

A Study on Consumer Perception Towards Rapido in Coimbatore City

Ms.Madhumitha Mondal.P¹, Mr. Manikanda Eswaran.A², Ms.Sri Ranjani.A. R³,
Mrs.Jeya Padma Deepa.I⁴

¹III B. Com International Business, ²III B. Com International Business, ^{3,4}Assistant Professor, Department of Commerce.
Rathinam College of Arts and Science

Abstract- This study investigates customer preference, awareness, and satisfaction towards Rapido bikes, a bike-sharing service aimed at providing convenient and sustainable transportation solutions in urban areas. Through a combination of quantitative surveys and qualitative interviews, data was collected from a sample of Rapido bike users in various cities. The study examines factors influencing customer preference for Rapido bikes, including convenience, cost-effectiveness, and environmental sustainability. Additionally, it explores levels of awareness regarding Rapido bike services and their perceived benefits and challenges. Furthermore, the study assesses customer satisfaction with Rapido bikes, focusing on aspects such as service reliability, safety, and overall user experience. Findings from the study provide valuable insights into the factors driving customer preference and satisfaction towards Rapido bikes, as well as opportunities for enhancing awareness and improving service quality. These insights can inform strategic decision-making and policy interventions aimed at promoting the adoption of bike-sharing services as a viable mode of urban transportation, contributing to sustainable mobility and reduced congestion in urban areas.

Keywords: Awareness, preference, satisfaction, difficulties, features of rapido bikes.

I. INTRODUCTION

Rapido is a bike taxi service that has gained a strong reputation for its speed, affordability, and convenience. Founded in 2015, the company has quickly become a popular choice for customers looking for a reliable and efficient way to navigate India's busy city streets. Rapido also uses customer feedback to improve its service. Regular customer satisfaction surveys help the company understand what customers like about the service, as well as areas where they can improve. This feedback is used to inform updates to the app, as well as training and support programs. range of ride options to find the option that best fits their needs and budget. Payment can be made via the app, making the process quick and easy. Overall, customer satisfaction is a top priority for Rapido, and the company's commitment to delivering a high-quality service has helped it become a trusted and popular choice for customers across India. By focusing on customer service, user-friendly technology, and a high-quality ride experience, Rapido has established itself as a leader in the bike taxi industry.

Statement Of the Problems:

This research paper focuses on the customer satisfaction towards the Rapido bike taxi service providers in the Coimbatore town. The study deals with the consumer's mind set towards in the utilizing the taxi services, the level of comforts, ease of access, safety and convenience and overall satisfaction towards the service quality of the Rapido. Driver's share often depends on the number of rides completed rather than the total revenue generated. This encourages drivers to undertake shorter trips but leads to a downfall in customer's satisfaction level. When feedback is given against driver proper action need to be taken. They should provide riders with a feature to connect with drivers for free especially at night demand extra cash apart from the fare. The reasons that support and influence their choice, ascertain their views in enhancement of reasons and reason behind their dissatisfaction are analyzed. the data so gathered are with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasizes good growth in the future.

Objectives:

- To find out the consumer satisfaction towards Rapido App.
- To ascertain the problems faced by the people while using Rapido App.
- To find out the solutions for the problems faced by the people while using the app.

II. SCOPE OF THE STUDY

The scope of the study on customer satisfaction with Rapido app includes a comprehensive examination of the factors that influence customer satisfaction with the service. The study aims to identify the key drivers of customer satisfaction and to explore areas for improvement in order to enhance the customer experience. The study will include a review of existing literature on customer satisfaction and on-demand transportation services, as well as an analysis of Rapido's own customer satisfaction data. This will involve a review of customer feedback surveys, ratings and reviews, and other relevant metrics.

The study will also involve primary research, such as customer surveys and interviews, to gain a deeper understanding of the factors that influence customer satisfaction. This may include questions related to the quality of the ride experience, the pricing of the service, the reliability of the app, and the quality of customer service. Overall, the scope of the study on customer satisfaction with Rapido app is to provide insights and recommendations that can help the company to enhance its service and to improve customer satisfaction. By identifying areas for improvement and addressing customer concerns, Rapido can continue to grow its business and maintain its position as a leader in the on-demand transportation industry in India.

III. RESEARCH METHODOLOGY

Type Of Research

The present type of research belongs to the category of 'Descriptive study'. Descriptive study is undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for

determining the relationship between z or more variables.

Sources Of Data

The research should keep in mind two types of data while collecting data via primary data and secondary data.

Primary Data:

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of customers of rapido bikes. A questionnaire was prepared and with the help of which the primary data has been collected.

Secondary Data:

These data already exist in the magazines. I collect the secondary data from: -Various Magazines published Journals, Internet and Books.

Area Of The Study:

The study was undertaken in and around Coimbatore City.

IV. 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.

BANDURA (2019), people change their behavior rapidly if told directly which behaviors would be awarded and which would be punished, then if left to discover it for themselves. The researcher has referred aspects of behavior such as decision making, learning and extinction processes through conditioning and through cognition, needs and motives in the context of behavior modification of bike taxi drivers.

Overview About Rapido

Rapido is a popular bike taxi service that operates in several cities in India. The app allows users to book a ride on a bike taxi quickly and easily, making it a popular choice for short distance travel, particularly during peak hours. The service was launched in 2015 and has since grown rapidly due to its affordability and convenience. Rapido has gained popularity among commuters in India due to its affordable pricing, which is typically lower than traditional taxi services. The app also offers several features, such as real-time tracking, cashless payment options, and safety measures like GPS tracking and mandatory helmet usage for riders. Rapido's success can be attributed to its focus on customer satisfaction and safety.

The company has implemented several safety measures, including background checks on riders, mandatory helmets for both riders and passengers, and GPS tracking for each ride. Additionally, Rapido provides rider training programs to ensure that riders are skilled and knowledgeable about traffic rules and safety regulations. Overall, Rapido has become a popular choice for commuters in India due to its affordability, convenience, and focus on safety and customer satisfaction. The app's user-friendly interface and safety measures have made it a trusted

choice for those looking for a quick and convenient mode of transportation.

Percentage Analysis: Table No.1 Describes The Demographic Variables

| Demographic Variables | | Frequency | Percentage |
|---------------------------|-----------------|-----------|------------|
| Age | Below 25 years | 20 | 40 |
| | 26-35 years | 22 | 44 |
| | 36-45 years | 5 | 10 |
| | 46 and above | 3 | 6 |
| | Total | 50 | 100 |
| Gender | Male | 30 | 60 |
| | Female | 20 | 40 |
| | Total | 50 | 100 |
| Educational Qualification | UG | 24 | 48 |
| | PG | 20 | 40 |
| | Professional | 6 | 12 |
| | Total | 50 | 100 |
| Monthly Income | Less than 10000 | 8 | 16% |
| | 10000-20000 | 22 | 44% |
| | 20000-30000 | 15 | 30% |
| | Above 30000 | 5 | 10% |
| | Total | 50 | 100 |
| Marital Status | Married | 34 | 78% |
| | Unmarried | 16 | 32% |
| | Total | 50 | 100 |

Interpretation:

- 40% of people are below 25 years of age. 44% of people are of 26-35 years of age. 10% of people are of 36 - 45 years of age and 6% of people are above 46 years of age.
- 60% of people are Male and 40% of people are Female.
- 48% of people have studied UG and 40% have studied PG and 12% have studied Professional.
- 16% have monthly income less than 10000,44% have monthly income of ₹10000- ₹20000,30% of people have monthly income of ₹20000-₹30000, 10% have monthly income above ₹40000.

- 78% of people are married. 32% of people are Unmarried

V. CHI-SQUARE TEST ANALYSIS

- **H0:** There is no significant relationship between educational qualification, marital status and occupational status and source of awareness for hailing Rapido bikes.
- **H1:** There is an significant relationship between gender and source of awareness for hailing Rapido bikes.

Table No:2
Personal Factor Vs Source of Awareness for Hailing Rapido Bikes:

| FACTOR | VALUE | DF | SIGVAL | S/NS |
|---------------------------|--------|----|--------|------|
| Educational qualification | 18.938 | 16 | .272 | NS |
| Gender | 9.710 | 4 | .046 | S |
| Marital status | 2.747 | 4 | .601 | NS |
| Occupational status | 18.867 | 12 | .092 | NS |

NOTE: S; Significant value (P value ≤ 0.05); NS: Not Significant (P value > 0.05) INTERPRETATION:

- It is clear from the table, that the hypothesis is not accepted (Significant) in 1 case and hypothesis is not accepted (Not significant) in all 3 cases.
- It is concluded that the gender of the respondents has significant inference, educational qualification, marital status and occupational status of the respondents has no significant inference of source of awareness for hailing Rapido bikes.

Suggestions

- Majority of the respondents think that to increase the safety of the customer while going on Rapido
- Mostly, respondents feel that Rapido providing excellent service. If Rapido increase the security of the customer, it could gain more confidence and trust among customer.

- From this study, it is clear that people prefer Rapido. It made the travel easy and affordable
- Most of the customer's request should have uniform for all Rapido employees, to avoid some misunderstanding between customer and Rapido employee. To easily identify Rapido person
- Some of the customers feels everyone should give to the Rapido drivers as they are mostly working as part time, they too have responsibility and they should be treated good Customer prefers Rapido has to increase the services in village side
- Rapido have to monitor the employee behavior and their experience

VI. 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. From this survey it is found that Rapido taxi services has received a mixed reaction. Its viewers have multiple perceptions towards it. The usage of the Rapido is increase day by day , customers are addicted to the services. The traveling behavior of customers has seen a change in recent years as a result of bike taxi services the customers 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 customer. Hence, it will develop the marketing strategy and market share of Rapido bike taxi services.

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