# CONSUMER BEHAVIOUR AND IMPACT OF UBER AND OLA ON AUTOMOBILES

Aanchal Taneja

M.A. Economics

Amity School of Economics

Amity University, Noida

## ABSTRACT

India's automobile sector is one of the key contributors in its GDP. But the Indian automobile market has seen tremendous changes with the arrival of Uber and Ola. Finance Minister of India stated that the Automobile Industry of India is currently facing a slowdown as millennials prefer Uber and Ola rather than committing to buying an automobile. The chairman of Mahindra group predicts that apps like Uber and Ola are a biggest potential threat to the Auto-Industry. Today a lot of youngsters who can actually own a vehicle but they don't want to, they just want to access it.

The paper deals with consumer behaviour and impact of Uber and Ola on Automobiles. Primary method of research was undertaken for this study and Chi-Square analysis was done in order to get the results

**Keywords: Uber, Ola, Automobile Industry, Automobiles**

## INTRODUCTION

1898 was the year that changed our lives completely. It was when a car touched the streets of India for the very first time. The Indian Automobile Industry happens to be the ninth from top in the entire world rank and the third in rank in terms of exporting the automobile.

"India's automobile sector" is one of the key sectors which contributes to its GDP. It wouldn't be wrong to say that it gives employment to more than 10 million people. The automotive sector in India grew at a computed annual growth rate (CAGR) of 11 percent over the past five years. Launch of Nano car marked another bench mark and changed the game for the automobile industry.

India's automobile sector is divided into three categories- two wheelers, cars and heavy vehicles. Out of which the cars overrule the market by 83%. "Tata Motors" which is also world's fifth largest medium and heavy vehicle manufacturer dominates the Indian automobile market with more than59% share. A well transportation system plays a key role in the development of the economy and India is no exception.

The face of Indian Automobile market has changed tremendously with the arrival of uber and ola.

On 10 september 2015, the chairman of Mahindra group prophesized the future of the Automobile Industry. He said that "The age of access being offered by taxi-hailing apps like Uber and Ola is the

biggest potential threat to the Auto industry." Today, a lot of youngsters can actually own a vehicle but they don't want to, they just want the access it.

Nirmala Sitharaman made a similar statement when she addressed how the Automobile Industry is facing a slowdown because of the millennials who prefer Uber and Ola rather than committing to buying an automobile.

UBER AND OLA:

Over the past few years, there has been an unprecedented growth in the Indian taxi Industry. Uber is a ride sharing, taxi service, which also has a network of transport and distributes food as well. Uber has its headquarters in san Fransisco and has market share of about 70% to 73% in America. Uber is currently present in 785 metro areas around the world and is fairly new to the Indian market.

Ola on the other hand is an Indian startup. Originated in India, the company came into existence in the year 2010. It was originally established in Bengaluru but now has a network of about 169 cities with more than 1,00,000 vehicles. The vehicles include rickshaw and two wheelers along with hatchback cars. In 2018, ola marked its presence to Australia making its first entry in the foreign market. The company has also announced of its expansion in New Zealand.

The founder and then CEO of Uber, when he started the ride sharing business, almost a decade ago, stated that his one aim was- "To stop people from buying cars. To make car ownership a thing of the past and get more people in fewer cars."

The aim of the ride sharing companies is to end the ownership of cars and encouraging hiring and sharing. These ride sharing companies have seen a huge rise in the past few years and ola-uber are at the forefront of it. The mobility of these is not just limited to cars but all Automobiles.

SWOT ANALYSIS OF UBER AND OLA:

With the help of SWOT Analysis, we can estimate the position of the two companies in the Indian transportation market.

STRENGTHS

1. Technology

2. Strong brand name of uber

3. First mover advantage

4. Dynamic pricing

WEAKNESSES

1. No control over drivers

2. Faux rides

3. Free supports

4. Internet plays a huge role

5. Market segment

OPPORTUNITIES

1. huge market

2. Poor government transport

3. Increasing internet penetration

THREATS

1. Government intervention

2. Customer satisfaction

3. Competitiveness

## LITERATURE REVIEW

"Ashish Avinash Khade & Dr. Vaibhav Patil", in their paper , published in the year 2018, compare the prepaid taxis with other means of public transport available in the city on the basis of consumer's perception regarding them. The prepaid taxis have been studied considering the variables such as their pricing, how convenient they are for the consumer of pune city and their respective market share. The research is undertaking through primary survey and al the respondents have used the prepaid taxi app. It can be concluded towards the end of the survey that apart from all the benefits the prepaid taxis provide their customers, only 23% of the respondents feel that the taxis are safe for women to travel.

"Dr. S. M. Yamuna , R Vijayalakshmi , K Jeeva Mani , D Boopathi , P Ranjith Kumar",  in their article , "A Progressive Study on Users Perception and Satisfaction towards Online Cab Service with Reference to Coimbatore" published in the year 2019 , studies how the features like air conditioning, offering coupons , 24x7 service, etc have made online cabs successful and have a huge impact on Indian society. Through the whole study it can be concluded that there is no doubt that the online cab service has changed the travelling experience for people in coimbatore. These cabs have made the taxi market more organised. But there are still gaps to be filled regarding the safety, online pricing and availability of cabs at all times and for alldestinations. Hence in order to increase the market capitalization, it needs to fill the gaps by offering new innovative features to the customers.

"Dr. Rupali Rajesh and Snehal Chincholkar", in their article, published in the year 2018, talk about the revolution brought by the app based car rental services which completely changed the working of Indian taxi market. As the consumers became more demanding, the market became more competitive. What all the companies do to retain previous customers and adopt new customers is shown in their study. The study is done through primary survey mainly focussing on working professionals. It can be concluded from the study that most females prefer to travel in Ola than in Uber as they think its a more safer option. As this study was conducted only in Mumbai  region, the sample wasn't varied and this could be a limitation.

"Dr. Ashok Kumar Panigrahi, Shambhavi Shahi and Amarsingh rathore", in their article published in the year 2018, talk about the importance of any start-up in development of the economy and how the Indian start-up Ola cabs was a success story. The paper also talks about the history of Indian taxi market and what makes Ola superior to any other taxi service available in India. Adding on to this the paper includes business model of Ola cabs and its strategies which make it different from its competitors and how social media plays a huge role in its promotion.  The article concludes that the cab service has seen a 10 times increase in its revenue in the previous five years and is currently the biggest cab service available to us Indians. In the end the paper also mentions about the future ventures of Ola.

"Rashi Goel, Pushti Jain, Rajat Singhal, Riddhi Jhunjhunwala, and Ritika Doshi", in their study, published in the year 2018, talks about the comparison between the two leading app based taxi service companies in India, that is Uber and Ola on the basis of their everyday working and transportation optimization. This comparison enables us to study how exactly does these apps works and understand their limitations and gaps  how to overcome these limitations and gaps to provide the consumers with best travelling experience while also increasing the revenue for the companies. The research tools used for the study are mathematical and analytical. The main purpose of this study is to study the fluctuations in the transportation industry and how to overcome them. It can be concluded in the study that "surge prices" that is charging high price for a ride due to increase in demand is what makes the companies earn higher revenue. And as uber has lesser amount of cabs as compared to its opponent Ola, we can assume that Uber gets more surge price than Ola.

"Vanishree Sah", in her research paper , published in the year 2018, studies the perception of consumers regarding the service quality of Uber and Ola. The study compares both the app based services and assesses consumer's expectation and reality regarding the same. Consumer's expectation and reality is compared on the grounds of quality of service provided by them. The research is undertaken through primary research through a questionnaire. For collection of data, and sampling, "cluster sampling technique" was adopted. The study takes place in Hyderabad. The study concludes that Ola shows more gap as compared to Uber regarding the quality of service each provides to their customers.

"V. Hemanth Kumar and K. Sentamilselvan",  in their research, studies the consumer's take on the call taxi services in the Southern hub of Chennai. The study tries to capture the mindset of the consumers through the survey undertaken. And how the consumers utilizes the services provided by these taxi services. These utilites include "level of comfort, ease of access, tariff system, promotion, safety and convenience, and overall satisfaction". The author tries to undertand if and how these services influence the choice of the cutomers. In addition to this the study also captures the reasons behind their dissatisfaction towards any taxi service. "descriptive research" was undertaken for the study. The study forecasts that despite everything there is growth in the future in the taxi market.

"G. Manjunath" in the article, published in the year 2018 , study's that how aware are the people of North and south bengaluru about Ola cabs in the region and how satisfied they are with the same. The study was undertaken using primary source of data and the analysis was done using chi-square test. In the end the author concludes that Ola cabs has formed its brand Image in the minds of the consumers. And the people of bengaluru consider Ola cabs as a means of public transport more in comparison to its rival brands Uber and meru taxi. The limitation of the study is that it only talks about the "brand awareness and brand image" rather than the services which each of the companies offer.

"Dr. Uthira. D",  in the paper,  published in 2018, shows how the taxi market has gone through major changes with the entry of Uber and ola in the market. Uberand ola not only fill the gaps between demand and supply of cabs but also help in improving the travelling experience for its consumers. With the help of "surviqual model", the paper tells what the consumer perceives and expects from these services. In the end the paper concludes that even after providing all the services to the customers, app based taxis are facing a tremendous loss. And suggestions to fill the above gap were also mentioned. The paper hence brings light to the untouched areas and focus on the perception and expection of the service provider along with the customer.

"Utsav pandya, Rishi Rungta and Geetha Iyer" in their paper, published in the year 2017 , studies how the relatively new entrants, that is the pp based taxis – uber and ola have impacted the yellow and black cabs. the study, with the help of variable compares both the opponents. The paper also includes a survey which was conducted to find what consumers prefer -  the app based taxis or the OG black and yellow taxis. For the survey, random people were chosen and the collected data was analysed using "SPSS and Minitab software". In the end it was concluded that people prefer ola and uber as they are more safe as they have features like GPS tracking and any time booking, availability of WIFI, air conditioning, proper seating, online payment, etc.

## RESEARCH METHODOLOGY

The research design used is quantitative. The collection of primary data was done through a structured questionnaire. The questionnaire was designed in a manner that it justifies the requirements of the objectives which were set in order to conduct the research. The target population is the population who are aware about and use Uber and Ola. The sample size is 200. The survey took place in the National Capital Region. To analyse the data Cross Tabulation and Chi Square Analysis were conducted.

Objective of the study are:

1.  To examine the impact of personal vehicle on Uber and Ola.

2.  To study the consumer behaviour regarding usage of Uber and Ola.

Hypothesis were formed to study the dependence and independence of variables in the study. Hypothesis:

1.  There is no significant difference between ownership of personal vehicle and usage of Uber and Ola.
2.  There is no significant difference between ownership of personal vehicle and main purpose for using Uber and Ola.
3.  There is no significant difference between ownership of personal vehicle and preference of Uber and Ola over personal vehicles.
4.  There is no significant difference between ownership of personal vehicle and whether hiring Uber and Ola is cheaper than owning and maintaining a personal vehicle.
5.  There is no significant difference between ownership of personal vehicle and whether Non-Availability of parking is a major reason for using Uber and Ola.
6.  There is no significant difference between usage of Uber and Ola and affordability of Uber and Ola.
7.  There is no significant difference between main purpose of using Uber and Ola and whether hiring Uber and Ola is cheaper than owning and maintaining a personal vehicle.

8. There is no significant difference between preference of Uber and Ola over personal vehicle and whether hiring Uber and Ola is cheaper than owning and maintaining a personal vehicle.
9. There is no significant difference between preference of Uber and Ola over personal vehicle and extent of satisfaction of personal vehicle.
10. There is no significant difference between extent of satisfaction of Uber and Ola and reasons for not using Uber and Ola.
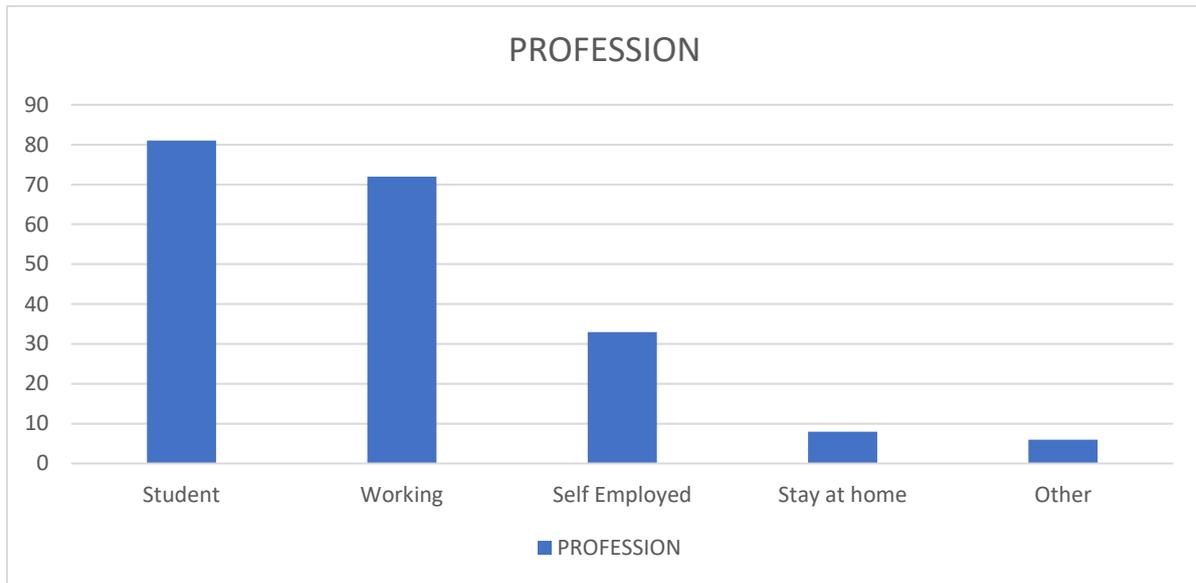
## DATA ANALYSIS
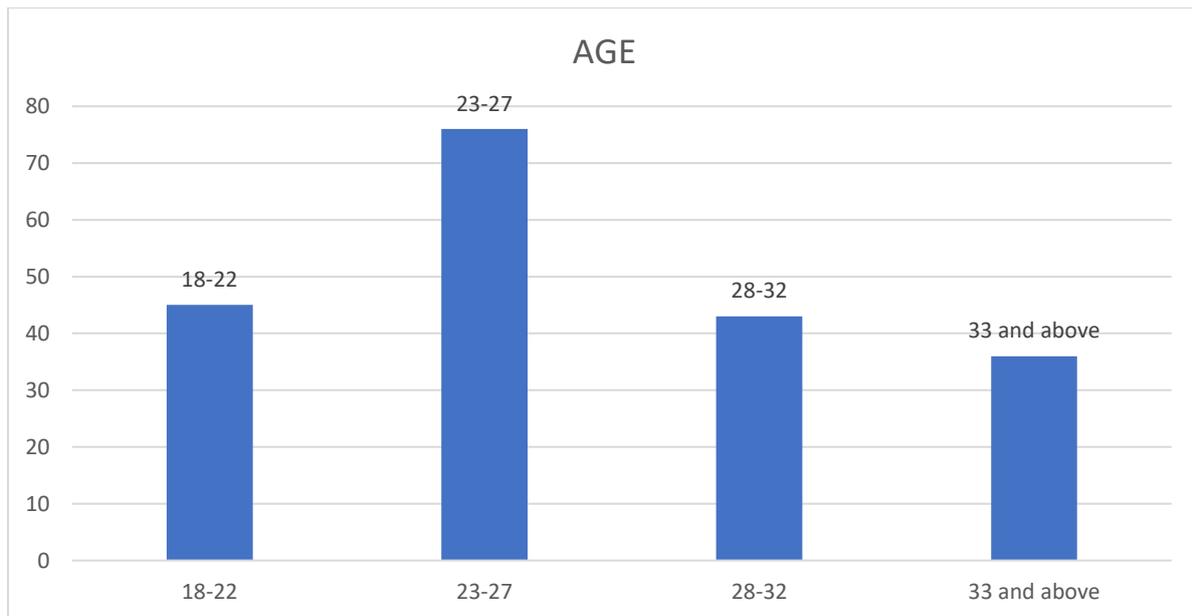


The above data shows that out of 200 respondents, 45 belonged to the age group of 18-22, 76 were in the age group of 23-27, 43 were in the age group of 28-32 and the remaining 36 belonged to the age group of 33 and above.
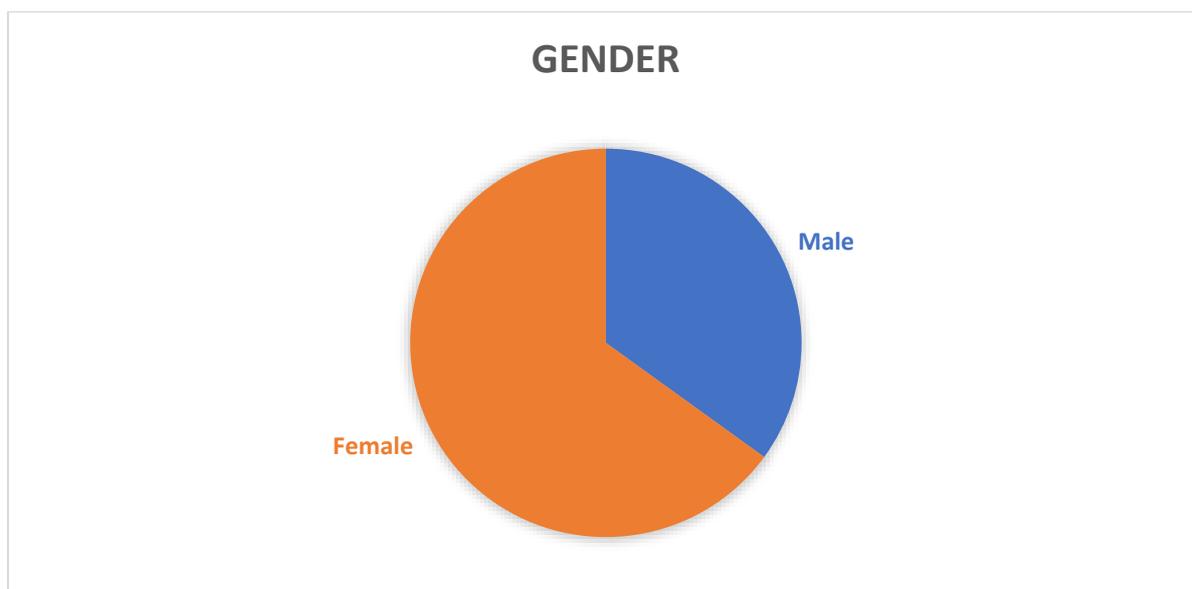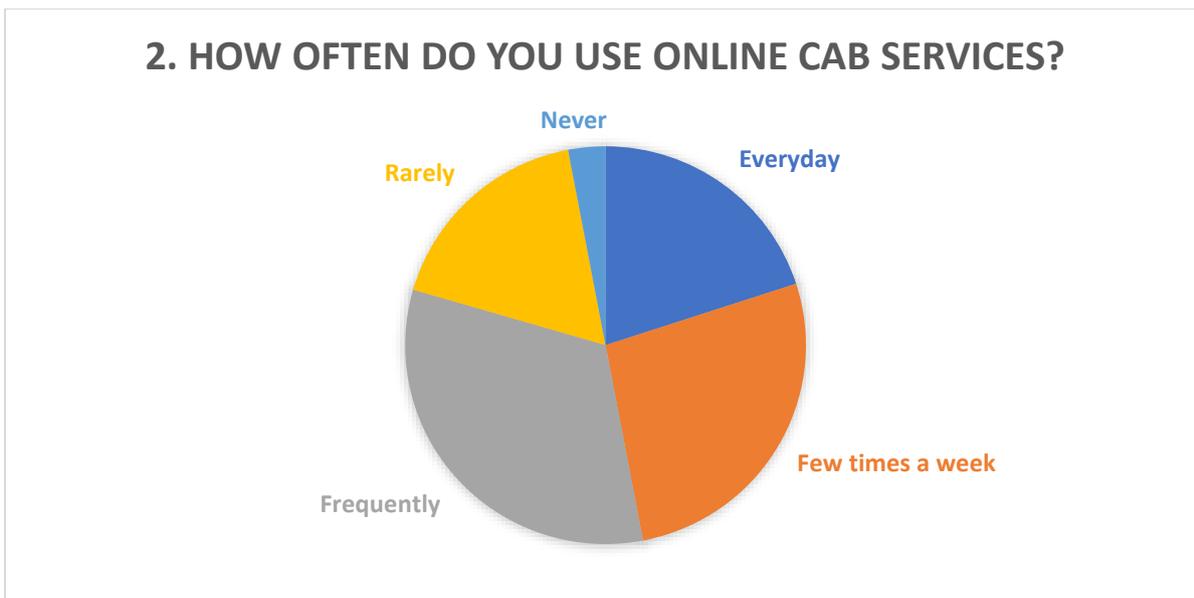
The above diagram shows that out of 200 respondents, 35% i.e. 70 are Male and 65% i.e. 130 are Female. Therefore, the majority of respondents are Female.
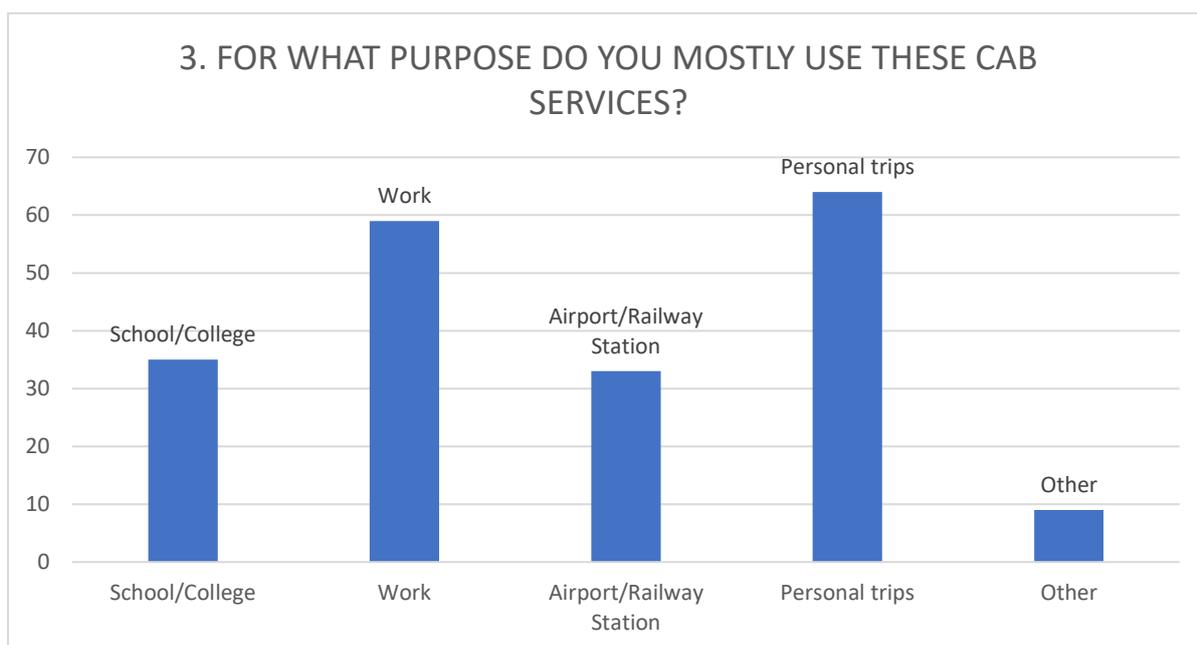


The above diagram shows that out of the total 200 respondents, 81 are Students, 72 are Working, 33 are Self Employed, 8 Stay at home and the remaining 6 chose others as their profession. Therefore, majority of the respondents are either Students or Working.
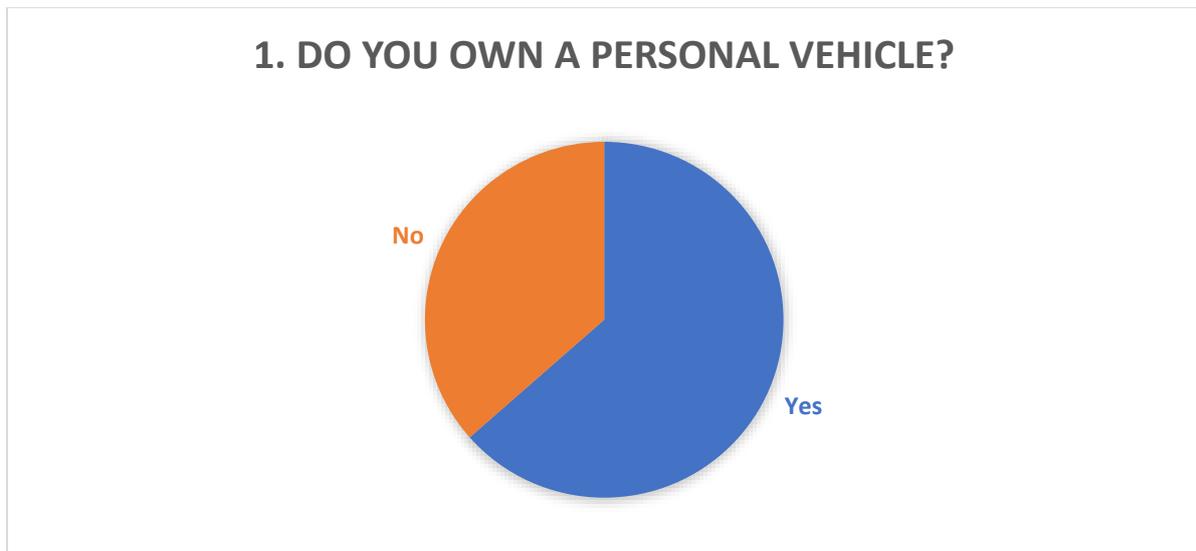


The above diagram shows that 127 out of 200 respondents own a personal vehicle and remaining 73 don't. Which means 64% of the respondents have a vehicle in their homes.

## 2. HOW OFTEN DO YOU USE ONLINE CAB SERVICES?



The above diagram shows that 20% of 200 respondents use online cab services every day, followed by 27% who use Few times a week, 33% use Frequently, 18% use these services Rarely and the remaining 3% do not use these online cab services. Hence, 65 out of 200 i.e. majority of the respondents use these cab services Frequently.

## 3. FOR WHAT PURPOSE DO YOU MOSTLY USE THESE CAB SERVICES?
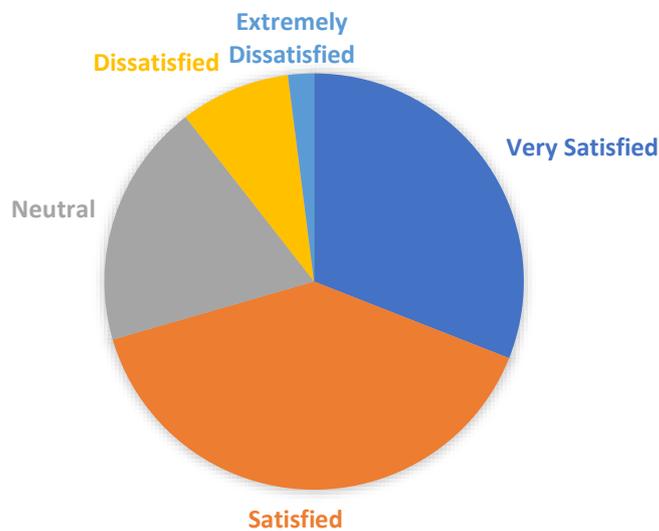


The above diagram shows that out of the total number of respondents, 64 use the cab services mainly for their Personal Trips, 59 use the cab services for travelling to their Work, 35 use it to travel to their School/ College, 33 use it for travelling to Airport/Railway Station and the remaining 9 respondents use it for Other purposes.

## 4. DO YOU PREFER ONLINE CAB SERVICES OVER PERSONAL VEHICLES?
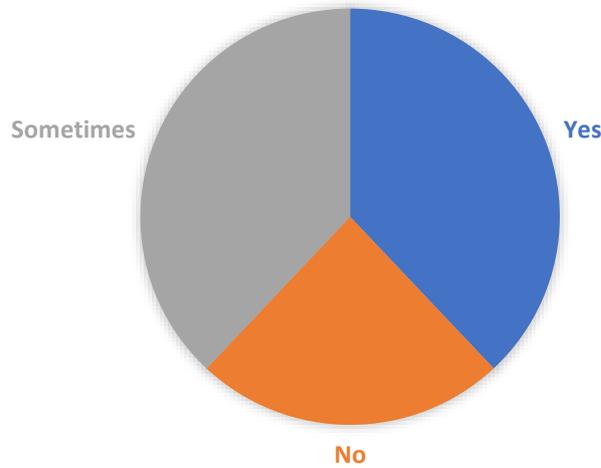


The above diagram shows that 76 out of 200 respondents prefer online cab services over personal vehicle. Whereas 38% of the respondents Sometimes prefer online cabs over personal vehicle and the remaining 24% do not prefer online cabs over personal vehicle.

## 5. ARE YOU SATISFIED WITH YOUR CAB EXPERIENCE?



The above diagram shows that 31% of the respondents are Very Satisfied with the cab services, 40% of the respondents are Satisfied, 19% have a Neutral cab experience, 9% are Dissatisfied and the remaining 2% are Extremely Dissatisfied with their cab experience. Therefore the majority of the respondents i.e. 40% are Satisfied with their cab experience.

6. THE MAIN REASON WHY YOU DON'T PREFER ONLINE CAB SERVICES?
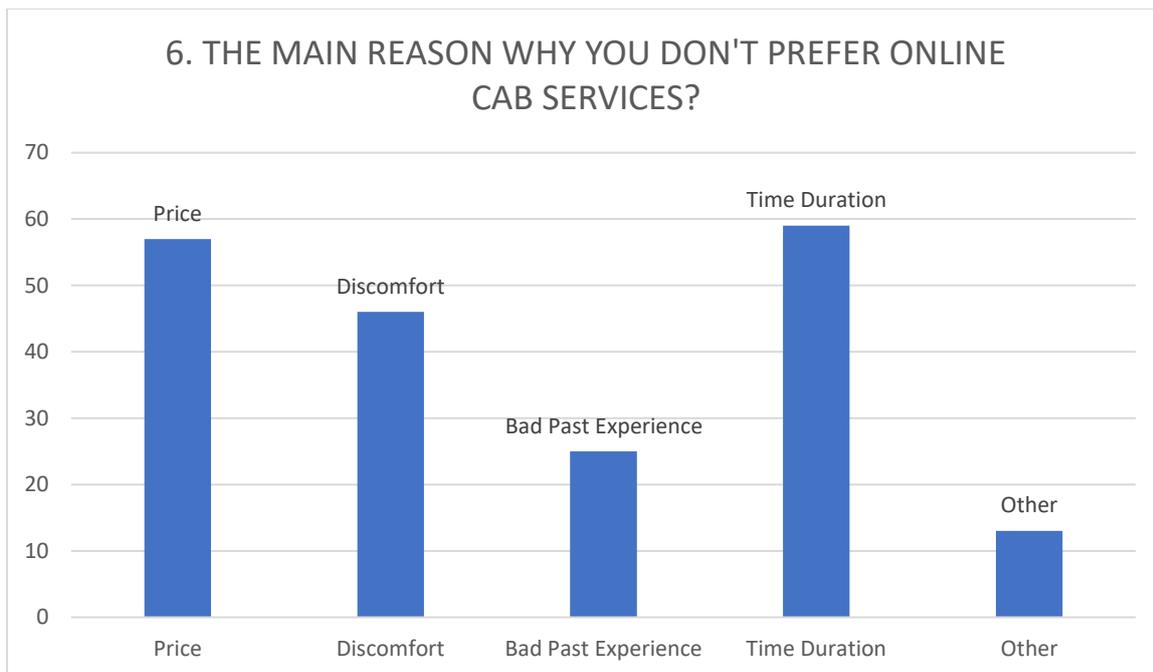
The above diagram shows the main reason why people don't prefer online cab services. 59 out of the 200 respondents chose Time Duration, further followed by 57 respondents who chose price, followed by 46 respondents who chose Discomfort as the reason, 25 respondents chose Bad Past Experience as the reason and the remaining 13 respondents have Other reasons for not preferring online cab services.



7. HAVE YOU EVER EXPERIENCED A HEFTY SURCHARGE LEVIED ON PEAK HOURS OF TRAVEL?
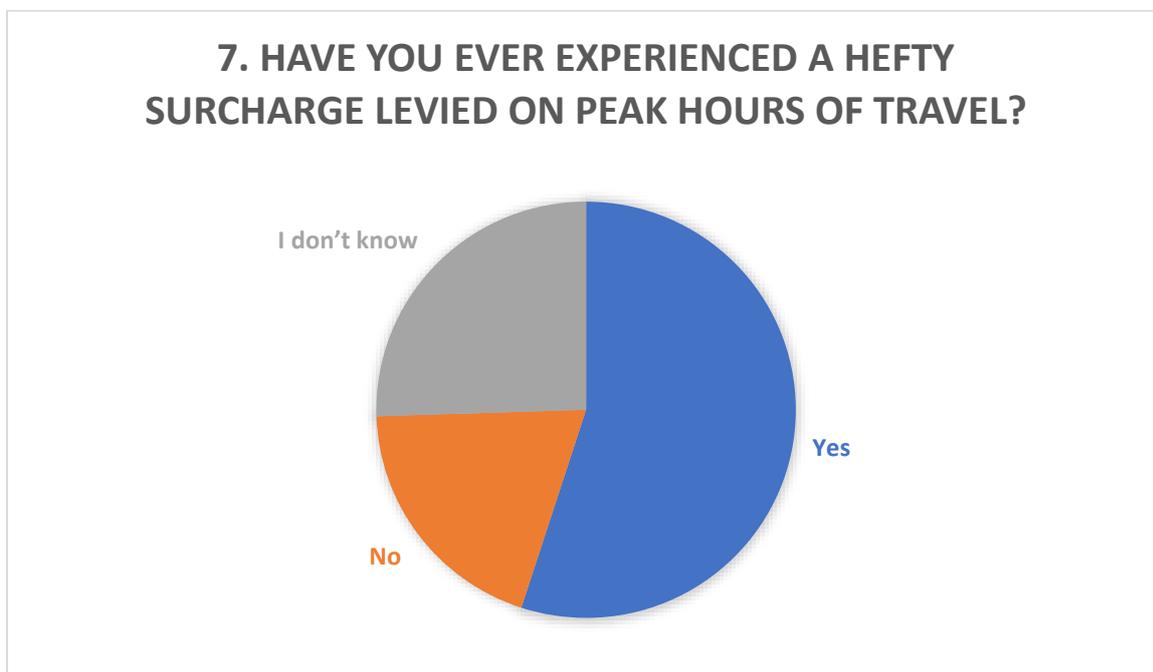
The above diagram shows that 55% of the respondents have experience a hefty surcharge on peak hours of travel in an online cab service like Uber and Ola. 20% of the respondents haven't experienced any hefty surcharge levied on peak hours of travel where as 26% of the respondents don't know about the hefty surcharge levied on peak hours of travel. Hence, the majority of population have experienced a hefty surcharge levied on peak hours of travel i.e. 110 respondents.

**8. HOW MUCH SURCHARGE ARE YOU WILLING TO PAY?**
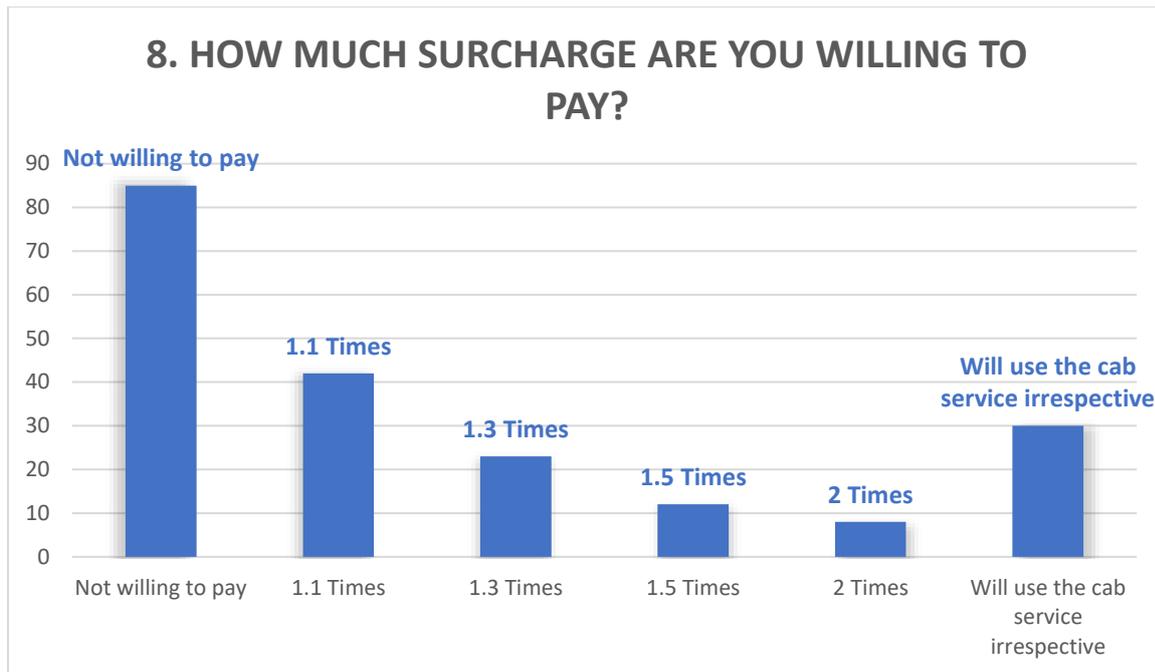


The above diagram shows that 85 out of 200 respondents are Now Willing to Pay the surcharge, whereas 42 respondents are willing to pay a surcharge of 1.1 Times, 23 respondents are willing to pay 1.3 Times followed by 12 respondents who are willing to pay 1.5 Times and 8 respondents are willing to pay 2 Times the surcharge. Furthermore, 30 respondents said that they Will Use the Cab Service Irrespective of the Surcharge. Hence, the majority of the respondents i.e. 42% of the sample size are Not Willing to pay the Surcharge.

**9. HAVE YOU EXPERIENCED CAB SERVICES UNAVAILABLE AT CERTAIN LOCATION?**
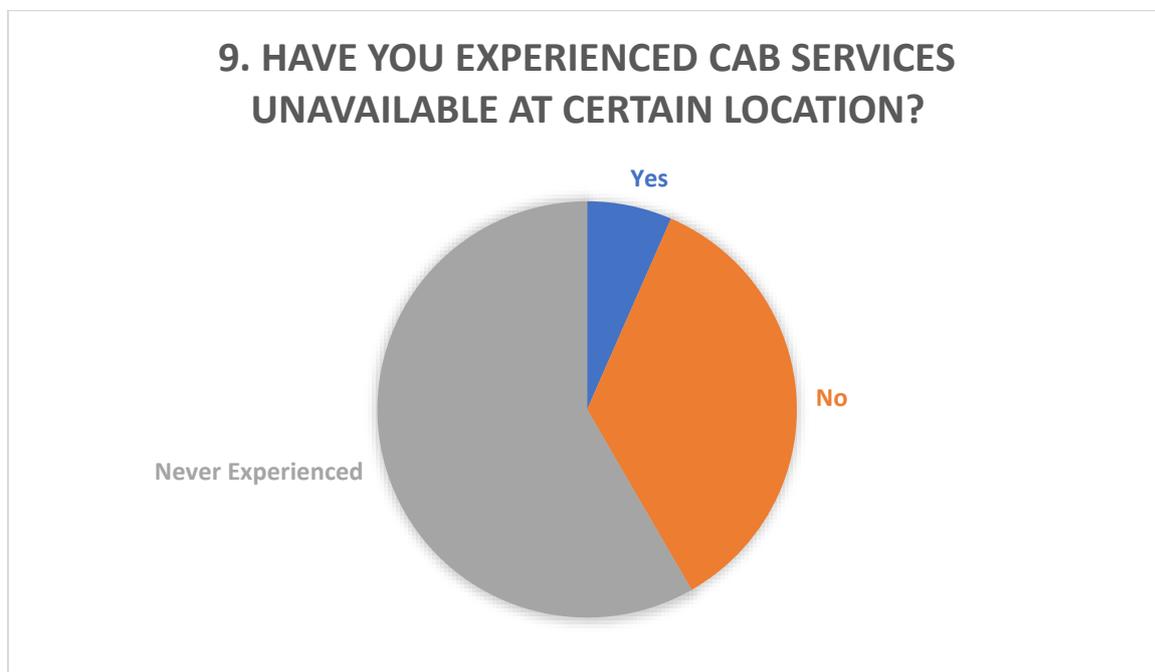


The above diagram shows that the majority i.e. 58% of the respondents have Never Experienced cab services unavailable at certain locations followed by 35% who have experienced cab services unavailable at certain locations and 7% have said No to cab services being unavailable at certain locations.

## 10. DO YOU FEEL HIRING UBER/ OLA IS CHEAPER THAN MAINTAINING A PERSONAL VEHICLE?
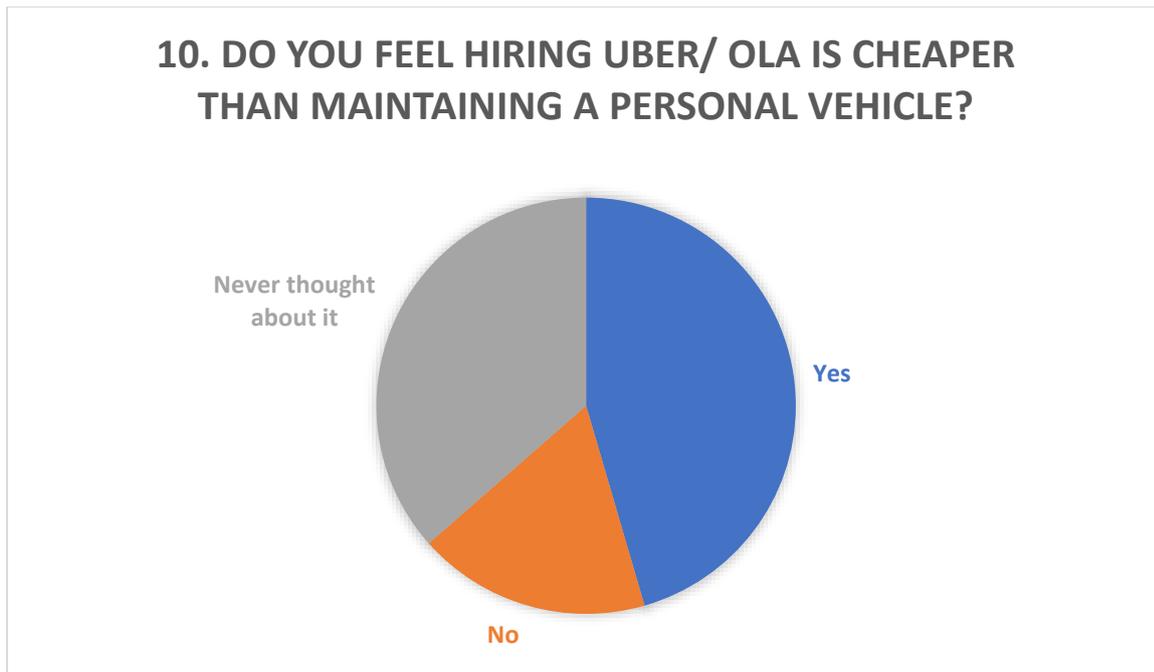


The above diagram shows that 46% of 200 i.e. 91 respondents feel that hiring an Uber or an Ola is cheaper than buying and maintaining a personal vehicle followed by 18% of 200 i.e. 36 respondents feel the opposite and 37% of 200 i.e. 73 respondents have never thought about it.

## 11. DO YOU FEEL CAB SERVICES ARE AFFORDABLE?
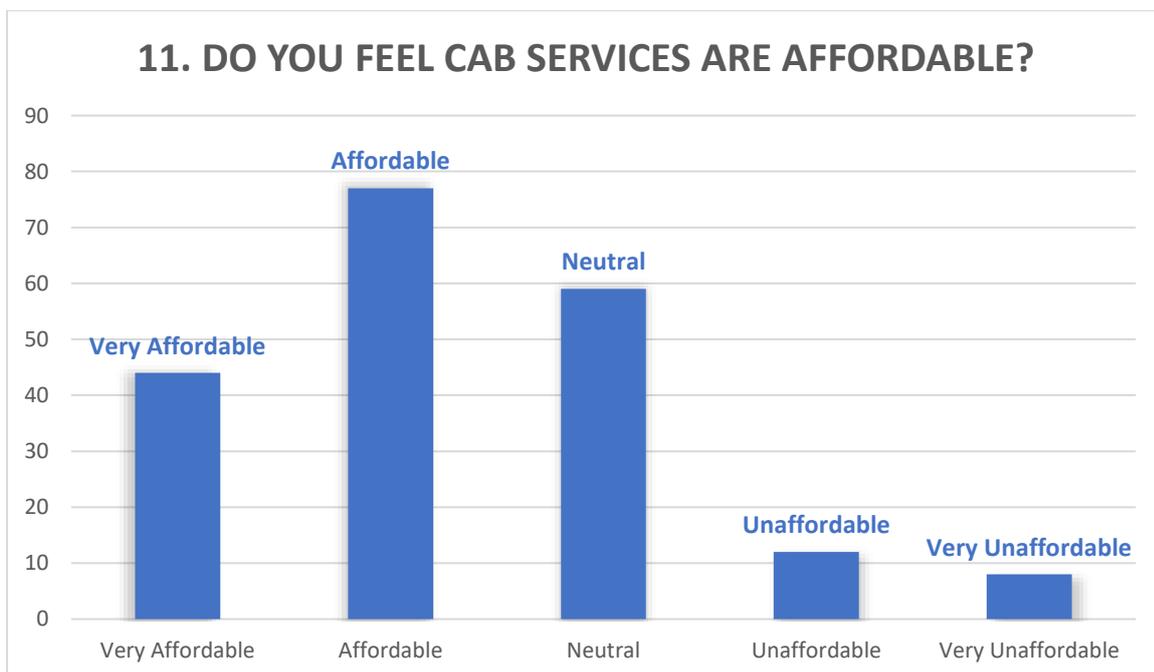


The above diagram shows that 44 out of 200 respondents feel that the cab services are Very Affordable, 77 respondents feel that the cab services are Affordable, 59 respondents feel Neutral regarding this, 12 respondents feel that the cab services are Unaffordable, and the remaining8 respondents feel that the cab services are Extremely Unaffordable. Hence, 38.5% indicating the majority feel that the cab services are Affordable.
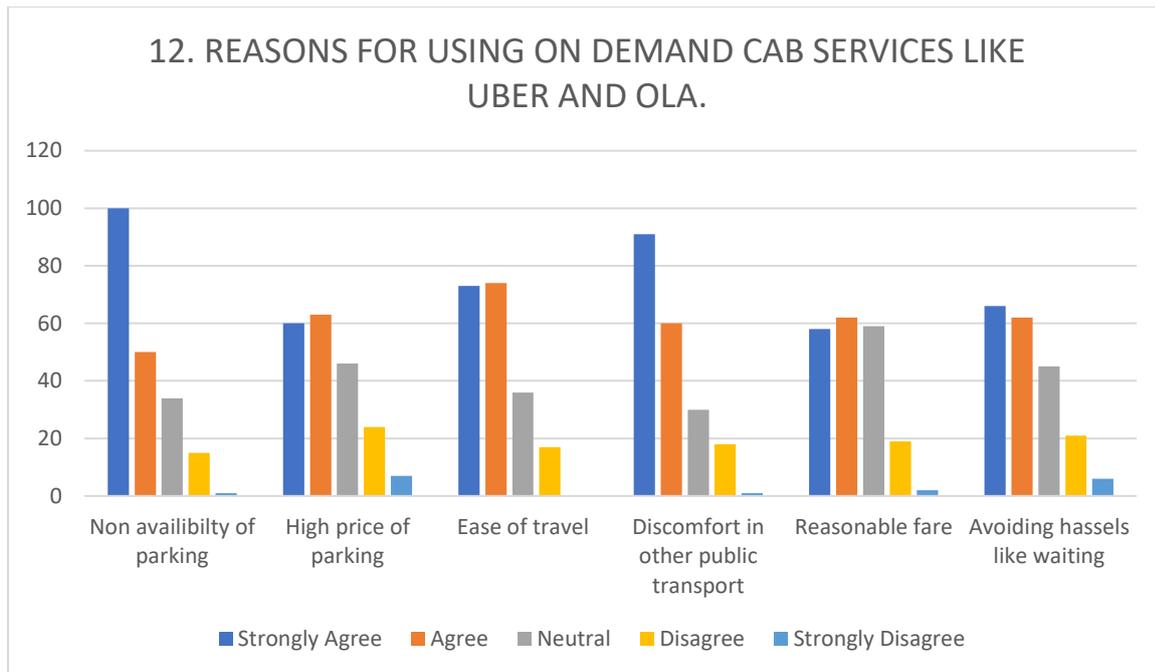
The above diagram show the reasons for using cab services like Uber and Ola.

## CROSS TABULATION AND CHI SQUARE ANALYSIS
TABLE-1

| Ownership of personal vehicle * Usage of Cab services | | Usage of Cab services | | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|---|---|
| | | Everyday | Few times a week | Frequently | Rarely | Never | | |
| Ownership of personal vehicle | Yes | 22 | 32 | 41 | 26 | 6 | 127 | 6.876 |
| | No | 18 | 22 | 24 | 9 | 0 | 73 | |
| Total | | 40 | 54 | 65 | 35 | 6 | 200 | |

The value of Chi-square of the analysis for Ownership of personal vehicle and Usage of Cab services is 6.876 and the p value is 0.143 which is greater than 0.05. hence, there is no significant difference between the two variables.

TABLE-2

| Ownership of personal vehicle * Major Purpose of using online cab services | | Major Purpose of using online cab services | | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|---|---|
| | | School/ College | Work | Airport/ Railway Station | Personal Trips | Other | | |
| Ownership of | Yes | 16 | 37 | 23 | 46 | 5 | 127 | 7.521 |
| | No | 19 | 22 | 10 | 18 | 4 | 73 | |

| personal vehicle | | | | | | | |
|---|---|---|---|---|---|---|---|
| Total | | 35 | 59 | 33 | 64 | 9 | 200 |

The value of Chi-square of the analysis for Ownership of personal vehicle and Major Purpose of using online cab services is 7.521 and the p value is 0.111 which is greater than 0.05 so there is no significant difference between the two variables.

TABLE-3

| Ownership of personal vehicle * Preference of online cabs over personal vehicle | | Preference of online cabs over personal vehicle | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | | Yes | No | Sometimes | | |
| Ownership of personal vehicle | Yes | 43 | 26 | 58 | 127 | 8.760 |
| | No | 33 | 22 | 18 | 73 | |
| Total | | 76 | 48 | 76 | 200 | |

The value of Chi-square of the analysis for Ownership of personal vehicle and Preference of online cabs over personal vehicle is 8.760 and the p value is 0.013 which is less than 0.05 so there is significant difference between the two variables.

TABLE-4

| Ownership of personal vehicle * Hiring cab is cheaper than personal vehicle | | Hiring cab is cheaper than personal vehicle | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | | Yes | No | Never thought about it | | |
| Ownership of personal vehicle | Yes | 58 | 23 | 46 | 127 | 0.012 |
| | No | 33 | 13 | 27 | 73 | |
| Total | | 91 | 36 | 73 | 200 | |

The value of Chi-square of the analysis for Ownership of personal vehicle and whether Hiring cab is cheaper than personal vehicle is 0.012 and the p value is 0.994 which is greater than 0.05 so there is no significant difference between the two variables.

TABLE-5

| Ownership of personal vehicle * Non-Availability of parking is a major reason for using Cab services | | Non-Availability of parking is a major reason for using Cab services | | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|---|---|
| | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | | |
| Ownership of | Yes | 71 | 29 | 18 | 9 | 0 | 127 | 5.920 |
| | No | 30 | 21 | 15 | 6 | 1 | 73 | |

| personal vehicle | | | | | | | |
|---|---|---|---|---|---|---|---|
| Total | | 101 | 50 | 33 | 15 | 1 | 200 |

The value of Chi-square of the analysis for Ownership of personal vehicle and whether Non-Availability of parking is a major reason for using Cab services is 5.920 and the p value is 0.205 which is greater than 0.05 so there is no significant difference between the two variables.

TABLE-6

| Usage of cab services * Affordability of cab services | | Affordability of cab services | | | | | Total |
|---|---|---|---|---|---|---|---|
| | | Very Affordable | Affordable | Neutral | Unaffordable | Extremely Unaffordable | |
| Usage of cab services | Everyday | 14 | 14 | 5 | 4 | 3 | 40 |
| | Few times a week | 16 | 22 | 11 | 3 | 2 | 54 |
| | Frequently | 12 | 31 | 18 | 2 | 2 | 65 |
| | Rarely | 1 | 9 | 22 | 2 | 1 | 35 |
| | Never | 1 | 1 | 3 | 1 | 0 | 6 |
| Total | | 44 | 77 | 59 | 12 | 8 | 200 |
| Chi- Square Value | | 39.822 | | | | | |

The value of Chi-square of the analysis for Usage of cab services and Affordability of cab services is 39.822 and p value is 0.001 which is less than 0.05. Hence, there is significant difference between the two variables.

TABLE-7

| Major purpose of using online cab services * Hiring cab is cheaper than personal vehicle | | Hiring cab is cheaper than personal vehicle | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | | Yes | No | Never thought about it | | |
| Major purpose of using online cab services | School/ College | 17 | 9 | 9 | 35 | 10.185 |
| | Work | 30 | 9 | 20 | 59 | |
| | Airport/ Railway station | 13 | 5 | 15 | 33 | |
| | Personal trips | 24 | 12 | 28 | 64 | |
| | Others | 7 | 1 | 1 | 9 | |
| Total | | 91 | 36 | 73 | 200 | |

The value of Chi-square of the analysis for Major purpose of using online cab services and whether Hiring cab is cheaper than personal vehicle is 10.185 and p value is 0.252 which is greater than 0.05. Hence, there is no significant difference between the two variables.

TABLE-8

| Preference of online cabs over personal vehicle * Hiring cab is cheaper than personal vehicle | | Hiring cab is cheaper than personal vehicle | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|
| | | Yes | No | Never thought about it | | |
| Preference of online cabs over personal vehicle | Yes | 55 | 7 | 14 | 76 | 46.389 |
| | No | 7 | 16 | 25 | 48 | |
| | Sometimes | 29 | 13 | 34 | 76 | |
| Total | | 91 | 36 | 73 | 200 | |

The value of Chi-square of the analysis for Preference of online cabs over personal vehicle and whether Hiring cab is cheaper than personal vehicle is 46.389 and the p value is 0.000 which is less than 0.05 so there is significant difference between the two variables.

TABLE-9

| Preference of online cabs over personal vehicle * Extent of Satisfaction of online cab services | | Extent of Satisfaction of online cab services | | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|---|---|
| | | Very Satisfied | Satisfied | Neutral | Dissatisfied | Very Dissatisfied | | |
| Preference of online cabs over personal vehicle | Yes | 45 | 27 | 3 | 1 | 0 | 76 | 77.059 |
| | No | 3 | 15 | 18 | 11 | 1 | 48 | |
| | Sometimes | 14 | 37 | 17 | 5 | 3 | 76 | |
| Total | | 62 | 79 | 38 | 17 | 4 | 200 | |

The value of Chi-square of the analysis for Preference of online cabs over personal vehicle and Extent of Satisfaction of online cab services is 77.059 and p value is 000 which is less than 0.05. Hence, there is significant difference between the two variables.

TABLE-10

| Extent of satisfaction of online cab services * Reasons for not using online cab services | Reasons for not using online cab services | | | | | Total | Chi-Square Value |
|---|---|---|---|---|---|---|---|
| | Price | Discomfort | Bad past experience | Time duration | Other | | |

| Extent of satisfaction of online cab services | Very satisfied | 16 | 12 | 6 | 21 | 7 | 62 | 27.277 |
|---|---|---|---|---|---|---|---|---|
| | Satisfied | 31 | 18 | 7 | 20 | 3 | 79 | |
| | Neutral | 8 | 7 | 9 | 11 | 3 | 38 | |
| | Dissatisfied | 2 | 6 | 2 | 7 | 0 | 17 | |
| | Very Dissatisfied | 0 | 3 | 1 | 0 | 0 | 4 | |
| Total | | 57 | 46 | 25 | 59 | 13 | 200 | |

The value of Chi-square of the analysis for Extent of satisfaction of online cab services and Reasons for not using online cab services is 27.277 and the p value is 0.039 which is less than 0.05 so there is significant difference between the two variables.

## FINDINGS

1. The pie charts, graphs and the analysis show that there were 200 respondents out of which 70 were male and 130 were female. The maximum age group recorded was 23-27 years. And majority of the respondents were students.
2. In the study, majority of the respondents have a personal vehicle in their homes. And majority of the respondents use online cab services frequently. And the major reason for using these cab services as told by the respondents is for the personal trips.
3. 38% of the respondents use Uber and Ola over their personal vehicle whereas 24% don't.
4. 40% of the respondents are satisfied with their online cab experience.
5. Time duration and Price are the two main reasons why respondents don't prefer online cab services.
6. Majority of the respondents have experienced a hefty surcharge on peak hours of travel and the majority of the respondents are not willing to pay that surcharge.
7. Majority of the respondents have never experienced a cab being unavailable at certain location.
8. 46% of the respondents feel that hiring an Uber or an Ola is cheaper than owning and maintaining a personal vehicle.
9. Majority of the respondents feel that these cab services are affordable and the majority feels that the main reason for not using cab services is Non-availability of parking.
10. Crosstabulation and Chi-Square Analysis test were conducted to find out the results for the study of impact of Uber and Ola on Automobiles.
11. Respondents who own personal vehicle have a higher usage of cab services as compares to those who don't.
12. Respondents who own a personal vehicle majorly use online cabs for personal trips where as respondents who don't own a personal vehicle majorly use cabs for travelling to work.

13. Respondents who own personal vehicles, prefer online cabs over personal vehicles Sometimes, whereas respondents who don't own do prefer online cabs over personal vehicles.
14. Respondents who own personal vehicles majorly feel that hiring cabs is cheaper than maintain a personal vehicle as compared to those respondents who don't own.
15. Majority of Respondents who own a personal vehicle feel that non-availability of parking is a major reason for using cab services as compared to those who don't.
16. Respondents who use cabs everyday feel its very affordable where as respondents who frequently use cab services feel otherwise.
17. Respondents who use cab services for School/College or Work highly feel that hiring an Uber Ola is cheaper than owning and maintaining a personal vehicle whereas majority of the respondents who use Personal trips or for Airport/Railway station have never thought about it.
18. Majority of the respondents who prefer online cabs over personal vehicle feel that hiring cabs is cheaper than owning and maintain a personal vehicle whereas most of those who don't prefer online cabs over personal vehicles have never thought about it.
19. Respondents who prefer online cabs over personal vehicles have a higher level of satisfaction in comparison to those who don't prefer of those who prefer online cabs sometimes.
20. Majority of the respondents who are very satisfied with their cab experience have time duration as the major reason for not using cab services.

## CONCLUSION

- The market for Ola and Uber Cabs depends on the customer preference, customer satisfaction.

- The factors like convenient, brand, low cost, quick and safe, easy to book and timely pick and drop facility etc. which influence the customer decision to opt for these cabs.

- To conclude, Ola and Uber cabs have positioned its brand and has created a good brand image in the minds of customers.

- The finding depicts a replica of the consumer's mindset and level of satisfaction towards the cab services in comparison to their personal vehicle.

- As Data was collected only from National Capital Region so the result represents only small part of population.

## REFERENCES

http://www.ijamtes.org/gallery/191.aug%20ijmte%20%20-%20917.pdf

http://ijraset.com/fileserve.php?FID=21723

https://www.researchgate.net/publication/329504341_A_Study_on_Consumer_Perception_of_Ola_and_Uber_Taxi_Services

https://www.researchgate.net/publication/323394139_Success_Story_of_a_Start-up_--_A_Case_Study_of_OLA_Cabs

https://www.ijarnd.com/manuscripts/v3i10/V3I10-1149.pdf

https://ijm.mercglobal.org/uploads/1/5/0/3/15039924/abstractm300.pdf

https://acadpubl.eu/hub/2018-119-12/articles/6/1391.pdf

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3358304

https://www.ijmra.us/project%20doc/2018/IJMT_JUNE2018/IJMRA-13996.pdf

http://www.pbr.co.in/2017/2017_month/March/11.pdf