



# A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO BIKE TAXI SERVICES

**Mr. A David**

*Assistant professor, Department of Commerce with Professional Accounting  
Dr. N. G. P Arts & Science College, Coimbatore*

**Mr. M.Pyntamil**

*III B.Com (PA), Department of Commerce with Professional Accounting  
Dr. N. G. P Arts & Science College, Coimbatore.*

## ABSTRACT

*This study said that in this modern business economy it is very important to analyses the marketing strategy used in the Rapido bike taxi. The study result shows the majority of the consumers are satisfied with the Rapido bike taxi but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re-solve problems of retaining customers of Rapido bike taxi will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi Company.*

**KEY WORDS-***Customer Satisfaction, Marketing strategy, modern business economy, analyses*

## INTRODUCTION

**Rapido** is an online bike taxi aggregator based out of Bangalore, India. The company was founded in 2015 in Banlogre. It operates in more than 95 cities across the country. In the same year(2015) rapido company was founded by – Aravind Sanka, Pavan Guntupalli, and SR Rishikesh founded by Aravind Sanka, the company has sky rocketed into fame in the few years of its launch and was appreciated by huge investors in the region. They recently made headlines when they earmarked 200 Crore for marketing budgets.

The consumer market is filled with opportunities and possibilities to develop. Every market place has a pivot point. In the case of e-tailors, it is the consumers whose appetite for discounts leads them to flame venture capitalists. The passenger vehicle segment is one of the most sought after and fast growing market in India. The increasing population and limited infrastructure adds to the opportunity to grow, especially attracting the Investors and the son of soil to invest in the competitive manner, which in turn leads to more attractive services at affordable rates to the customers. There is a mushroom growth of taxi service providers like Ola, Uber, Meru, Yellow, Fast track, Friends Track, etc. In the case of

on-demand taxi aggregators such as Uber, Ola, and Rapido bikes, it is the drivers.

The taxi market scenario in india in huge scenario the taxi market in india is divided into two major segment which are the organized and unorganized .the unorganized market has a market value of \$8.5 billion and organized market holds a market value of \$500 million. The Indian taxi fore cast grow at CAGR of 13.7% during 2017-2022. the organized sector in the recently emerged segment in the market scenario.

## STATEMENT OF PROBLEM

Bike taxi startups have to face a variety of challenges ranging from the accumulation of funds to regulations. Unless the companies can find a way around the challenges, we can't expect it to become a viable mode of transport Very few states in India have a legal framework for bike taxis and lack regulations for the industry. Some of the companies like Ola and Rapido had run into troubles with the administration who don't consider the service to be legal.

## NEED OF THE STUDY

In the recent years of rapid growth on rental



services, there is tremendous increase in the usage of bike taxi services in all cities, especially in metros. In every sphere of business, the service and quality should be matched with the perceived, expected and delivered. The big market players in bike taxi services are keen in enhancing the products and services to tap the customer base. This study will help us to know the customers satisfaction rapido service quality and staff courtesy, etc. Also, we can have the input and ideas to improve the services to meet out the customer expectation in the near future.

### RESEARCH METHODOLOGY

A Research methodology or involves specific techniques that are adopted on research process to collect, assemble and evaluate data. It defines these tools that are used to gather relevant information in a specific in a research study.

### REVIEW OF LITERATURE:

**Dr .Ms. Latika Ajitkumar Ajbani “, (2019)“A Study of Customers’ Outlook towards Ola Cabs Services ”** There are many cab service providers such as Ola, Meru, Uber etc. who are aggregators connecting customers with drivers through technology such as mobile application. Technological advancements have impact on lifestyle. Convenience, safety, comfort, timely service are the factors which determine quality of services leading towards customer satisfaction. For this research data was collected from 50 Units (25 Male and 25 Female sample respondents) residing in Nashik city, India. From the study it is found that customers prefer Ola Cabs in Nashik city. Safety and convenience are the major factors which influence customers to select Ola Cabs services.

**Ashish Avinash Khade & Dr. Vaibhav Patil “,(2018) “ A study of customer satisfaction level of ola and uber paid taxi services with special reference to pune city ”** In this paper an attempt has been made to study the customer satisfaction level of the people who are using OLA and UBER cabs in Pune city. In the paper it shows who is leading the paid taxi market in Pune city, reasons for choosing OLA/UBER over other Auto/Bus services. It has also been seen that almost 100% respondents are using paid taxi services in Pune city.

### HISTORY OF PROFILE OF THE STUDY

Rapido is an online bike taxi aggregator based out of Bangalore, India. The company was founded in 2015 in Bangalore. It operates in more than 95 cities across the country. Founded by Aravind Sanka, the company has sky rocketed into fame in the few years of its launch and was appreciated by huge investors in the region. They recently made headlines when they earmarked 200 Crore 28 Million for marketing budget The company was founded in 2015 as the Karrier by two alumni and a [PESU](#) alumni – Aravind Sanka, Pavan ,Guntupalli, and SR Rishikes.

Rapido today completed 1 lakh+ rides and 50,000 App downloads making it the first bike taxi service in India to achieve these milestones together. Rapido is the swiftest, cost-effective and secure mode of local travel in Bangalore and Gurgaon. Rapido has shown immense growth since its inception in November 2015. Rapido has 500+ riders on road on a daily basis in Bangalore and has up to 85% of repeat customers every day. The App now has reached a milestone and has also garnered 4 star app rating and 100% app bookings.

### VISION STATEMENT

- The vision statement is a company's road map, indicating what the company wants to become by setting a defined direction for the company's growth.
- Vision statements undergo minimal revisions during the life of a business, unlike operational goals which may be updated from Vision statements can range in length from short sentences to multiple pages.
- Vision statements are also formally written and referenced in company documents rather than.

### FEATURES RAPIDO BIKE TAXI

- Easy Booking
- Helmet And Shower Caps
- Insured Riders
- Economical



**HOW DOES THE RAPIDO WORKS  
CLONE SCRIPT WORKS?**

- Ride Request
- Ride Acceptance
- Pick Up
- Drop
- Payment
- Rating

**DATA ANALYSIS AND  
INTERPRETATION**

In this chapter the analysis interpretation of the study on “Consumer satisfaction towards Rapido - bike taxi “ is presented based on the opinion of sample of 120

**FORMULA,**

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

respondents selected from coimbatore city through a questionnaire containing 18 questions analyzed through

1. Simple percentage analysis.
2. Rank analysis method.

**SIMPLE PERCENTAGE ANALYSIS**

Simple percentage analysis is carried out for the all questions gives in questionnaire. This analysis describes the classification of the respondents failing each category. The percentage analysis is used mainly for the standardization and comparisons are support with the analysis.

**TABLENO:1**

**TABLE SHOWING GENDER OF THE RESPONDENTS**

S.NO	GENDER	NO.OF RESPONDANTS	PERCENTAGE %
1	Male	100	83
2	Female	20	17
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

*Source: Primary data*

**INTERPRETATION**

The above table shows that 83% of the respondents are male 17% of the respondents were female.

**REFERENCE**

Majority (83%) of the respondents were male.

**SIMPLE RANKING ANALYSIS METHOD**

A ranking is a relationship between a set of items such that for any two items the first is either “ranking higher than, ranking lower than equal to the second

**TABLE NO 2****TABLE SHOWING THE PREFERENCE LEVEL OF RAPIDO BIKE TAXI TO THE RESPONDENTS**

S.NO	FACTORS	RANK 1	RANK 2	RANK 3	RANK 4	TOTAL	RANK
1.	Specification	86(4)	11(3)	13(2)	4(1)	407	I
2.	Services	23(4)	61(3)	24(2)	6(1)	329	III
3.	Online payment	42(4)	38(3)	43(2)	10(1)	378	II
4.	Time keeping	30(4)	24(3)	34(2)	38(1)	298	V
5.	Safety to taxi ride	26(4)	37(3)	39(2)	18(1)	311	IV
6.	Performance	19(4)	27(3)	39(2)	26(1)	261	VI

Source data: primary data

### INTERPRETATION

Its is observed from the above table that specification ranked first , online payment ranked second , services ranked third , safety to taxi ride ranked in fourth,time keeping is ranked fifth ,performance is ranked sixth .

### REFERENCE

Specification has been 1<sup>st</sup> ranked.

### FINDINGS, SUGGESTIONS AND CONCLUSION FINDING

#### SIMPLE PERCENTAGE ANALYSIS

- Majority (83%) of the respondents were male
- Majority (48%) of the respondents were 21 years to 30 years.
- Majority (59%) of the respondents were Under Graduate
- Majority (58%) of the respondents are RS 30000 to 5000
- Majority(54%) of the area of respondents URBAN
- Majority (67%) of the area of bike taxi services in respondents
- Majority(63%) of the area of respondents weekly onces.
- Majority (61%) of the anyone recommended bike taxi services respondents.
- Majority (61%) medias of the bike taxi services respondents.
- Majority (78%) the factors of yes compare between the Rapido taxi with other taxi system.
- Majority (71%) the respondents are type of the online payment use of the respondents
- Majority (78%) the factors of yes compare between the Rapido taxi with other taxi system
- Majority (78%) the factors of yes compare between the Rapido taxi with other taxi system

### SIMPLE RANKING METHOD

- ▲ Specification has been 1<sup>st</sup>ranked.
- ▲ Uber moto has been 1<sup>st</sup>ranked
- ▲ Safety has been 1<sup>st</sup>ranked

### SUGGESTIONS

Thus study suggested that the marketing techniques and strategies can be improved for Rapido bike taxi. Most of the respondents came to know about the Rapido bike taxi services only through the family members and friends. The study suggested that the design of the mobile phone can be further improved. To price offers / discount offers to attract more member of customers .

### CONCLUSION

This study concluded that in this modern business economy it is very important to analysis the marketing strategy used in the rapido bike taxi services. The study result shows the majority of the consumers are satisfied with the rapido bike taxi services but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re solve problems of retaining customers of rapido bike taxi services will be high. It will develop the strategy of marketing, if the company can understand the preference and overall perception of the consumer. Hence, it will develop the marketing strategy and market share of rapido bike taxi services.

### REFERENCE

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**QUESTIONNER**

**A STUDY ON CONSUMER SATISFACTION OF RAPIDO BIKE TAXI SERVICES WITH SPECIAL REFERENCE TO COIMBATORE CITY**

1. Name \_\_\_\_\_

2. Age

- a) 15-20 years
- b) 21- 30 years
- c) 31- 40 years
- d) Above 40 years

3. Gender

- a)Male
- b) Female

4. Educational qualification

- b) Upto Schooling
- B)Graduates
- C) Post Graduates
- D) Professionals

5. What is the yearly income of the bike taxi drivers?

- a) less than Rs.300000
- b) Rs.30000 – Rs.50000
- c) Rs.50000 –Rs.100000
- d) more than Rs.1000000

6. Area of residence

- a) Urban
- B) Semi- Urban
- C) Rural

7. What was the consumer purpose of using the bike taxi services?

- a) Commercial
- B) Personal
- C) Both A & B
- D) Long Trip

8. Periodic usage of rapido in bike taxi services?

- a) Daily Once
- B) Weakly Once
- C) Monthly Once
- D) Yearly Once

9. Does anyone recommend your to consumer rapido bike taxi?

- a) Yes
- b) no

10. How did you come to know about the rapido bike taxi?

- a) Relative
- B) Media
- C) Friends
- D) Advertisement

11. The consumers satisfaction level towards quality of rapido bike taxi as follows

Specification	Average	Good	Better	Best
Services				
Online payment				
Time keeping				
Safety to ride taxi				
Performance				
Interiors				



12. Did you compare the rapido taxi with other taxi services ?

- a. Yes
- b) No

If yes, what was the Comparative position of bike taxi services provided with other brands?

TAXI BRAND	Rank
Uber taxi	
Olo taxi	
Fast track taxi	
bikie taxi	
Others	

13. Will you recommend bike taxi to others?

- a) Yes
- b) No

14. What was your preference among the rapido bike taxi ?

- b) Olo Taxi
- B) Uber Taxi
- C) Fast Track

15. What type of the payment did made you made at the time of taxi driver ?

- c) Cash Payment
- B) Online Payment

16. Ranks given to the various facilities provided consumer by the rapido bikes asfollows

Facilities	Rank
Price	
Safety	
Driving & seating comfort	
Quick way ride	
Online payment	

17. Whether the bike taxi easily available in Coimbatore city?

- a. Yes
- b) No

18 .By comparing with other taxi, the driving comfort of any other call taxi services is

- b. Average
- b) Good
- c) Best

19. Mention any suggestions\_\_\_\_\_.