



A COMPARATIVE STUDY OF CONSUMER PREFERENCES TOWARDS OLA AND UBER CAB SERVICES IN MADURAI CITY

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ABSTRACT:

Organized rental cab was presented in Indian advertise in 2004 with Meru cab benefit and before long got to be well known among buyers on metropolitan cities but real transformation came in 2010 when app based administrations begun its operation, taken after by Uber in 2013. Before long advertise got to be competitive and customers got to be more requesting. Presently companies are utilizing different techniques to bring more clients as well as to hold their ancient clients. This consider is centered of this This consider is centered on recognize the contrast between Ola and Uber clients and for information has been collected with the assistance of organized survey. Information was collected from Madurai and particularly from working experts. After information collection, factual investigation appeared that female favor Uber benefit over Ola but whereas it comes to security shopper feel more secure with Ola than Uber. Result of this consider may offer assistance the taxi benefit industry to plan their future future showcasing procedures.

KEYWORDS:

STATISTIC VARIABLES, OLA BENEFIT, UBER BENEFIT, CLIENTS. CUNSUMER PERFORMANCE.

1.1 INTRODUCTION:

Whereas the concept of radio taxis has existed in India for a long time, the coming of weband progression within the field of innovation is demonstrating to be a boon for this section, and isplaying a key part in changing the way individuals travel every day.

The reason why most cab companies have started to utilize the control of web to maximizetrade reach is the rising request for such administrations owing to changing way of life, coupled withrise in expendable pay that’s encouraging many to pick such administrations.

A comparative investigation of buyer inclinations towards cabsbenefit supplier companies UBER & OLA is carried out to discover out to the fulfillmentgiven to client by the cab administrations OLA and UBER and the components influencing the inclination over both the cab administrations.

Clients can get to book cabs at competitive costs since of extreme competition among the unique cab administrators. Call taxis are the administrations in India in a few cities in India. In a few cities, they work beneath a normal taxi allow, whereas in a few cities; they are treated as visitor vehicle for contract. They frequently offer administrations at all times of the day. Call taxi

administrations are not formally recognized by the water vehicles act. They are proffered as they are considered as more secure as, more helpful than conventional taxis or auto rickshaws and dependable. A call taxi may be a sort of vehicle for contract with a driver, utilized by a single traveler or little gather of travelers for a non-shared ride. A call taxi passes on passengers area by the administrations supplier, not by the traveler, in spite of the fact that request and share taxis give a half breed taxi mode.

1.2 STATEMENT OF PROBLEM

The taxi industry in Madurai city has witnessed a significant transformation with the emergence of app-based cab services like Ola and Uber. Despite their popularity, there is a need to understand the factors influencing consumer preference towards these services. The purpose of this study is to investigate the consumer preference towards Ola and Uber cab services in Madurai city, including the factors that affect their choice, satisfaction, and loyalty.

1.3 REVIEW OF LITERATURE

M. Akhila Reddy and G. Sairekha,(2022) in his study entitled "A Comparative Study of Consumer Preferences

towards Ola and Uber Cab Services In Nagpur City". The study attempts about various types of facilities provided by both cab services. The result shows that Majority of respondents feels that the overall facilities provided by Ola are good in terms of their views, grievance handling, timeliness, communication, reliability and expression and attitude of driver and people are also satisfied with the app of Ola which is convenient to use. It was found that to measure the customer satisfaction level towards OLA and UBER. Majority of them feels that the overall facilities provided by Uber are very good in terms of cost effectiveness, timeliness, communication, reliability and expression and attitude of driver people are also satisfied with the app of Uber which is convenient to use.

Vanishree Sah (2021) in his study entitled "Customer satisfaction and their actual experience". The service quality of Uber and Ola I identifying key gaps between customer expectations and their actual experiences. The study utilized surveys, providing a comprehensive analysis of service quality aspects like timeliness, driver behavior, and overall satisfaction.

B. Baranirani and R. Kousalya (2020) noted that the taxi industry in India is experiencing significant growth, particularly over the last six to seven years. The introduction of organized rental cabs in the Indian market began in 2004 with the launch of the Meru cab service. Customer attitudes are shaped by post-consumption dissonance, which is affected by multiple factors. A sample of 150 respondents from Madurai city was chosen to examine customer attitudes towards online cab services. The findings of this study highlight the various factors that influence customers' choices when selecting online cabs, as well as the level of satisfaction provided by different online cab services.

1.4 OBJECTIVES OF THE STYDY

1. To think about around different sorts of offices given by both cab administrations.
2. To degree the client fulfillment level towards OLA and UBER.
3. To distinguish the components influencing the choice of OLA and UBER.
4. To ponder the buyer inclination between OLA and UBER.

1.5 RESEARCH DESIGN

Primary Data: This study will collect primary data through Questionnaire.

Secondary Data: It is a pre-existing data from sources such as company websites, articles and market research reports, mobile apps, social media advertisements

1.6. SAMPLE SIZE

Sample size of 80 was taken for the study. The result is generalized on the basis of sample selected.

1.7 RESULT AND DISCUSSION

From the table 1, it is interpreted that 7% of Respondents

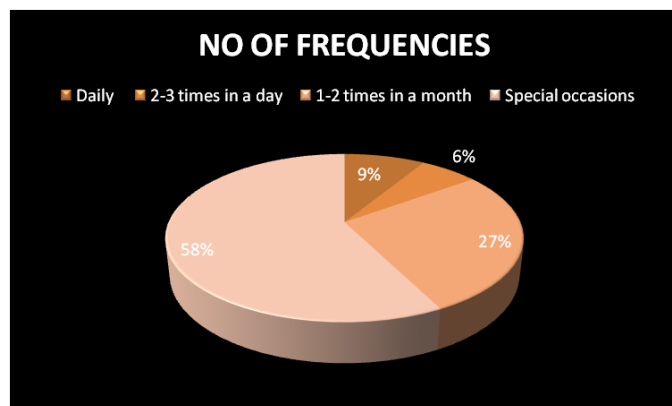
are Daily category, 5% of Respondents are 2-3 times in a day category, 22% of Respondents are 1-2 in a day category and 46% of Respondents are Special occasion's category. Majority of 58% of Respondents of my questionnaire are Special Occasions. From the Table2 shows that, 50% of Better services provided in both Ola and Uber cab services, 5% of services provided in Uber cab services, and 25% of service provided in Ola cab services. Majority of 63% of Respondents are provided in both Ola and Uber cab services. From the table3 reveals that 32% of Factors Influencing towards Price, 30% of Factors Influencing towards Availability, 12% of Factors Influencing towards Convenience and 6% of Factors Influencing towards Driver Behavior. Majority of 32% of Respondents are Factors Influencing towards Price.

FREQUENCY OF PREFERRING OLA OR UBER CAB SERVICE

TABLE NO: 1

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
Daily	7	7%
2-3 times in a day	5	5%
1-2 times in a day	22	22%
Special occasions	46	46%
Total	80	80%

CHART: 1

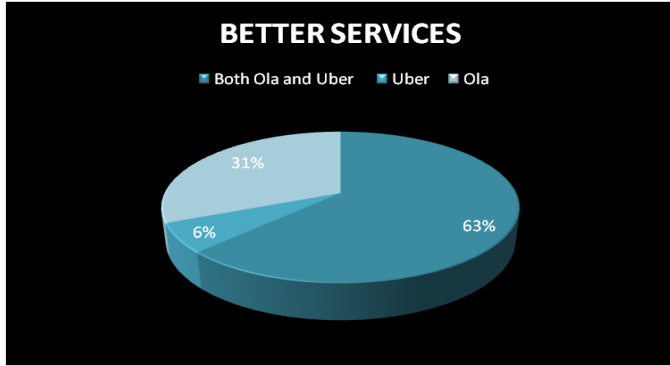


BETTER SERVICES TOWARDS OLA AND UBER CAB SERVICES

TABLE NO: 2

BETTER SERVICES	NO OF RESPONDENTS	PERCENTAGES
Both Ola and Uber	50	50%
Uber	5	5%
Ola	25	25%
Total	80	80%

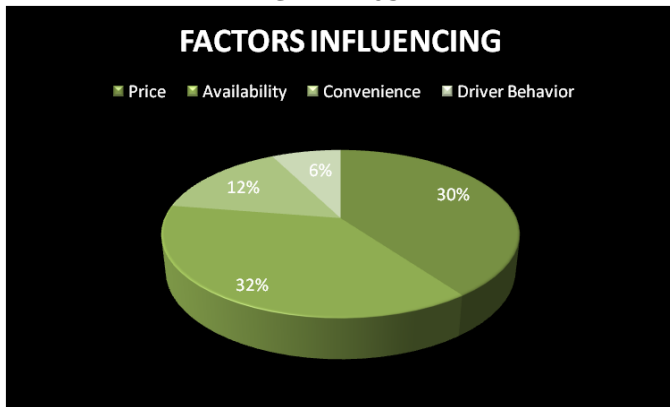
CHART: 02



FACTORS INFLUENCING TO CHOOSE OLA AND UBER CAB SERVICES
 TABLE NO: 03

FACTORS INFLUENCING	NO OF RESPONDENTS	PERCENTAGE
Price	32	32%
Availability	30	30%
Convenience	12	12%
Driver Behavior	6	6%
Total	80	80%

CHART: 03



CONCLUSION

Companies must accurately present fare details and honor the claims they make, as customer experiences

significantly impact their perceptions and can contribute to a negative image of the companies. Additionally, personal experiences and word-of-mouth recommendations are crucial; thus, fulfilling claims can lead to further communication among friends and family. Both cab services offer a variety of options, including outstation cabs, rental cabs, and hourly taxi services. Clients report satisfaction with both taxi service providers. Factors that affect consumer decision-making include fair pricing, coupons, referral codes, and discounts. Understanding the preferences for taxi services in Madurai city is also essential.

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