Market Acceptance of Ola the Mobile based Cab Service in Patna

• **Fauzia Fatma**   • **Muskan Bharadwaj** • **Shanvi Raj**
• **Soumya Shukla**

Abstract : *The phenomenal growth of passenger vehicle market is vitally backed by the domestic taxi segment. The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the Ola cab service providers in Patna. The study deals with the consumers mindset towards utilizing the Ola cab services, the level of comfort, ease of access, 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 in enhancement in service and reasons behind their dissatisfaction are analysed by conducting the descriptive research, using convenience sampling, the data are so gathered with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize on the extremely good growth in the future.*

Keywords: *Consumer, Cab service, Taxi.*

Fauzia Fatma
ASPASM III, Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Muskan Bharadwaj
ASPASM III, Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Shanvi Raj
ASPASM III, Session: 2016-2019,
Patna Women's College, Patna University, Patna,
Bihar, India

Soumya Shukla
Assistant Professor, Department of ASPASM,
Patna Women's College, Bailey Road,
Patna–800 001, Bihar, India
E-mail : smshukla53@gmail.com

Introduction :

India seems to be going through a 'Taxi' revolution. Every other day, there is a new start up offering efficient cab service to the both and rural people. The intra-city travel has always been a curse for many individuals, especially in crowded cities. In this time of taxi revolution various cab services like Ola, Uber, Mytaxi, Oneway were introduced. Market acceptance is a measure by which it is assessed whether the product or service is satisfying a large number of customer or not based on this assessment –service provides increase or decrease their service. Ola is and Indian origin online transportation company. It was founded as in online cab aggregator in Mumbai, but now is based in Bangalore. As of April 2017, Ola was valued at $3 billion. Ola cabs

was founded on 3rd December 2010 by Bhavesh Aggarwal, currently CEO, and Ankit Bhati. As of 2017, the company has expanded to a network of more than 600000 vehicles across 110 cities. In November 2014, Ola diversified to incorporate auto rickshaws on the trail basis in Bangalore. After the trail phase, Ola auto expanded to other cities. *According to www.olacabs.com/wikipedia Ola cab in Patna is one of the top cool cab services. One can avail an Ola cab extremely easily and the trusted drivers drop on to the destination hassle freely. Cab can booked either through the web site or through the mobile app that is available for download on Google Play store and the app store.

Objectives :

The objectives of the studies are as follows:

1. To study the preference level of Ola cab service in Patna

2. To ascertain which factor is most important while using Ola cab services

3. To find out satisfaction level of Ola cab customer

Hypotheses :

Hypothesis of the study are as follows:

1. Ola cab is the most used cabs in Patna

2. Ola cab services are affordable by the customers

3. The satisfaction level with the Ola cab is moderate

Limitations :

As our sample size was limited to Patna, the findings cannot be concluded for the rest part of the country. So, it has limited validity. Also our sample set was small. So, it is possible that result results may vary if when the study id done on a bigger sample.

Methodology :

The research design has been explorative as well as descriptive, since the study involved making an enquiry regarding market acceptance of Ola the mobile based cab service in Patna. The data have been collected from both primary sources and secondary sources. For primary sources, the public of Patna at present have been approached. For changes that have been occurred over the years secondary sources, like archives have been referred to.

Method was chosen and the data was collected by interviewing 300 respondents. The survey was conducted on people of Patna only.

Major Findings of research :

Table 1. Preference of taxi among people

Maximum number of respondents weekly travel by taxi.

Table 2. Medium of booking taxi

Maximum number of respondents book taxi by taxi app.

Table 3. Average travelling time by taxi

Most of the respondents travel 15-29 minutes by taxi.

Table 4. Preference of using taxi for personal and professional use

Maximum number of respondents use taxi for personal travel followed by professional travel.

Table 5. Regarding safety while travelling by taxi alone

Most of the respondents feel safe while travelling by taxi.

Table 6. Preference of taxi application on phone

Maximum respondents have got taxi application and use it regularly.

Table 7. Most preferred factor while using Ola cab service

Maximum number of respondents prefer Ola cab service because of its convenience.

Table 8. Top advice for improvement in Ola

Most of the respondents thought that Ola should improve its response time.

Table 9. Experience of the respondents while travelling by Ola

Maximum number of the respondents rated 'good' while travelling by Ola.

Table 10. Preference of Ola app that appeals the most

Most of the respondents prefer Ola because they don't have to call the taxi after booking.

Suggestions :

- Young crowd is the major source of market for the call taxi service provider. They are attracted towards the offers and cash discounts.

- The service provider shall provide more facilities for their privileged customer.

- The drivers should be more efficiently trained on various routes , so that they can promptly reach different parts of the city.

- Some of the common suggestion given by the respondents during survey is, the betterment of cab's response time.

Conclusion :

The study revealed that the Ola Cab customer's are reasonably satisfied with their service. Majority of users felt safe while travelling and were happy to use it again.

LIST OF TABLES AND GRAPHS

Table 1. Days travelled by taxi

No.of days	No. of respondents	Percentage
Everyday	33	33%
Every week	35	35%
Every Month	32	32%

Interpretation

Maximum number of respondents weekly travel by taxi.

Most of the respondents weekly travel by taxi
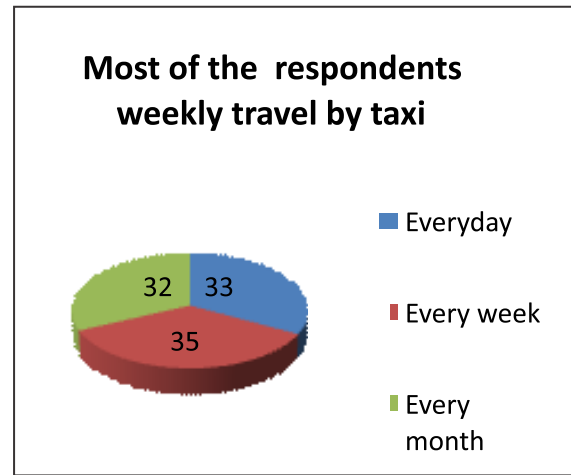
Table 2. Medium of booking of taxi

Medium of booking	No. of respondents	Percentage
Call Taxi company	33	33%
Taxi website	25	25%
Taxi app	42	42%

Interpretation

Most of the respondents prefer booking taxi by taxi app.

Maximum repondents use taxi app for booking taxi.
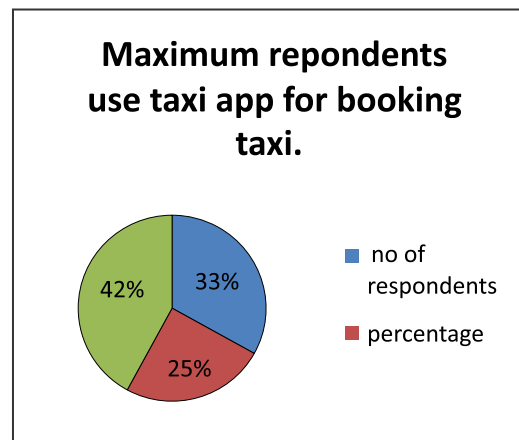
Table 3. Average travel time by taxi

Travel time	No. of respondents	Percentage
Less than 15 minutes	28	28%
15-29 minutes	37	37%
30-45 minutes	35	35%

Interpretation

Maximum no. of respondents travel 15-29 minutes by taxi.
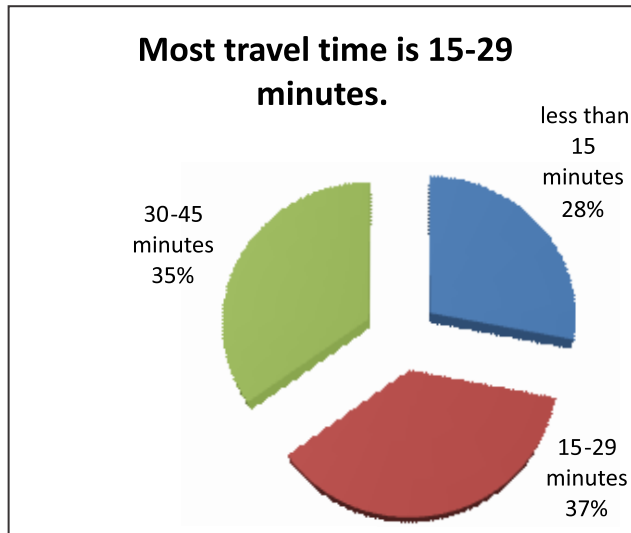
Table 4. Use of taxi for personal or professional travel

Purpose of taxi	No. of respondents	Percentage
Personal travel	31	31%
Professional travel	28	28%
Both	46	46%

Interpretation

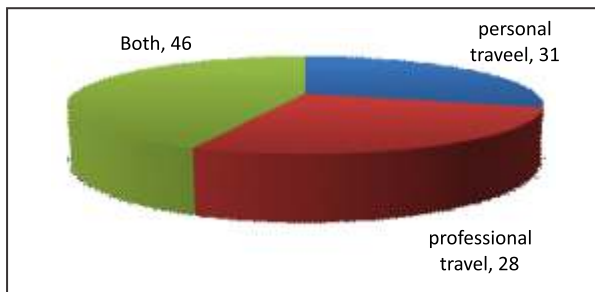Most of the respondents travel by taxi for both, personal as well as professional purpose.

Table 5. Travelling alone in taxi feel safe

Response	No. of respondents	Percentage
Yes	71	71%
No	29	29%

Interpretation

Maximum respondents feel safe while travelling all alone in the taxi.
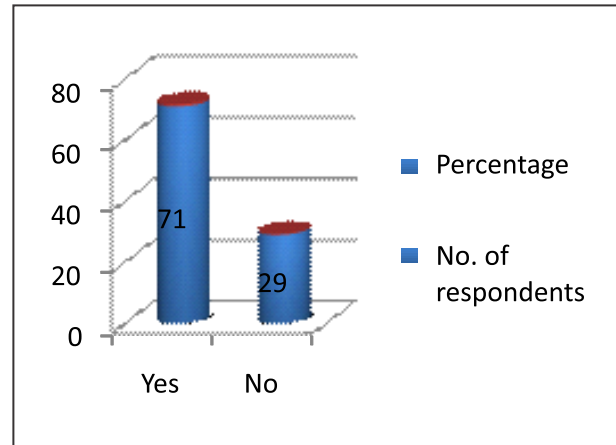
Table 6. Taxi application on phone

Response	No. of respondents	Percentage
Yes, regular use	40	40%
Yes, rare use	38	38%
Yes, no use	8	8%
No	14	14%

Interpretation

Most of the respondents have taxi application and use it regularly.
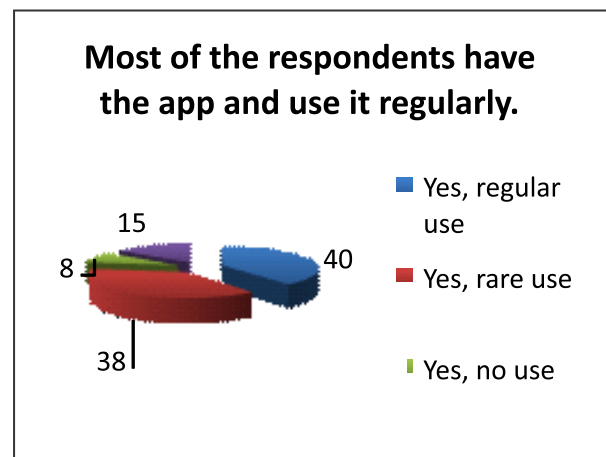
Table 7. Important factor while using Ola cab service

Factors	No. of respondents	Percentage
Safety	33	33%
Affordability	20	20%
Convenience	38	38%
Other	9	9%

Interpretation

Most of the respondents use Ola cab service because of the convenience.

Easy approach is the factor using Ola cab.

- Safety
- Affordability
- Convenience
- Other
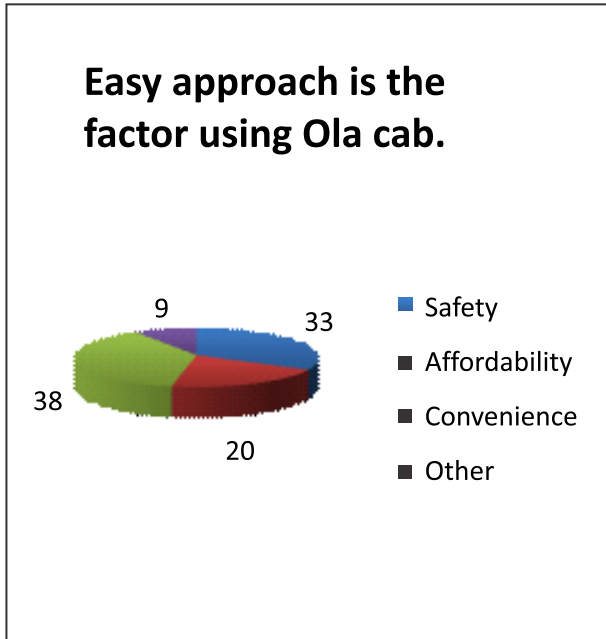
Table 8. Top improvements advice in Ola

Factors	No. of respondents	Percentage
Cleanliness	18	18%
Safety	27	27%
Response time	41	41%
Other	14	14%

Interpretation

Maximum of the respondents advice to improve the response.

- Cleanliness
- Safety Factors
- Response Time
- Other
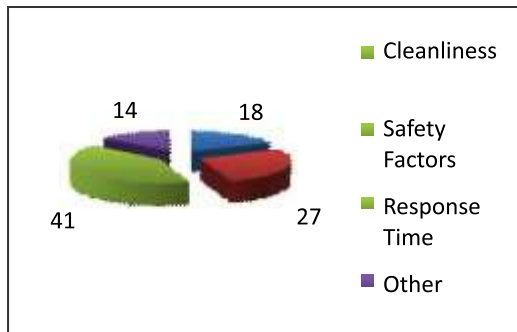
Table 9. Experience travelling in Ola

Experience	No. of respondents	Percentage
Excellent	25	25%
Good	67	67%
Poor	8	8%

Interpretation

Maximum respondent's experience was good when travelling in Ola.

- Excellent
- Good
- Poor
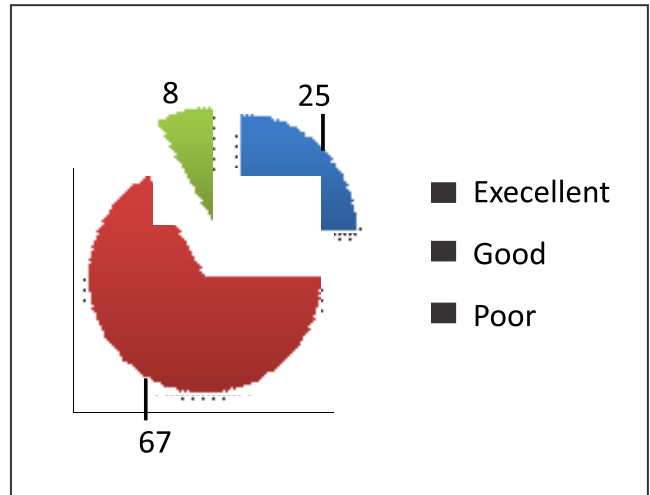
Table 10. Benefits of Ola app that appeals the most

Factors	No. of respondents	Percentage
Don't have to call	55	55%
Payment via app	45	45%

Interpretation

Most of the respondents found it appealing because they did not have to make a phone call for booking a cab.

- Don't have to call
- Payment via app

Reference :
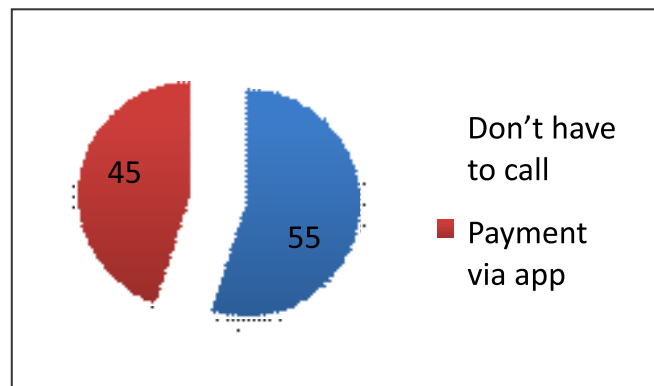
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