

A Comparative Study of Ola and Uber Customers in Delhi-NCR

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Abstract— Organized taxi rentals were introduced to the Indian market in 2004 with Meru Taxi Services and became popular among urban consumers, but a real revolution occurred in 2010 when The application-based service launched, followed by Uber. The market became competitive and consumers became customers. More demands. Companies now use different strategies to attract customers as well as retain their older customers. The study focused on identifying differences between Ola and Uber customers, and this data was collected using a structured questionnaire. Data was collected by DELHI and in particular by professionals who worked. After collecting data, statistical analysis shows that women prefer Uber to Ola services, but when it comes to safety, consumers feel safer with Ola than Uber. The results of this study can help the taxi industry to develop future marketing strategies.

Keywords: Organized taxi rentals, Ola and Uber Customers in Delhi-NCR

I. INTRODUCTION

The concept of arranged cab rental was introduced to Indian customers in 2004 when Meru Taxi Service was launched in Metro City in India and then almost six years later, cabin rental service was introduced. To the Indian market. Among a variety of freight services, taxi services have gained popularity due to the benefits of door-to-door service, and now thanks to the advancement of technology, customers can book a taxi at competitive prices with one click on their smartphone. They are. Taxi services based on these programs have strong economic growth potential in a more populated country like India, where parking is a big issue as free space and public transport are changing over time. Peak hour. Gradually, this easy-to-use means of transportation became increasingly popular and competitive after the launch of Uber in 2013.

As customers become more problematic, more work is required for the rental cabin industry to meet customer expectations. Now a day, not only prices, but quality services also play a huge role in customer satisfaction. Now, with smart phones, users can access, compare, rate and buy. In this situation, software-based services like Ola or Uber offer solutions that offer a range of services ranging from economy to luxury. According to the report, the specific financial guidance of prepaid taxi services, such as Uber and Olympus, has not only caught the attention of customers, but has also contributed to improving employment by providing opportunities for drivers.

Both Uber and OL have entered the Indian taxi market with many similarities: taxi collectors concept, cheap air conditioning services and program based taxi services that attract passengers from big cities.

II. REVIEWS

Calling systems in India have grown significantly in India, and infrastructure growth, middle class growth, disposable

income growth and GDP growth are responsible. Yes. The rise of the BPO industry is one reason for the growth of the sector due to the odd working hours. This growth can be seen more in the capital city of India and there is intense competition between different operators such as Oahu Ober, radio, yellow cabs and mowers. In order to maintain this competitive market, it is necessary to understand the leasing service users. Various studies and research have been conducted to understand the key factors in choosing a rental car.

Call-to-Action (CTA) programs enhance the benefits of accessibility, humor, and subjective provisions (Ping Al., 2014). This also helps to make it easier to track users and service providers (2014). Lu et al's (2015) study shows that mobile service technology provides travelers with access to a vast amount of information using technology. The Paronda et al (2016) study identified key performance indicators for conventional taxa, including reliability, travel speed, cost, and service quality. The 30-day study concludes that Uber and Gracara offer better services than regular taxis. A similar study was done for the Indian market, a study by Hanafa and Dasa (2016) showed that cabin service has great potential for D. E. E. E. E. L. E. People not only use the service fee for transfers, but also for shopping centers for late dinner or outings. H₁: There will be no significant difference between the perception towards OLA and UBER services

H₂: There will be no significant differences between customer satisfaction level for both cab services

H₃: There will be no significant difference between demographic profile of the customers of both cab services

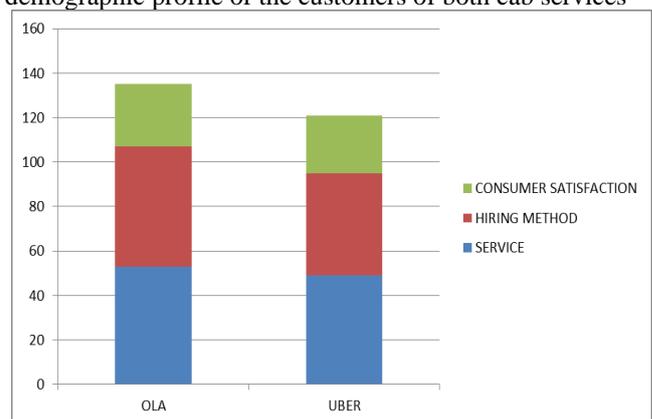


Fig. 1: This Data Represents The Various Factors Which Take Into Consideration At The Time Of Cab Hiring

[Primary Data]

N=105	SAMPLE DISTRIBUTION	
AGE	NO OF RESPONDENT	%
15-20	20	19
20-25	71	67.8
25-30	8	7.6
30-35	3	2.9
<35	3	2.9
QUALIFICATION		

intermediate	23	21.7
graduate	54	50.9
post graduate	27	25.5
others	2	1.9
occupation		
student	68	65.6
private job	21	20
other	16	14.4

Fig. 2: This table shows the demographic distribution of samples. [PRIMARY DATA]

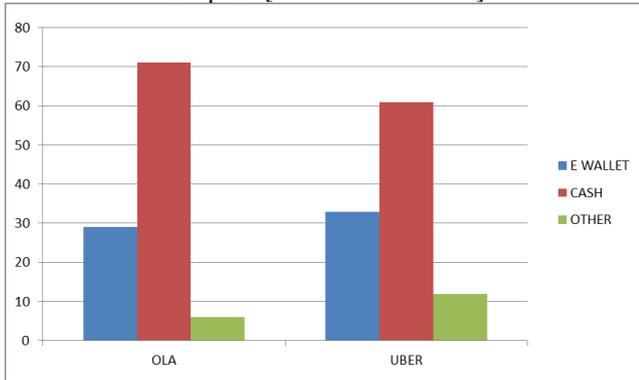


Fig. 3: This Data Represents the Impact of Payment Method [Primary Data]

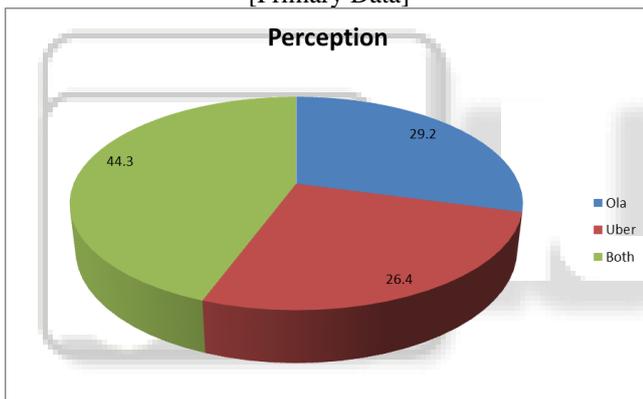


Fig. 4: This Data Represents The Perception Of Customer [Primary Data]

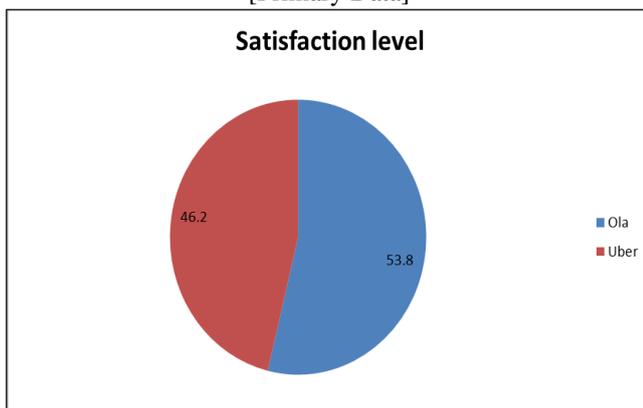


Fig. 5: This data shows the satisfaction level of customer towards both the cab services. [PRIMARY DATA]

III. DESCRIPTION

In the present study, we found that there is no significant differences in the perception of the customers towards OLA & UBER cab services. In this study result, we got that

satisfaction level of the customers towards both the cab services is equal. IN further study result, we get to know that there is no demographic impact on selection of cab services.

IV. CONCLUSION

The study reveal the centennials satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing their services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the call taxi in the DELHI-NCR market.

V. SUGGESTIONS

- The young crowd is the major source of market for the call taxi International Journal of Pure and Applied Mathematics Special Issue 14925 service provider. They are attracted towards the offers and cash discounts

VI. LIMITATIONS OF THE STUDY AND FUTURE RESEARCH

As any research is not complete and always have a scope of further research, this research too have further scope. As Data was collected only from DELHI-NCR region, result represents only small part of population. In future further research should be done with more varied sample with more geographically spread. So, there is scope of further research and further research will give more comprehensive conclusion about aggregator taxi services in India.

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