the exchange of respondent car**

##### **Interpretation**

From the above table it is interpreted that the number of respondents says 7.1% excellent in services, 47.7% in very good, 37.4% in good, 5.8% fair, 1.9% in poor in services.

##### **Inference**

Majority (47.7%) of the respondents says very good in services.

## **CHAPTER 5**

### **1. FINDINGS**

1. Majority (30.3%) of the respondents are age between 20 to 40 years.
2. Majority (61.9) of the respondents are Female.
3. Majority (45.8%) of the respondents are using OLA cab monthly once.
4. Majority (49%) of the recommend to others.
5. Majority (57.4%) of the respondents feels moderately affordable .
6. Majority (42.6%) of the respondents does not use OLA cab due to the waiting time
7. Majority (37.4%) of the respondents gives priority to safety
8. Majority (35.4%) of respondents feels extremely uncomfortable or unsafe behavior by driver
9. Majority (40%) of the respondents use cab in evening.
10. Majority (47.7%) of the respondents says very good in services

### **2. SUGGESTION**

- The overall experience index from the study reveals that the company is performing very well and customers are much expérience with the service given to them.
- Some of the customers have also complained about the drivers behavior . Even though the complaints are minor, the company needs to resolve the customer service issues in order to achieve customer expérience.
- More attractive advertisement has to provide through various advertisement media.

### 5.3 CONCLUSION

Ola has seen a tremendous growth in the taxi market sector. There is surely no looking back for Ola as it is improving day by day in every prospect. Revenue of Ola has increased almost 10 folds over the past four years. Today, it is the largest cab service provider in the country. Ola has successfully achieved public support and has created a buzz about its brand in the market. Furthermore if some more technological advancement is done at Ola then the customer base can be increased by providing better experience to the customer. Ola now has shifted its focus on target markets and is focused on providing desired service to the people in the target market. The economic segregation depending upon the income group and requirement of the people is well appreciated. On one hand Ola promotes its brand by traditional methods and on the other hand it also uses the modern techniques of promotion. At the same time it does not forget to highlight its name in social safety, creating social awareness and promoting acts of humanity. The key element in making Ola a successful brand is the efficient and quick accessibility which is offered by the firm. The firm not only improves through its intense promotional activities but also due to the services and comfort offered to users and employees. Ola is making you sluggish. A single tick gets you a taxicab. Habits are less demanding to develop when the change required in conduct is minor. What's more, once a habit is shaped, it's difficult to backtrack.

## **APPENDIX (Questionnaire)**

**1.How often do you use OLA cab?**

**a) daily b)weekly c)monthly once d)more than once in a month**

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

**A)morning b)afternoon c)evening d)at dark**

**3.What is the main reason you wouldn't use ola cab more often?**

**a)price b)discomfort c) waiting time d)others**

**4.In your opinion, are ola cab prices affordable?**

**a)extremely expensive b)moderately affordable**

**c)unaffordable d)expensive**

**5. Please confirm your gender:**

**a)male b)female c)transgender**

**6. Please define your age category below:**

**a) 15-20 b) 20-30 c)30-40 d) 40+**

**7.Would you recommend this ola cab service to a friend, relative or colleague?**

**a)yes b)no c) maybe**

**8. what would be your top cab improvement priority would be?**

**a) cleanliness b)safety c) response time d)defined rate structure**

**9. At any time during your cab ride experience ,did the DRIVER or his/her behavior make you feel uncomfortable or unsafe?**

**a) extremely b)very c)somewhat d)not at all**

**10.Rate your overall experiences in ola cab?**

**Scale of 1 - 5**

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