A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO APP WITH SPECIAL REFERENCE TO COIMBATORE CITY

Project submitted to Bharathiar University in partial fulfillment of the requirements for the award of the Degree of

Bachelor of Commerce with Professional Accounting

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Declaration

SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS), COIMBATORE -06.

This is to certify that the **"A STUDY ON DRASTIC RISE OF OTT PLATFORMS PRE AND POST PANDEMIC IN INDIA REFERENCE TO COIMBATORE DISTRICT"** submitted to Sri Ramakrishna College of Arts and Science (Autonomous), Coimbatore for the award of Degree of Bachelor of Commerce with Professional Accounting is a Project of original work done by _____.

Faculty In-charge   Head **of the Department**

Submitted to viva voce held on _____ .

Internal Examiner   **External Examiner**

Place:

Date:

A STUDY ON CUSTOMER SATISFACTION TOWARDS RAPIDO APP WITH SPECIAL REFERENCE TO COIMBATORE CITY

INTRODUCTION:

Rapido is online bike taxi aggregator. It was founded in 2015 in Bangalore. It runs in over 95 cities across the nation. Aravind sanka, Pavan Guntupalli, and SR Rishikesh launched the Rapido company in same year(2015) and it has gained the respect of significant investors in the area. Recently, they generated media attention when they set aside 200 crore for marketing spending.

Rapido has encountered legal issues in several cities. Several motorcycles were seized in Coimbatore in October 2018 as the Rapido is operating without permit from transport department. The madras high court prohibited Rapido from operating throughout Tamil Nadu in July 2019. In August 2019 the court removed the ban and permitted the business to restart its operations and state government framed new regulations for bike taxi services. In India the market for taxi services is one of the most lucrative and rapidly expanding. Growing opportunities are created by the population growth and inadequate infrastructure which especially draws investors to make competitive investments that in turn result in more alluring services for clients at more reasonable prices.

There is a extreme growth of taxi service providers like Ola, Uber, Fastrack, Meru cabs, etc. India's taxi market is a massive scenario. The organized and unorganized sectors make up the two main segments of the Indian taxi market. The organized market is worth $500 million, whereas the unregulated market is worth $8.5 billion.

OBJECTIVES:

- To measure the customer preference towards Rapido app compared with other cabs.
- To analyse problems faced by the Rapido customers
- To identify the safety measures among Rapido customers

- To identify the level of satisfaction using Rapido app among customers

STATEMENT OF PROBLEM:

Rapido is popular bike taxi and one of the top bike taxi apps in world. Rapido works similarly to other taxi booking apps like Ola and Uber. When compared to other taxis like Ola and Uber, Rapido is highly economical. This benefits daily commuters to save their money. But minimized cost is not a only factor to satisfy customers. It should also include comfort , safety and convenience. Hence, this study examines how consumers feel about using Rapido as well as their degree of comfort, accessibility, safety and convenience, and as well as their overall satisfaction.

LIMITATIONS OF THE STUDY:

- The study was conducted during November 2022 to March 2023
- The survey was conducted among Rapido users in the city of Coimbatore
- The sample size is 103
- The findings of the analysis conducted in this study were entirely based on the responses provided by the respondents .
- The research's conclusions are based on the assumption that respondents have disclosed in the questionnaire.

REVIEW OF LITERATURE:

- **Mr. A. David ,Mr. M Pyntamil (2020) "A study on customer satisfaction towards rapido bike taxi services"**

  In this research article 120 people completed a questionnaire to provide the primary data. Simple percentage analysis and rank analysis are used in this study. The percentage study suggests that men made up the majority of rapido users. According to rank analysis, specification has been placed first. The majority of customers are happy with the rapido bike taxi services, however there are some drawbacks, like price increases and other things. The likelihood of taking the necessary actions to address the issues with customer retention is high. If the

business can discern the preferences of the target market, it will be able to build the marketing strategy.

- **Dr. S.Jagatheeswari, Ms.K.Sowmiya Dr.D.Parasakthi (2022) "A study on customer satisfaction towards rapido bike taxi with special reference to Coimbatore city"**

  In this research article the primary data was collected from 150 respondents. . The percentage method, Chi-square analysis, weighted average method, and ranking analysis are all employed in this study. It can be seen via percentage analysis that the majority, or 52%, were men. According to the results of the Chi-square study, there is a meaningful connection between service and satisfaction. Certain aspects of Rapido's bikes, particularly the services, need to be improved. Good customer satisfaction levels assist the business in retaining current clients and attracting new ones through word-of-mouth marketing. An effective instrument for making changes to Rapido's bike services is the customer satisfaction index.

- **Dr.S.Suguna,M.Rohini (2016)" A study on customer satisfaction towards online cab booking with special reference to Coimbatore city".**

  In this research article,122 individuals filled out a questionnaire that was used to gather data. In this instance, both percentage analysis and Like-rt scale analysis were performed. Most survey participants were female. Revenues from the taxi industry are steadily declining in Indian society. Half of the passengers in Coimbatore prefer to use taxis above other forms of public transportation. So, cab companies must compete and adopt to supply many cutting-edge amenities to boost industry revenue.

- **Dr .Ms. Latika Ajitkumar Ajbani ", (2019)"A Study of Customers' Outlook towards Ola Cabs Services "**

  There are various aggregators that link clients and drivers through technology like mobile applications, including Ola, Meru, and Uber. The advent of technology affects lifestyle. Convenience, safety, comfort, and prompt service are the elements that determine the level of quality of services that result in client pleasure. 50 Units (25 Male and 25 Female Sample Respondents) living in Nashik City, India provided the data for this study. According to the report,

clients in Nashik City choose Ola Cabs. Customers are most influenced by convenience and safety while choosing 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 article An effort has been made to research how satisfied Pune city residents are with OLA and UBER cab services. The article explains why people choose OLA/UBER over other auto/bus services and who dominates the paid taxi business in Pune.Also, it was shown that practically all respondents in Pune city use paid taxi services.

RESEARCH METHODOLOGY:

Research can be defined as the search for knowledge or any systematic investigation to establish facts. The primary purpose of descriptive research is to provide an accurate description or picture of the status or characteristics of a situation or phenomenon and hence the same is adopted in this study.

RESEARCH DESIGN

The research design used for the study is descriptive statistical analysis.

SAMPLE SIZE:

The study is based on the data collected from the respondents through the convenient sampling method, which is a non-probability type of sampling. A sample size of 103 was taken for the study.

AREA OF STUDY:

This study is conducted within the Coimbatore city.

PERIOD OF STUDY:

The study is consigned to the period of 5 months from November 2022 to March 2023.

DATA COLLECTION METHODS:

- Primary data
- Secondary data

PRIMARY DATA:

The primary data are collected from the customers (respondents) by administrating a structured questionnaire.

SECONDARY DATA:

Secondary data has been collected from various websites and reference books .

TOOLS USED:

- Simple percentage analysis
- Chi-square analysis

ANALYSIS AND INTERPRETATION:

TABLE 1: DEMOGRAPHIC VARIABLES

VARIABLES		NO OF RESPONDENTS	PERCENTAGE
AGE	BELOW 20	19	18.4
	21-25	31	30.1
	26-30	27	26.2
	ABOVE 30	26	25.2
	TOTAL	103	100
GENDER	MALE	67	65
	FEMALE	36	35
	TOTAL	103	100
EDUCATION	BELOW HIGHER SECONDARY	15	14.6
	HIGHER SECONDARY	23	22.3
	UG	40	38.8
	PG	25	24.3
	TOTAL	103	100
OCCUPATION	STUDENT	34	33
	BUSINESS MAN	25	24.3
	EMPLOYEE	30	29.1
	OTHERS	14	13.6
	TOTAL	103	100
MONTHLY INCOME	BELOW 30000	43	41.7
	30000-50000	22	21.4
	50000-100000	22	21.4
	ABOVE 100000	16	15.5
	TOTAL	103	100
AREA OF RESIDENCE	URBAN	55	53.4
	SEMI URBAN	48	46.6
	TOTAL	103	100

INTERPRETATION:

From the above the above table,it is found that out of 103 respondents 67(65%) were males and 36(35%) were females. 19(18.4%) were in below 20 years age group while 31(30.1%) belonged to 21-25 year age group. A 27(26.2%) were categorized in 26-30 year age group and 26(25.2%) respondents fall under above 30 year age group. The literacy level speaks the full facts,below higher secondary - 15(14.6%), higher secondary - 23(22.3%), under graduate - 40(38.8%), post gratuate - 25(24.3%). Among the occupational categories ,34(33%) were students, 25(24.3%) were business

man, 30(29.1%) were employees, 14(13.6%) belonged to other categories. The income wise classification showed that the 43(41.7%) were in below Rs 30000 group, 22(21.4%) were in Rs 30000 - 50000 group, 22(21.4%) were in Rs 50000 - 100000 group,16(15.5%) were in the above Rs 100000 group. The area of residence shows that 55(53.4%) were in urban areas, 48(46.6%) were in semi urban areas

TABLE 2: How did you come to know about rapido?

variables	No of respondents	Percentage of respondents (in%)
relatives	22	21.4
friends	25	24.3
Social media	30	29.1
Advertisements	26	25.2
total	103	100

INTERPRETATION:

From the above table, it is found that 22(21.4%) of respondents came to know about rapido services through relatives, 25(24.3%) of respondents came to know about rapido services through friends , 30(29.1%) of respondents came to know about rapido services through social media, 26(25.2%) of respondents came to know about rapido services through advertisements.

TABLE 3: How often you use rapido?

variables	No of respondents	Percentage of respondents (in%)
3-4 times a week	29	28.2
Weekly once	27	26.2
Monthly once	23	22.3
rarely	24	23.3
total	103	100

INTERPRETATION:

From the above table , it is found that 29(28.2%) of respondents uses rapido 3-4 times a week, 27(26.2%) of respondents uses Rapido weekly once, 23(22.4%) of respondents uses rapido monthly once and 24(23.3%) of respondents uses Rapido rarely.

TABLE 4: What is the purpose of using rapido?

variables	No of respondents	Percentage of respondents (in%)
School/college	31	30.1
personal	45	43.7
official	27	26.2
total	103	100

INTERPRETATION:

From the above table, it is found that 31(30.1%) of respondents use rapido for school/college purposes , 45(43.7%) of respondents use rapido for personal purposes,and 27(26.2%) of respondents use rapido for official purposes.

TABLE 5:What type of payment do you prefer to pay to taxi drive?

variables	No of respondents	Percentage of respondents (in%)
Cash payment	35	34
Upi payments	41	39.8
Rapido wallets	27	26.2
total	103	100

INTERPRETATION:

From the above table , it is found that 35(34%) of respondents makes cash payment for rapido services , 41(39.8%) of respondents makes upi payments for rapido services, and 27(26.2%) of respondents makes payment through rapido wallets.

TABLE 6: What do you think rapido should improve?

variables	No of respondents	Percentage of respondents (in%)
Customer support services	27	26.2
price	23	22.3
Timely pickup	25	24.3
availability	28	27.2
total	103	100

INTERPRETATION:

From the above the table ,it is found that 27(26.2%) od respondents suggest to improve customer support services, 23(22.3%) of respondents suggest to reduce price , 25(24.3%) of respondents suggests to make timely pickup, and 28(27.2%) of respondents suggests to increase availability of ride.

TABLE 7: What are the disadvantages of rapido according to you?

variables	No of respondents	Percentage of respondents (in%)
Safety issue for Women travelers	19	18.4
Cost could be an issue for daily travelers	31	30.1
Availability of ride	30	29.1
Some drivers collect extra cash than bill amount	23	22.3
total	103	100

INTERPRETATION:

From the above table, it is found that 19(18.4%), of respondents agrees that there is a safety issue for women travelers, 31(30.1%) of respondents agrees that cost could be an issue for daily travelers, 30(29.1%) of respondents agrees that availability of ride is

disadvantage to them , and 23(22.3%), of respondents agrees that some drivers collects extra cash than bill amount.

TABLE 8: Reason for customers to feel safe to use rapido

variables	No of respondents	Percentage of respondents (in%)
Driver had knowledge of route	37	35.9
Drive safely	32	31.1
Handled transactions properly	34	33
total	103	100

INTERPRETATION:

From the above table,it is found that 37(35.9%) of respondents agrees that driver had knowledge of route, 32(31.1%) of respondents agrees that driver drives safely, and 34(33%) of respondents agrees that driver handled transactions properly.

TABLE 9: Why do you prefer rapido services?

variables	No of respondents	Percentage of respondents (in%)
Easy availability	29	28.2
Timely pickup	18	17.5
comfort	20	19.4
Cost effective	36	35
total	103	100

INTERPRETATION:

From the above table, it is found that 29(28.2%)of respondents prefer rapido services because of easy availability, 18(17.5%) of respondents prefer rapido services because of timely pickup, 20(19.4%) of respondents prefers rapido services because of comfort,and 36(35%) of respondents prefer rapido services because of cost effective.

TABLE 10: If rapido unavailable what would be your next opinion?

variables	No of respondents	Percentage of respondents (in%)
Uber taxi	22	21.4
Ola taxi	27	26.2
Red taxi	33	32
Fasttrack taxi	21	20.4
total	103	100

INTERPRETATION:

From the above table , it is found that 22(21.4%) of respondents prefer uber taxi when rapido is unavailable, 27(26.2%) of respondents prefer ola taxi when rapido is unavailable, 33(32%)of respondents prefer red taxi when rapido is unavailable,and 21(20.4%) of respondents prefer fast track taxi when rapido is unavailable

TABLE 11: Satisfaction of rapido customers

VARIABLES	Rapido frequently provides offers / cash back to customers		Rapido makes timely pickup		Rapido is cost effective		Rapido bike taxi provides helmet to pillion riders		Rapido is available 24/7		rapido drivers rides according to customers preferred route	
	respondents	%	respondents	%	respondents	%	respondents	%	respondents	%	respondents	%
STRONGLY AGREE	34	33.1	31	30.1	39	37.9	15	14.6	48	46.6	15	14.6
AGREE	29	28.1	43	41.7	28	27.2	21	20.3	33	32.1	44	42.7
NEUTRAL	30	29.1	21	20.4	29	28.1	38	36.9	17	16.5	32	31
DISAGREE	10	9.7	7	6.8	4	3.9	15	14.6	3	2.9	8	7.8
STRONGLY DISAGREE	0	0	1	1	3	2.9	14	13.6	2	1.9	4	3.9
TOTAL	103	100	103	100	103	100	103	100	103	100	103	100

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INTERPRETATION:

From the above table, it is found that 34(33.1%) of respondents strongly agrees that rapido frequently provides offers/cashback to customers, 43(41.7%) of respondents agrees that rapido makes timely pickup, 39(37.9%) of respondents strongly agrees that rapido is cost effective, 38(36.9%) of respondents are neutral that rapido bike taxi provides helmet to pillion riders, 48(46.6%) of respondents strongly agrees that rapido is available 24/7, and 44(42.7%) of respondents agrees that rapido driver rides according to customer preferred route.

CHI-SQUARE ANALYSIS:

HYPOTHESIS

Level of significance = 5% 0r 0.05

H1: There is a significant relationship between age and purpose of using rapido

To test the above hypothesis , the chi-square test has been applied. SPSS package has been used to calculate the test statistics of analysis of variance.

TABLE 12: Age and purpose of using rapido

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.869[a]	6	<.001
Likelihood Ratio	67.944	6	<.001
N of Valid Cases	103		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.98.

INTERPRETATION:

The calculated value is less than p- value 0.05.so,the alternative hypothesis is accepted . Hence it is conclude there is significant relationship between age of the respondents and purpose of using rapido.

HYPOTHESIS

Level of significance = 5% 0r 0.05

H1: There is a significant relationship between education and purpose of using rapido

To test the above hypothesis , the chi-square test has been applied. SPSS package has been used to calculate the test statistics of analysis of variance.

TABLE 13: Education and purpose of using rapido

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.853[a]	6	<.001
Likelihood Ratio	41.417	6	<.001
N of Valid Cases	103		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.93.

INTERPRETATION:

The calculated value is less than p- value 0.05.so,the alternative hypothesis is accepted . Hence it is conclude there is significant relationship between education qualification of the respondents and purpose of using rapido.

HYPOTHESIS

Level of significance = 5% 0r 0.05

H1: There is a significant relationship between occupation and purpose of using rapido

To test the above hypothesis , the chi-square test has been applied. SPSS package has been used to calculate the test statistics of analysis of variance.

TABLE 14: Occupation and purpose of using rapido

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	74.892[a]	6	<.001
Likelihood Ratio	82.018	6	<.001
N of Valid Cases	103		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.67.

INTERPRETATION:

The calculated value is less than p- value 0.05.so,the alternative hypothesis is accepted . Hence it is conclude there is significant relationship between occupation of the respondents and purpose of using rapido.

HYPOTHESIS

Level of significance = 5% 0r 0.05

H1: There is a significant relationship between monthly income and purpose of using rapido

To test the above hypothesis , the chi-square test has been applied. SPSS package has been used to calculate the test statistics of analysis of variance.

TABLE 15: Monthly income and purpose of using rapido

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.688[a]	6	<.001
Likelihood Ratio	59.217	6	<.001
N of Valid Cases	103		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 4.19.

INTERPRETATION:

The calculated value is less than p- value 0.05.so,the alternative hypothesis is accepted . Hence it is conclude there is significant relationship between monthly income of the respondents and purpose of using rapido.

HYPOTHESIS

Level of significance = 5% 0r 0.05

H1: There is a significant relationship between education and type of payment to pay to taxi drive

To test the above hypothesis , the chi-square test has been applied. SPSS package has been used to calculate the test statistics of analysis of variance.

TABLE 16:Education and type of payment to pay to taxi drive

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.224[a]	6	.004
Likelihood Ratio	19.243	6	.004
N of Valid Cases	103		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.93.

INTERPRETATION:

The calculated value is less than p- value 0.05.so,the alternative hypothesis is accepted . Hence it is conclude there is significant relationship between education and type of payment to pay to taxi drive

FINDINGS:

- Majority(30.1%) of respondents are from 21-25 years age group.

- Majority(67%) of respondents are male.

- Majority(38.8%) of respondents are under graduate.

- Majority(33%) of respondents are students.

- Majority(41.7%) of respondents monthly income is below Rs 30000.

- Majority(53.4%) of respondents are from urban areas.

- Majority(29.1%) of respondents came to know about rapido services through social media.

- Majority(28.2%) of respondents uses rapido 3-4 times a week.

- Majority(43.7%) of respondents uses rapido for personal purposes.

- Majority(39.8%) of respondents makes upi payments for rapido services.

- Majority(27.2%) of respondents suggests to increase availability of ride.

- Majority(30.1%) of respondents agrees that cost could be an issue for daily travelers.

- Majority(35.9%) of respondents agrees that driver had knowledge of route.

- Majority(35%) of respondents prefer rapido services because of cost effective.

- Majority(32%) of respondents prefers red taxi when rapido is unavailable.

- Majority(33.1%) of respondents strongly agrees that rapido frequently provides offers/cashback to customers.

- Majority(41.7%) of respondents agrees that rapido makes timely pickup.

- Majority(37.9%) of respondents strongly agrees that rapido is cost effective.

- Majority(36.9%) of respondents are neutral that rapido provides helmet to pillion riders

- Majority(46.6%) of respondents strongly agrees that rapido is available 24/7.

- Majority(42.7%) of respondents agrees that rapido driver rides according to customer preferred route.

CHISQUARE FINDINGS:

- There is a significant relationship between age of the respondents and purpose of using rapido.

- There is a significant relationship between education qualification of the respondents and purpose of using rapido.

- There is a significant relationship between occupation of the respondents and purpose of using rapido

- There is a significant relationship between monthly income of the respondents and purpose of using rapido

- There is a significant relationship between education of the respondents and type of payment to pay to taxi drive.

CONCLUSION:

This study concluded that most of the customers are satisfied with rapido services, but there are some drawbacks, including price increase and other issues. If the business concern takes above suggestions in consideration and meets customers expectations ,it will gain high customer satisfaction.A high degree of customer satisfaction assists the business in retaining its current customer and attracting new ones.

SUGGESTIONS:

- After conducting survey, I realized that company should provide cashback/offers to customer.
- Company should improve customer support services.
- Company should provide helmets for bike taxi customers.
- The business needs to adapt to its customer's expectations as well as those of its rivals.

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