

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

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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.

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- 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 social media.
- 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 politely.
- 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 client 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.

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