



A STUDY ON CONSUMER PERCEPTION OF OLA AND UBER CAB SERVICES (WITH REFERENCE TO VIJAYAWADA CITY)

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ABSTRACT

Organized condominium cab become delivered in Indian market in 2004 with Meru cab carrier and shortly became famous among consumers on metropolitan towns but actual revolution got here in 2010 whilst app based totally offerings started its operation, accompanied with the aid of Uber in 2013. Soon marketplace have become competitive and clients became greater demanding, March 2015, Ola Cabs acquired Bangalore based taxi service, une 2015 onwards, Ola users gained access to TFS cabs via the Ola mobile application. India seems to be going through a probable „Taxi“ revolution. Every other day, there may be a new start up supplying green and good value cab provider to the citizens running city and rural lifestyles. Travelling in the metropolis has always been a curse for many individuals, especially for the ones dwelling in crowded cities like Delhi, Mumbai, Bangalore, and so on. To study the Motivational factors which drive people to use OLA/UBER cab services in Vijayawada city. To study the influence of price consciousness on consumers while selecting a cab services.

Keywords: Consumers, Ola, uber, cabs, Vijayawada.

INTRODUCTION

Concept of organized rental cab changed into delivered to Indian purchaser in 2004 whilst Meru cab service become released in major metro towns of India after which almost after six years App based apartment cab provider was added in Indian market. Among numerous transportation mode cab provider gained recognition due to its gain of door to door service and now because of technological advancement clients had been able to eBook cabs at competitive fee in only one click on the use of their clever phones. These App primarily based cab offerings had been having super capacity for boom in densely populated international locations like India where parking is essential problem due to area crunch in addition to public transports are over covered during top hours. Slowly this handy mode of travel began gaining popularity and opposition has become dense after Uber's launch in 2013. As Customers have grown to be more worrying it's a difficult process for condominium cab enterprise to meet the customer's expectancies. Now an afternoon's not just the fee but nice service additionally plays a crucial position in patron pleasure. Now using a clever phone customer can get admission to, compare, evaluate and purchase. In this situations App based Offerings inclusive of Ola or Uber Cabs presented answer by presenting various offerings ranging from the economic to ultimate luxury. As in line with a present day file in the monetary express creation of App based totally pre-paid taxi services like Uber and

Ola taxi not only grabbed clients’ interest but additionally contributed in growing employability through presenting opportunity to drivers.

Ola cabs provider become began in 2010 in Vijayawada by using ANI Technologies Pvt. Ltd. primarily based on online cab aggregator concept. Ola offers range of low-priced transportation service staring from advanced luxurious cars to Ola car. Currently it's far available on 102 cities and approximately 450,000 vehicles are available with them. While Uber Technologies Inc. Is an American global online transportation Network Company based as Uber Cab by means of Garrett Camp in 2009. In August 2013 Uber extended to Indian marketplace by using launching its offerings in Bangalore. Both Uber and OLA entered the taxi offerings market in India having many similarities, along with idea of taxi aggregators, air conditioned taxi services, reasonably-priced fee and app-based totally taxi offerings, luring passengers of most important metropolitan towns.

Ola and Uber have grown surprisingly over a time frame with an objective of solving the inter-town and intra-city commuting issues of customers. These businesses are spending huge budget in marketing, aggressive price and recruitments of new drivers which leading to expansions of recent markets .Sometimes these strategies led to very less priced offerings, even less than the fares prices with the aid of wheeler automobile rickshaws. Ever converting technology is fueling the growth of organized automobile condo enterprise; comfort of reserving cab service sitting at your vicinity is one of the most essential functions of this app primarily based taxi carrier. Currently Ola and Uber are fundamental players in organized cab provider region in India. In a record by Industry: organizations in September 2016 Ola showed to capture 70 % Indian market.

Figure: Ola Vs Uber

HOW THEY COMPARE		
	Ola	Uber
Launch	2011	2013
Valuation	\$5 billion	\$60 billion
Funds raised	\$1.16 billion	\$1 billion
Key investors	SoftBank, Tiger Global, DST	Google Ventures, Baidu
Tech platform	App	App
No. of cities covered	102	26
No. of vehicles on platform	450,000	250,000
Market share	70%	50%
No. of employees	8,000	300
PS: Data for Uber is India specific		Source: Industry; companies

While in 2017 a report by way of RegaliX Research 4suggested that Uber is Young India’s most desired app primarily based taxis service with 55% utilization whilst Ola has 41% utilization. Report also concluded that Uber isn't any.1 cab provider with excessive consumer pleasure, economic system, safety& ‘endorse to friend & family’ across India.

Literature Review

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.

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.

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.

RESULTS & ANALYSIS

After data collection data has been analyzed using SPSS and finding of same is as follows. Total numbers of respondents were 103 out of which 51 were Ola users and 52 were Uber users. Demographic profile of all 103 respondents are explained in

Table: Demographic profile of respondents

N=51		
Gender		
Male	60	58.3%
Female	43	41.7%
Age		
<25	19	18.4 %
25 to <40	41	39.8%
40 to < 60	25	24.3%
60 and Above	18	17.5%
Monthly Income		
< Rs 15000 / Month	39	37.9 %
Rs 15000/- to < 30000/ Month	43	41.7 %
Rs. 500001 – 1000000/ annum	16	15.5%
> Rs 1000000/ annum	5	4.9 %

Table: Impact of income on choice of cab services

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.152 ^a	3	.542
Likelihood Ratio	2.166	3	.539
Linear-by-Linear Association	.129	1	.719
N of Valid Cases	103		

Null hypothesis has been accepted.

Consumer Perception towards Safety.

Name of Service * I feel Safe while traveling with cab including night travel. Cross tabulation

Count		I feel Safe while traveling with cab including night travel.		Total
		Yes	No	
Name of Service	Ola	37	14	51
	Uber	24	28	52
Total		61	42	103

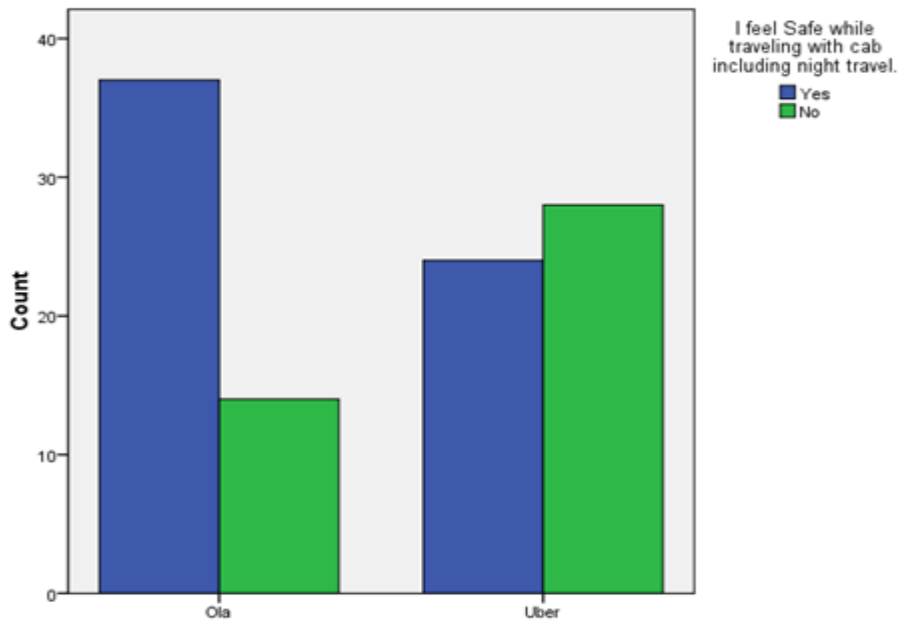


Figure: Consumer Perception towards Safety

CONCLUSION

Aggregator taxi services are having bright future in India and specifically in metropolitan cities where parking and long distance are big challenges. This study tried to identify the difference between consumers of two major organized taxi service players in India. This study may help the taxi service industry to design their marketing strategies and design their customer relationship plans. As well they can also improve where they are lacking such as in case of customer’s perception about safety Uber services showed a gap. Similarly as study suggested female consumers prefer Uber over Ola, Ola cab service may work on strategies to increase female consumers. More detailed study may give a more authentic conclusion and can increase its impact on managerial decisions.



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