1 day // Constant of the control of

https://www.ijresm.com | ISSN (Online): 2581-5792

# A Study of Factors which Induce Customer to Use Online Cabs and Level of Satisfaction with Special Reference to "Operational Level Agreement" (OLA) in Kompally Region

M. Akhila Reddy<sup>1\*</sup>, G. Sairekha<sup>2</sup>

 $^{I}Assistant\ Professor,\ Department\ of\ MBA,\ CMR\ Institute\ of\ Technology,\ Hyderabad,\ India$ 

Abstract: In the previous ten years the transportation offices in metropolitan regions have gone through colossal changes. Among different methods of transportation, the taxis have become significant method of transportation metropolitan urban areas and metropolitan urban areas in India. The development of coordinated vehicle rental industry is consistently developing with backing of innovation. The clients in the present time are utilizing versatile applications to book a taxi at any time and from one spot in metropolitan regions, the estimating system of taxi administrators had been emphatically impacting clients book a taxi rather than conventional method of transportation like cars and nearby transports and so on, as a large portion of the ventures the vehicle rental enterprises had went through part of change with web innovation.

*Keywords*: Metropolitan, transportation, development, innovation, enterprise.

### 1. Introduction

In the previous ten years the transportation offices in metropolitan regions have gone through colossal changes. Among different methods of transportation, the taxis have become significant method of transportation metropolitan urban areas and metropolitan urban areas in India. The clients can get to book taxis at cutthroat costs on account of extreme contest among the first taxi administrators. Call taxis are the administrations in India in a few urban areas in India. In certain urban communities, they work under a normal taxi grant, while in certain urban communities; they are treated as traveler vehicle for recruit. They frequently offer administrations consistently of the day.

Call taxi administrations are not formally acknowledged by the water vehicles act. They are proffered as they are considered as more secure as, more advantageous than conventional taxicabs or auto carts and dependable. In Mumbai, common taxi taxis can be reserved over the web or with a telephone. A call taxi is a sort of vehicle for recruit with a driver, utilized by a solitary traveller or little gathering of traveller for a non-shared ride. A call taxi conveys traveller's area by the administration's

supplier, not by the traveller, in spite of the fact that interest what's more, share taxis give a mixture taxi mode. Ola specifically, has been developed violently throughout the last years. Pointed toward tackling the intra city driving issues of, clients, these radio taxi administrations have impeccably

# 2. Need of the Study

The purpose of the study is to identify the factors which influence the respondents to use online cabs and the satisfaction level.

### 3. Scope of the Study

The study is confined only to Kompally region. The study is only to identify the factors and level of satisfaction using ola cabs only, not other cabs or means of transport.

# 4. Objective of the Study

- 1. To understand the promotional strategies of the Ola.
- 2. To know the factors which influence customers to use Ola cabs.
- 3. To analyse the satisfaction level of the customer using Ola cabs.

## 5. Methodology of the Study

Methodology is a way to systematically solve the research problem. It tells how research is done scientifically.

# 6. Data Collection Method

Questionnaire was used in collecting the opinions. Close ended questions were asked. The section was divided into two groups Demographic details and satisfaction factors.

# 7. Tools and Techniques used for the Analysis

Bar graphs, percentages, mean, standard Deviations, Chi square.

<sup>&</sup>lt;sup>2</sup>Associate Professor, Department of MBA, CMR Institute of Technology, Hyderabad, India

 $<sup>*</sup> Corresponding\ author:\ akhilared dymuskulla 4@gmail.com$ 

Variables:

Dependent variables: satisfaction/perception Independent variables:

- Safety& Security
- Speed& timely delivery
- Easy to book order
- On time
- Trustworthy
- Ambience
- Pricing strategy
- Easy navigation & usage

# 8. Limitation of Study

- 1. The study is confined only to Kompally region.
- 2. Findings are the purely opinions of the respondents.
- 3. There might be a chance of bias as opinions are based purely on customer feelings and intentions.
- 4. The sample size is 100. the opinions may not be generalized to whole group.

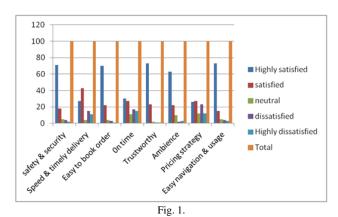
### 9. Review of Literature

Snehal Nikam (2020) Advertising assumes the main part for any item to make mindfulness and for selling the items, promoting help to marking the item and memorability makes an incentive for the item. There are heaps of choices accessible for buyers with respect to ship which can be reserved online in no time. The principal objective of this paper to zero in on understanding how successfully OLA has executed its systems on the lookout and to comprehend the brand position in the personalities of purchasers

M. S. Narayana (2018) Coordinated condo taxi become conveyed in Indian market in 2004 with Meru taxi transporter and presently became well known among buyers on metropolitan towns yet genuine transformation arrived in 2010 while application based absolutely contributions began its activity, went with the guide of Uber in 2013. Before long commercial center have become serious and clients became more noteworthy requesting, March 2015, Ola Cabs gained Bangalore based taxi administration, une 2015 onwards, Ola clients accessed TFS taxis through the Ola versatile application. India is by all accounts going through a likely "Taxi" upheaval. Each and every day, there might be another beginning up providing green and great worth taxi supplier to the residents running city and provincial ways of life. Going in the city has forever been a revile for some people, particularly for the ones staying in packed urban communities like Delhi, Mumbai, Bangalore, etc. To concentrate on the Motivational variables which drive individuals to utilize OLA/UBER

administrations in Vijayawada city. To concentrate because of cost cognizance on buyers while choosing a taxi administration.

Manjunath G (2015) The main element of Brand Knowledge is Brand Awareness. It is connected with the strength of the brand hub or follow in memory, as reflected by shoppers' capacity to distinguish the brand under various conditions (Rossiter and Percy, 1987). Customer fulfillment is "a close to home reaction to the encounters gave by, related with specific items or administrations purchased. This research paper is an endeavor to investigate the brand mindfulness and consumer loyalty towards Ola Cabs in Bangalore locale (South and North regions). Convenient Data Sampling strategy is utilized for Data assortment. The concentrate on utilizes both essential information and auxiliary information. The essential information was gathered by utilizing a well-structured survey from 276 respondents and are placed into the sub-tables by utilizing the straightforward rate analysis. The instruments like basic rate investigation and Chi-Square Analysis were utilized. The read up was directed for a time of 5 months from March to July 2015. To close, Ola cabs has situated its image and has made a decent brand picture in the personalities of clients worried about individual transportation administrations contrast with Uber and Meru cabs in Bengaluru.



# 10. Findings of the Study

- The total respondents are 100. Out of which 58% are Male and 42% are female. Which shows male travellers are more.
- 35% respondents are from 30-40 years followed by 25% of age group 20-30 & 40-50. It shows they are travelling regularly for job purpose.
- 41% are having salary from 30K to 40K followed by 32%. which shows they are using services very often.
- The total respondents are 100. Out of which 53% are employees and 28 % are business managers.
- 68% are married and 32% are unmarried.

Table

Table 1								
Questions	Safety & Security	Speed & Timely Delivery	Easy to Book Order	On Time	Trustworthy	Ambience	Pricing Strategy	Easy Navigation & Usage
Highly satisfied	71	27	70	30	73	63	26	73
satisfied	18	43	22	27	23	22	27	15
neutral	5	4	4	11	2	10	12	5
dissatisfied	4	15	3	17	1	2	23	4
Highly dissatisfied	2	11	1	15	1	3	12	3
Total	100	100	100	100	100	100	100	100

- The total smart phone users are 100. They are taken as sample and 11 respondents who are not having smart phone are not considered for the study.
- The total smart phone users are 100 and they are aware of OLA app. They are taken as sample and 11 respondents who are not having smart phone are not considered for the study.
- 39% of the respondents are using app from 1-2 years and 33% are using less than one year. 53% of the respondents use 53% of micro services and followed by 31% mini services.
- 69% of the people travel weekly in ola based on their requirement.
- 89% of the respondents are satisfied with the app. But 11% not satisfied may be due to pickup problems, not in time and high prices in peak hours.
- 33% of the respondents came to know through Friends and relatives and 28% from advertisements and 27% through
- 71% respondents are satisfied with safety and security. they feel journey with ola is safe. 43% agree that services are speed and reach on time after booking the slot.
- 70% are highly satisfied that booking cab is very easy in app
- 30% Highly satisfied with the time that cab arrives. But mostly complain that cab doesn't arrive on time.
- 73% respondents strongly believe that cabs are trustworthy and safe specially during the night.
- 63% respondents experienced that driver receive very
- 26% strongly agree that prices are satisfactory, but charge high during peak hours. 75% are highly satisfied with the app and navigation tools.
- Any means score above 3 is satisfied. Mean above 4 means Highly satisfied.
- Speed, on time and Pricing strategy are the points were the company has to focus more.

## 11. Suggestions

The specialist organizations can have sound recording administration to guarantee wellbeing and discipline. May oblige movement sensors or pulse screens may not break traveller's protection however give security in outrageous circumstances.

• May taxis can keep away from exorbitant costs for short rides and Avoid Peak time over charge.

- Taxi suppliers to further develop accessibility of vehicles in rustic regions and further develop administrations.
- Need to further develop taxi accessibility at every minute of every day span and straightforward admission framework when contrasted with different other supplier Driver ought to be more dependable in taking the travellers to objections.
- Each driver ought to regard ladies and furthermore need exceptional consideration for ladies and children. Along these lines, woman driver ought to be apportioned. Concentrate more on security and extraordinary thought ought to be taken for ladies during night travel.
- Travelers ought to have choice to stop meter somewhat if there should arise an occurrence of crisis while going in taxis.

### 12. Conclusion

All in all, Cab suppliers are astoundingly offering quality support to voyagers. Clients utilizing taxis mentality are changing reliably and anticipating a lot more extra advantages in future. As per overview on Taxi industry incomes are continuously declining in Indian Society. In Kompally half of the travellers are prepared to get to taxis than utilizing public transport mode and they are not thinking about the expense charged by taxi administrations. Clients are continuously lord in each business. Thus, taxi suppliers need to run in the race and embrace to offer numerous creative offices for clients to increment income for this industry.

### References

- [1] Chen, W. (2014). Technical Improvements on Mobile App Based Taxi Dispatching System. International Conference on Computer Science and Service System (pp. 281-284). Atlantis Press.
- Kavitha and R. Rajeswari (2017), Mobile wallets usage in taxi companiesproblems & Challenges. International Journal of Informative & Futuristic Research. Vol. 4, no. 3, pp: 5538-5544.
- [3] Horsu, E. N., & Yeboah, S. T. (2015). Influence of service quality on customer satisfaction: A study of minicab taxi.
- Kumar, P. K., & Kumar, N. R. (2016). A Study on Factors Influencing the Consumers in Selection of Cab Services. International Journal of Social Science and Humanities Research, 4(3), 557-561.
- [5] Lu, C., Geng, W., & Wang, I. (2015). The Role of Self-Service Mobile Technologies in the Creation of Customer Travel.
- Ruchi Shukla, Ashish Chandra and Himanshu Jain (2017), OLA VS. UBER: The Battle of Dominance. IOSR Journal of Business and Management (IOSR-JBM), pp. 73-78.
- [7] Malik (2017), Managing partner Performance, Engagement & Retention.