

Department Of Management Science And Research

G. S. College Of Commerce & Economics, Nagpur

NAAC Accredited "A" Grade Institution



Academic Year 2018-19

Project

On

**"DIGITAL MARKETING STRATEGIES OF OLA IN
COMPARISON WITH UBER",**

Submitted to

**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

In partial fulfilment for the award of the degree of

Master of Business Administration

Submitted by

Dimple Dumbre

Under the Guidance of

Dr. Satish Shrivastav

Department Of Management Science And Research

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CERTIFICATE

This is to certify that "**DIMPLE DUMBE**" has submitted the project report titled "**(DIGITAL MARKETING STRATEGIES OF OLA IN COMPARISON WITH UBER)**", towards partial fulfilment of **MASTEROF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he ingeniously completed her project as prescribed by Rashtrasant Tukdoji Maharaj Nagpur University, Nagpur.

A handwritten signature in blue ink, appearing to read 'S. Satish'.

Dr. Satish Shrivastav

(Project Guide)

A handwritten signature in black ink, appearing to read 'Ashwini'.

Dr. Ashwini Purohit

(Director)

Place: *Nagpur*

Date: *20/03/2019*

Department Of Management Science And Research
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Academic Year 2018-19

DECLARATION

I here-by declare that the project titled "**DIGITAL MARKETING STRATEGIES OF OLA IN COMPARISION WITH UBER**", has been completed by me in partial fulfilment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Dumbe

Student name & Signature

(Dimple Dumbe)

Place: Nagpur

Date: 20/03/2019

Department Of Management Science And Research
G. S. College Of Commerce & Economics, Nagpur

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ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Ashwini Purohit, Director of DMSR G.S College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide Dr. Satish Shrivastav for his guideline throughout the project. I render my sincere regards to him for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will pass in my duty if I do thank the Non-Teaching staff of the college for their co-operation.

I would like to thank all those who helped me in making the project complete and successful.

Dimple

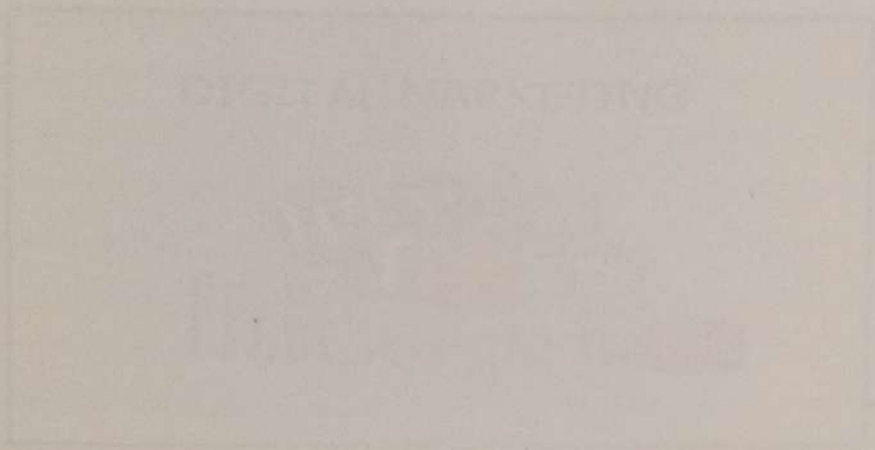
Student Name & Signature

(Dimple Dumbre)

Place: Nagpur
Date: 20/03/2019

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INTRODUCTION

DIGITAL MARKETING



DIGITAL MARKETING

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

Marketing has always been about connecting with audience in the right place and at the right time. Today, that means companies need to meet customers where they are already spending time that is on the internet.

The main objective is to reach consumers through digital media and to promote brands through various forms of digital media. Most experts believe that 'digital' is not just yet another channel for marketing. It requires a new approach to marketing and a new understanding of customer behaviour. For example, it requires companies to analyse and quantify the value of downloads of apps on mobile devices, tweets on Twitter, likes on Facebook and so on.

Digital marketing includes search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign

marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books.

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support through 24*7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Digital marketing includes following channels: -



❖ **Search Engine Optimization (SEO):**

Search engine optimization (SEO) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers.

The channels that benefit from SEO include:

- Websites.
- Blogs.
- Info graphics

❖ **Search Engine Marketing (SEM):**

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

❖ **Content Marketing:**

This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

- Blog posts.
- EBooks and whitepapers.
- Info graphics.
- Online brochures and lookbooks

❖ **Social Media Marketing:**

Social media marketing is the use of social media platforms and websites to promote a product or service. This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels you can use in social media marketing include:

- Facebook.
- Twitter.
- LinkedIn.
- Instagram.
- Snapchat.
- Pinterest.
- Google+

❖ **Pay-Per-Click (PPC):**

PPC is a method of driving traffic to your website by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google AdWords, which allows you to pay for top slots on Google's search engine results pages at a price "per click" of the links you place. Other channels where you can use PPC include:

- Paid ads on Facebook.
- Promoted Tweets on Twitter.
- Sponsored Messages on LinkedIn

❖ **Affiliate Marketing:**

This is a type of performance-based advertising where you receive commission for promoting someone else's products or services on your website. Affiliate marketing channels include:

- Hosting video ads through the YouTube Partner Program.
- Posting affiliate links from your social media accounts.

❖ **Native Advertising:**

Native advertising refers to advertisements that are primarily content-led and featured on a platform alongside other, non-paid content. BuzzFeed-sponsored posts are a good example, but many people also consider social media advertising to be "native" -- Facebook advertising and Instagram advertising, for example.

❖ **Marketing Automation:**

Marketing automation refers to the software that serves to automate your basic marketing operations. Many marketing departments can automate repetitive tasks they would otherwise do manually, such as:

- Email newsletters.
- Social media post scheduling.
- Contact list updating.
- Lead-nurturing workflows.
- Campaign tracking and reporting.

❖ **Email Marketing:**

Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts and events, as well as to direct people toward the business's website. The types of emails you might send in an email marketing campaign include:

- Blog subscription newsletters.
- Follow-up emails to website visitors who downloaded something.

- Customer welcome emails.
- Holiday promotions to loyalty program members.
- Tips or similar series emails for customer nurturing.

❖ **Online PR:**

Online PR is the practice of securing earned online coverage with digital publications, blogs, and other content-based websites. It's much like traditional PR, but in the online space. The channels you can use to maximize your PR efforts include:

- Reporter outreach via social media.
- Engaging online reviews of your company.
- Engaging comments on your personal website or blog.

❖ **Inbound Marketing:**

Inbound marketing refers to the "full-funnel" approach to attracting, engaging, and delighting customers using online content. You can use every digital marketing tactic listed above throughout an inbound marketing strategy.

COMPANY PROFILE

OLA CABS



Ola Cabs (stylised as OLA), is an Indian origin online transportation network company developed by ANI Technologies Pvt. Ltd. As of December 2018, Ola was valued at about \$5.7 billion.

Ola Cabs was founded on 3 December 2010 as an online cab aggregator in Mumbai, and is now based in Bangalore. As of 2018, the company has expanded to a network of more than 10,00,000 vehicles across 169 cities. In November 2014, Ola diversified to incorporate auto rickshaws on a trial basis in Bangalore. After the trial phase, Ola Auto expanded to other cities like Delhi, Pune, Chennai, Hyderabad and Kolkata starting in December 2014.

In January 2018, Ola extended into its first overseas market, Australia, and in New Zealand in September 2018. It also has presence in UK.

HISTORY: -

In March 2014, Ola Cabs acquired Bengaluru based taxi service Taxi For Sure for approximately ₹1,394 crore (US\$200 million). From 25 June 2015, Ola users gained access to TFS cabs via the Ola mobile application. In November 2015, Ola acquired Geotagg, a trip-planning applications company, for an undisclosed sum.

In December 2017, Ola acquired Foodpanda's business in India. In April 2018, Ola made its second acquisition with Ridlr (formerly Traffline), a public transport ticketing app.

In August 2018 Ola financed Series a funding of the scooter rent start-upVogo, and in December, Ola invested another \$100 million.

PRODUCTS AND SERVICES:

1. Ola Prime (Prime Sedan, Prime Play & Prime Sub)
2. Ola Mini
3. Ola micro
4. Ola Share and Ola Share Express
5. Ola Rentals
6. Ola shuttle
7. Ola outstations
8. Yellow taxi

SERVICES: -

Ola offers different levels of service, ranging from economic to luxury travel. The cabs are reserved through a mobile app and also through their website and the service accepts both cash and cashless payments with Ola money. It claims to clock an average of more than 1,500,000 bookings per day and commands 60% of the market share in India.

FOUNDERS:

BhavishAggarwal: BhavishAggarwal is an IIT-Bombay alumni and has worked with Microsoft Research two years. At Microsoft, Bhavish published 3 papers and filed 2 patents in international journals. He is also working as the CEO of the company. Fun fact about Bhavish is that he doesn't own a car and vows that he never will.



Ankit Bhati: Ankit Bhati is also an IIT Bombay alumni in fact Bhavish and Ankit are batchmates. At Ola Ankit leads product, engineering, and data sciences, ensuring a strong back-end system that powers the experience of riders and driver partners alike.



STORY BEHIND OLA:

The founder and CEO of Ola once took a car rental from Bangalore to Bandipur. The driver stopped his car in the middle and demanded extra money from Bhavish from what they settled earlier. After refusing the driver abandoned him at the middle of the road on the way. This is when Bhavish realised the need of quality cab service in India and joined hand with his batchmate Ankit Bhati to start cab ola.

STRATEGY ADOPTED BY OLA:

Ola Cabs is today among the fastest growing businesses in India and all this happened over a short period of time because of the right marketing and operational strategies adopted by the company.

Ola's initial offline CHALO NIKLO brand campaign did not get the desired results of increasing brand awareness. In October 2014, it chose to shift to online 'Marketing on Facebook' campaign to meet its specific business goals. Ola being an app-driven company, it made sense for the company to user into Facebook network to meet its objectives such as increasing brand awareness as part of its CHALO NIKLO brand campaign on a wide scale in terms of targeting the right audience, increasing sales, boosting online searches and eventually increasing its customer base. Through the 'Marketing on Facebook' platform, the company took advantage of Facebook's wide range of ad formats and customer targeting, both powerful tools of promoting brand and apps.

AD CAMPAIGNS ON FACEBOOK:

Ola started its campaign by running multiple Facebook "reach blocks", which allow advertisers to reach all of a specified demographic on a given day. This included highly targeted video ads and photo ads also featuring content from its initial campaign CHALO NIKLO. It encouraged people to download Ola's mobile app. Ola also directed people to its website with link ads in the News Feed and right column, and ran mobile app ads to drive people directly to its mobile app.

Primarily, Ola targeted people who were working professionals aged between 21 to 40. Further segregated target people on demographic and gender basis. In addition for generating quick outcome the company targeted consumers on location basis, particularly leading Indian cities.

In January-March 2014, the monthly active users (MAU) on Facebook were 100 million; by January-March 2015, this figure jumped to 125 million. Out of this, 114 million were mobile MAUs. Facebook undoubtedly offered Ola a captive audience in terms of number of mobile users who could be used to promote their app. From when they started in 2010, the sales have doubled month on month and the graph is a super upward trend and surprisingly during the year 2014, the revenues grew more than 10 times over past year. They aim to cross the coveted \$ 1 billion gross revenue by next quarter by clocking at least 5 lakh trips every day.

UBER CABS



Uber is a transportation network company (TNC) headquartered in San Francisco, California. Uber offers services including peer-to-peer ridesharing, taxi cab hailing, food delivery, and a bicycle-sharing system. The company has operations in 785 metropolitan areas worldwide. Its platforms can be accessed via its websites and mobile apps. Uber has been so prominent in the sharing economy that the changes in industries as a result of it have been referred to as Uberisation and many start-ups have described their products as "Uber for X".

The name "Uber" is a reference to the common (and somewhat colloquial) word uber, meaning "topmost" or "super", and having its origins in the German word uber, cognate with over, meaning "above".

Uber is estimated to have 100 million worldwide users and a 69% market share in the United States.

Uber is a gold member of the Linux Foundation and has a five star privacy rating from the Electronic Frontier Foundation.

On Jan. 30, UberBOAT was launched in Mumbai for short trips from the Gateway of India jetty to Alibaug and other islands around—its first major announcement in India in months. And in June 2018, Uber launched a pared-down version of its app, Uber Lite, in the country that struggles with poor internet speeds.

HISTORY OF UBER:

Uber was first founded in 2009 by Garrett Camp and Travis Kalanick under the name UberCab. At the time, Camp had recently spent \$800 hiring a private car to transport. Camp reasoned that allowing multiple people to share the cost of the service would drive it down, and UberCab was born.

In 2010, a man named Ryan Graves responded to a tweet sent out by Travis Kalanick and became the first UberCab employee. He was made a general manager and was given between 5-10% of the company. Not long after, he was named the company's CEO.

In 2011, the company's name was shortened to Uber, and in 2012, Uber rolled out UberX – a service which allowed people to work for Uber driving their own car. Since then, Uber has been on the cutting edge of a number of transportation services and technologies, from self-driving cars, to a carpooling service, and even a helicopter service. Today, Uber operates in 300 cities across 6 continents, and in 2016 Uber grossed \$20 billion.

PRODUCT AND SERVICES

UberX

UberBlack

UberXL

UberPlus

UberSUV

UberSelect

UberEats

STRATEGY ADOPTED BY OLA:

Uber uses different social media for targeting its customers, which are as follows:

Facebook:

Uber's first stop is Facebook where it has more than 8 million followers. Even Ford has less than 8 million followers in its main Facebook account. Uber's Facebook account is more of a broadcasting account to inform customers of all the latest deals and offers.

Twitter:

Uber has not stopped at Facebook in its customer connection formula. Its customer connection has grown deeper with Twitter. It has 698K followers on twitter. There are a few really great things about Twitter.

Instagram:

An Instagram account is also a must for the marketers trying to deepen their reach. Uber's beautiful showcase on Instagram has 433K followers. Sometimes stories are better told in pictures.

Youtube:

Uber's Youtube account has an appreciable number of followers. As 2017 begins, there are more than 88,500 followers of the brand on YouTube. It has posted 989 videos till date which have gathered more than 40 million views.

Apart from these channels, Uber has also utilized the other channels like Pinterest to broaden its base of followers.

OLA VS UBER: The latest score in the great Indian taxi-app game.

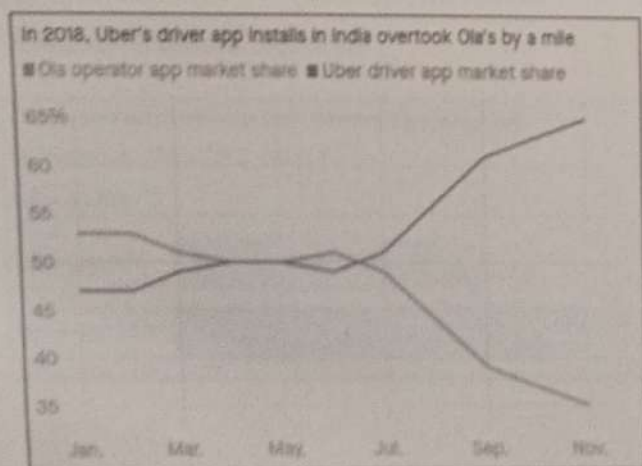
Six years into their fierce rivalry in India, call-taxi majors Ola and Uber are still trying out various routes to seek dominance in the \$10 billion market.

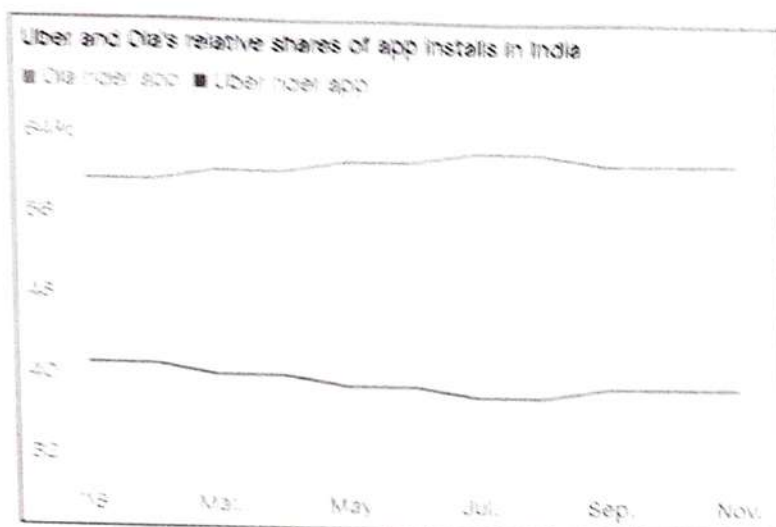
When Uber entered India in 2013, Ola already had a three-year head start. And over the years, Uber has faced a slew of adversities from sexual assault allegations against drivers to home-grown start-ups playing the nationalism card, calling for protectionist laws.

However, it has played catch up successfully.

As per the latest data, Uber is a clear winner among Indian drivers. The numbers of Uber's driver app installs are way higher than Ola now, which could prove to be a massive advantage for the US firm in the long run.

"The taxi industry is all about availability. If more drivers go to Uber than to Ola, it shows you drivers trust Uber more, and Ola should worry about that," said Aman Kumar, chief business officer at market research firm Kalagato.

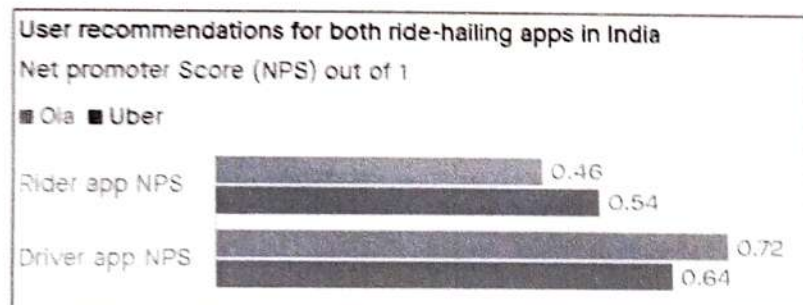




Share of customers who installed Uber, Ola apps (Sept- Nov 2018)



While Ola is making big headlines with its global expansion and acquisitions, Uber has been firming up its technological backbone, experts said.



The \$4.3 billion Ola operates in nearly 125 Indian cities, offering cabs, auto rickshaws, and even two-wheelers. And that is one metric that puts it far ahead of Uber, whose services are available only in just 36 cities. That explains the wide gap between the shares of Indian smartphone holders using the two apps.

OBJECTIVE OF STUDY

- The basic objective of the project is to know the impact and effectiveness of the digital marketing on the business of OLA and UBER cabs.
- To study various digital media and its effectiveness in cab business.
- To know the digital marketing strategies uses by the company.

SCOPE OF STUDY

The scope of given study is, it will help in systematic problem analysis related to digital marketing and fact finding for the purpose of effective digital marketing of online cabs.

The study is purely based on the survey conducted in Nagpur city and has focused on customer who use online cabs. The study covers the information of the effectiveness of the digital marketing on the business of Ola and Uber cabs.

The study will help in formulating the new strategies for the promotion and advertisement through digital media. Digital media plays an important role in choosing the product and services by the customers. It also helps to know that at what extent digital media helps in the growth of online cab companies.

LIMITATION

- Sample unit selected for survey is limited.
- The study is restricted to the Nagpur city only, so the finding may not be applicable to other geographical area.
- There is limited period of time and money for the study of the project.
- The information collected by the survey is limited and most of the data is collected from the internet.

REVIEW OF LITERATURE

-Brand Awareness and Customers Satisfaction towards OLA Cabs in Bengaluru North and South Region"

Prof. Manjunath G Principal, VasaviVidyapeetham Trust, VVN Evening College, 3, Vani Vilas Road, Visveswarapuram, Bengaluru

This research paper is an attempt to explore the brand awareness and customer satisfaction towards Ola Cabs in Bengaluru region (South and North regions). The market for OLA Cabs depends on the customer preference, creating awareness and customer satisfaction. In addition to this, brand positioning and customer satisfaction will take place when personal transportation services (Cab services) differentiate in terms of financial feasibility, time management, easy accessibility and other services. To conclude, OLA cabs has positioned its brand and has created a good brand image in the minds of customers concerned to personal transportation services compare to Uber and Meru cabs throughout Bengaluru

"A comparative study of Ola and Uber cabs customers in Mumbai"

Dr. Rupali Rajesh SahebaChincholkar, Faculty Of Management, Vivekanand Education Society's Institute Of Management Studies And Research Mumbai, India

Organized rental cab was introduced in Indian market in 2004 with Meru cab service and soon became popular among consumers on metropolitan cities but actual revolution came in 2010 when app based services started its operation, followed by Uber in 2013. Soon market became competitive and consumers became more demanding. This study is focused on identify the difference between Ola and Uber customers. After data collection, statistical analysis showed that female prefer Uber service over Ola but while it comes to safety consumer feel more safe with Ola than Uber. Result of this study may help the taxi service industry to design their future marketing strategies.

"OLA VS UBER: The Battle of Dominance"

Dr. RuchiShukla , Dr. Ashish Chandra &Ms.Himanshi Jain

India's major attractiveness lies in its market size and increased purchasing power resulting in uplifting lifestyles. On the other hand Indian consumers are smart, very demanding and highly price-sensitive with no brand loyalty; managing such market is not an easy task. Companies need to constantly be on their toes and keep designing new packages and offers to

allure the customers for long which at times result in a lot of cash burn. Therefore, it would not be that easy for both the companies Ola and Uber to operate in such an environment. They have to optimize their costs at all levels; need to be more customer-centric & target oriented; highly innovative; resistant to pressure from the regulatory authorities and above all keep delighting their customers as „customer is the king.

Taxi Drivers and Taxidars: A Case Study of Uber and Ola in Delhi

RinaKashyap and Anjali Bhatiya

This article examines the role of the sharing economy in India's development through the examples of aggregated taxis such as Uber and Ola in Delhi. Based on a general survey of Uber and Ola drivers and users in Delhi, we argue that Uber and Ola do not measure up to their expected potential in the development of India's economy on the parameters of ecological sustainability, employment through renting out assets and reduction in the need to own assets. Yet, Uber and Ola are notable for the creation of viable employment opportunities for drivers, and their many benefits for urban middle class users. Unique to the Uber and Ola phenomenon in India is the interception of driver opportunities by taxidars (taxi-owners). This tweaked Uber model for the Indian market allows the middle class individual—the police official, bureaucrat, property dealer, transporter or a professional—an entry into the aggregated taxi market.

Comparative Study of Service Quality of Uber and Ola

VanishreeSah* (Associate Professor, Humanities and Sciences Department, CVR College of Engineering, Ibrahimpattam, India) *Corresponding author's Email

The study was undertaken for customers of Uber and Ola in India to assess the Service quality of Uber and Ola from the customer's perspective. The study also aimed to identify differences between expectations and perceptions of customers from service quality dimensions and compares differences between Uber and Ola. The results demonstrated that there was a gap between expectations and perceptions of customers from dimensions of service quality of Uber and Ola. The gap was even more in case of Ola when compared to Uber with respect to almost all the dimensions of service quality.

RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Hypothesis:

H0: -OLA digital marketing strategies are better than UBER

H1: -UBER digital marketing strategies are better than OLA

Research design:

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem research. Here, the descriptive research design method is used as the study is based on survey

Sampling unit:

In this study the sampling unit used is the existing customer base who uses online cab

Sample size:

Sample size for the study will be 50 respondents

Sampling Procedure:

Simple Random sampling method is used in this study

DATA COLLECTION

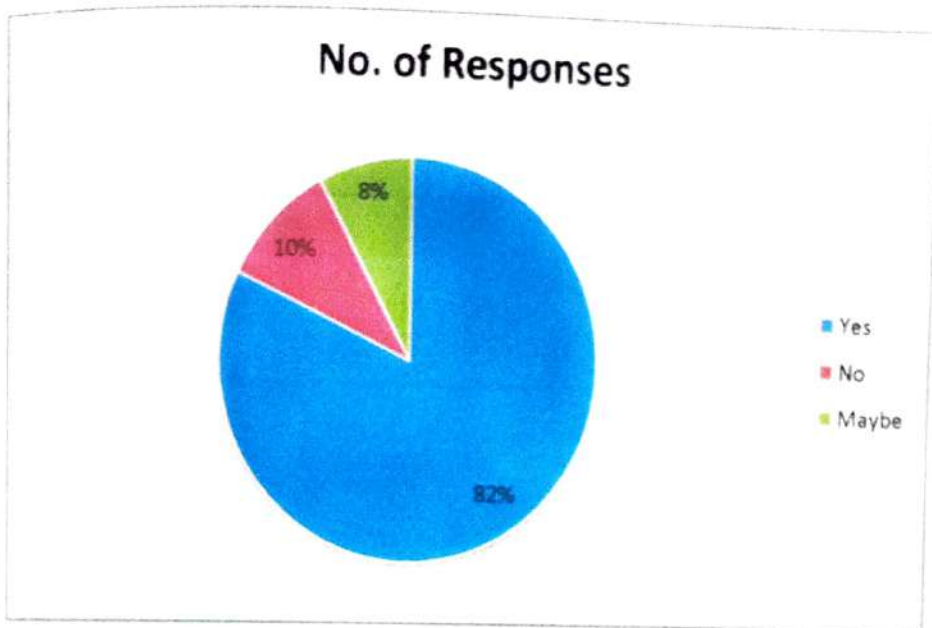
Sources of data:

The sources of data collection are both primary and secondary.

- **Primary data:** Primary data consist of original data collected by survey by filling questionnaire.
- **Secondary data:** Secondary data is collected from the social sites, magazines, newspapers, books, various websites, previously carried out survey and the company website.

ANALYSIS & INTERPRETATION OF DATA

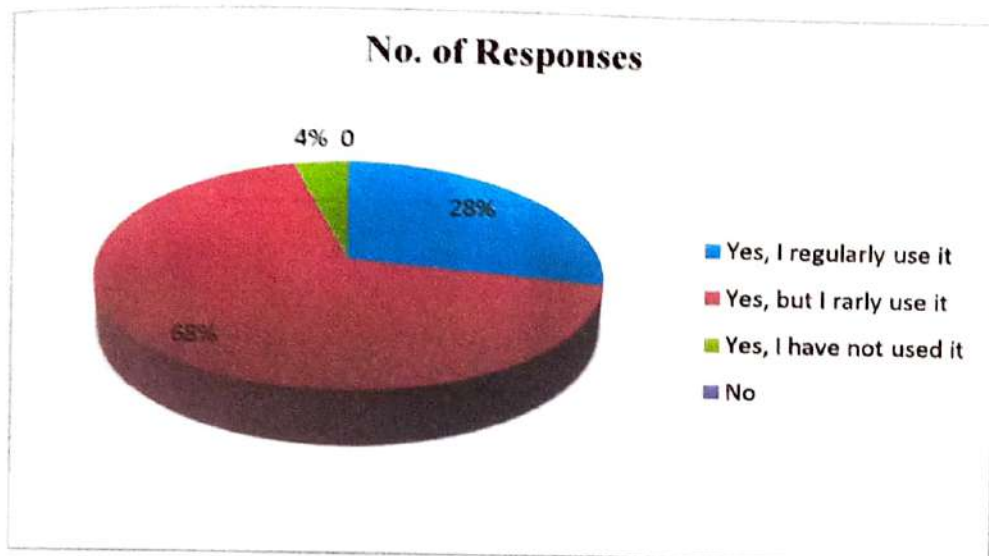
Q1. Have you ever ridden in online cab as a customer?



Interpretation:

According to survey it is interpreted that 82% respondent has ridden in online cab, 10% respondent has not ridden in online cab and remaining 8% respondents are not sure.

Q 2. Do you have online cab application on your phone?

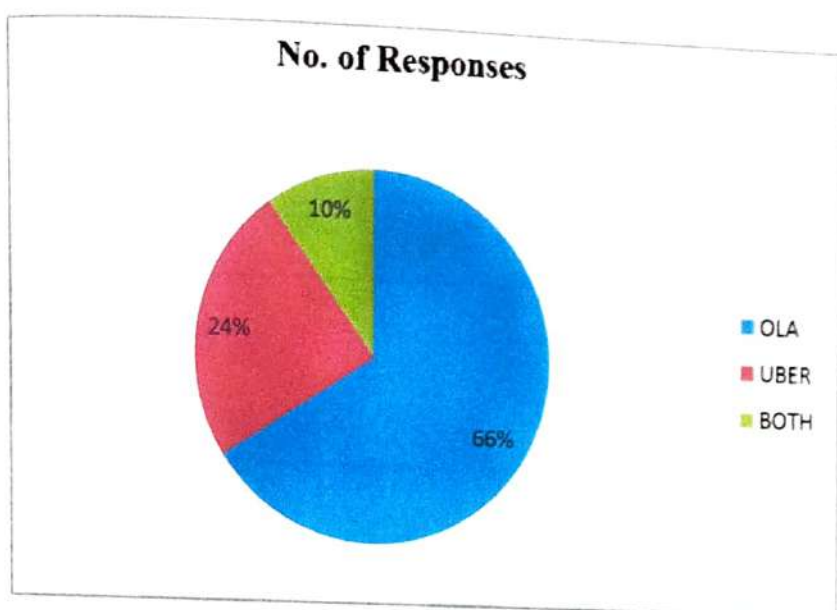


Interpretation:

From above chart it is interpreted that 68% respondent are having online cab application in their mobile phone and they regularly use it. Whereas, 28% respondent rarely use it and 4% respondent are having application in their mobile phone but they have not used it.

Q 3. If yes, which online cab application you have on your phone.

OLA	33
UBER	12
BOTH	5

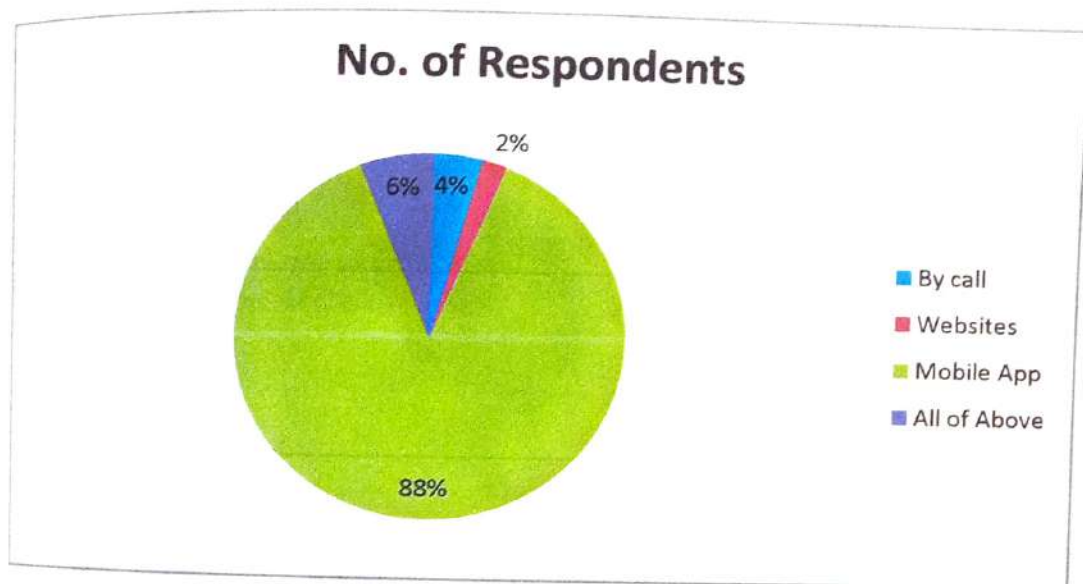


Interpretation:

From total respondents, 66% are having Ola cab application, 24% are having Uber cab application and remaining 10% are having both the applications in their mobile phone.

Q 4. How do you normally book cab?

By call	2
Websites	1
Mobile App	44
All Of above	3

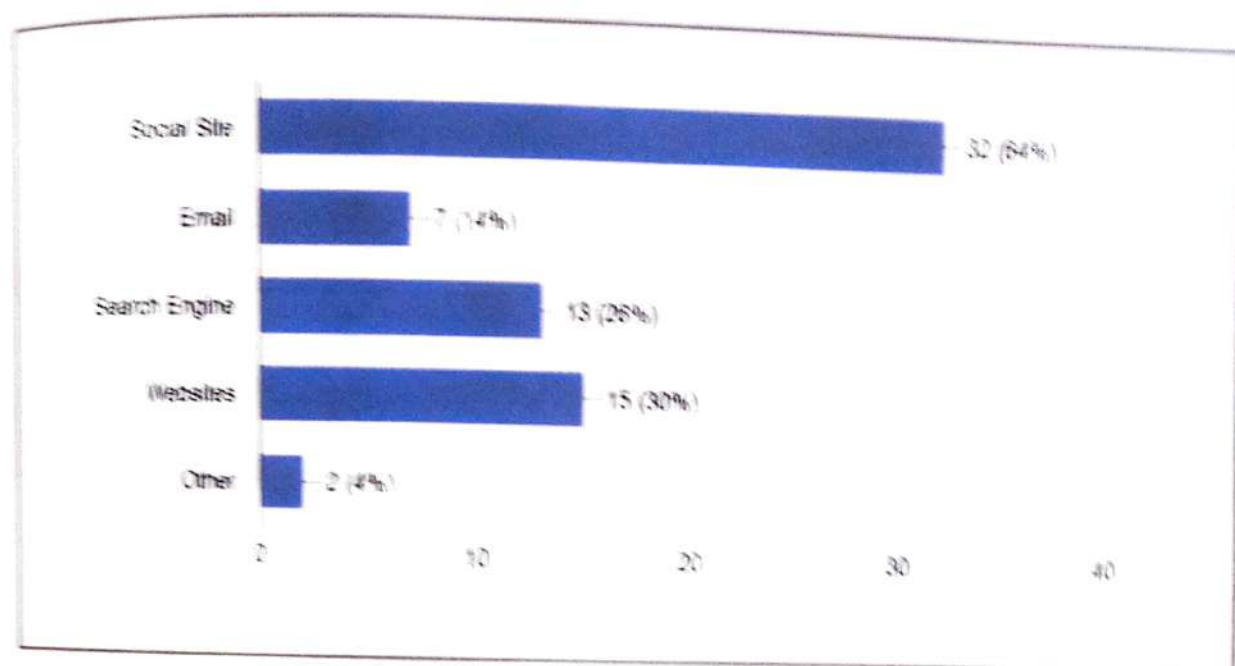


Interpretation:

From the above data, it is interpreted that most of the respondent's book cab by mobile application.

Q5. Which one do you think is most effective digital media site for getting information and updates about cabs?

No. of Responses



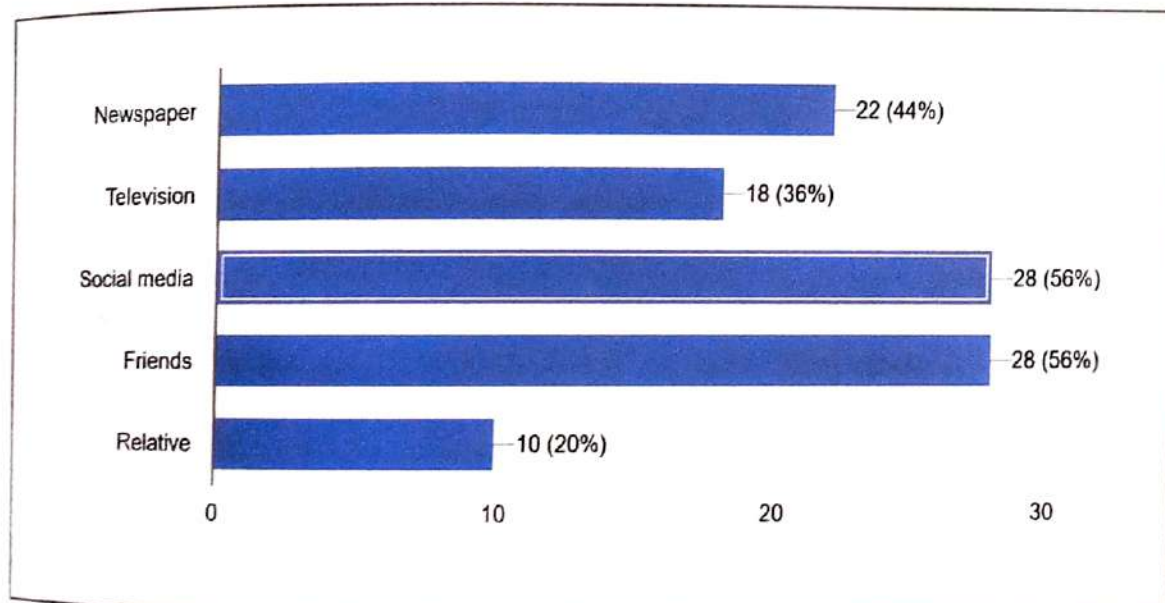
Interpretation:

According to data collected from the survey, it is interpreted that most of the respondents think that social media is the most effective way of getting information and updates about the online cabs. 13 respondents says that search engine is effective and 15 respondents says that websites and the remaining says Email are best way of getting information and updates.

Q 6. How do you know about Ola cabs?

Newspaper	22
Television	18
Social media	28
Friends	28
Relative	10

No. of Responses

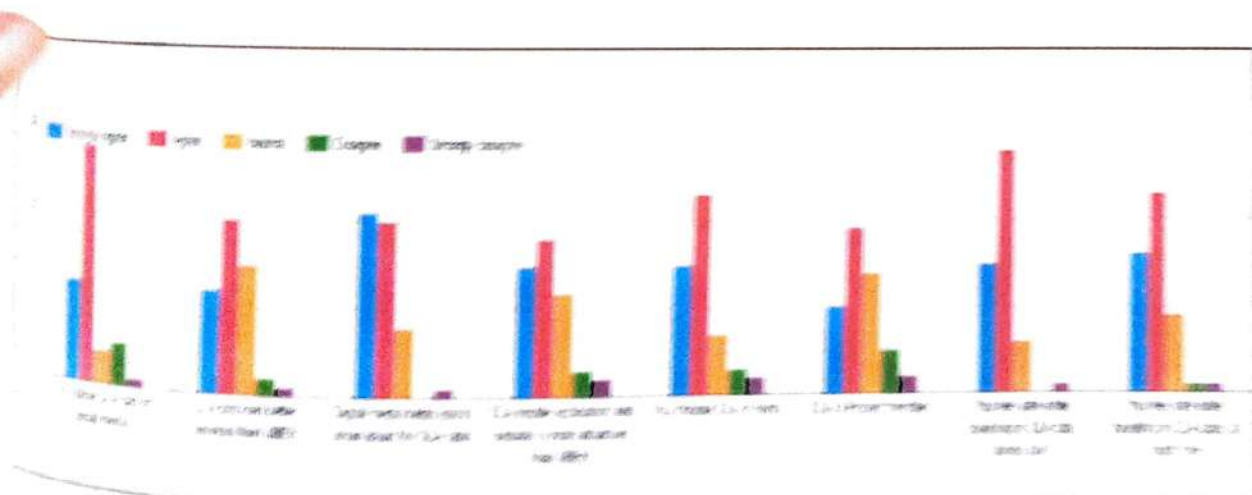


Interpretation:

From the above chart it is interpreted that 56% respondents know about ola cab from social media and their friends and the remaining respondents says that newspaper, television and their relatives helps them to know about ola cab.

Q 7. For each statement please tell me if you strongly agree, agree, neutral, disagree, & strongly disagree.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
You follow OLA cab on social media	12	28	4	5	0
OLA provides better services than UBER	12	20	15	2	0
Digital media helps you to know about the OLA cabs	21	20	8	1	0
OLA mobile application and website is more attractive than UBER	15	18	12	5	0
You choose OLA in hurry	15	25	7	5	0
OLA is Pocket friendlier	10	19	14	5	0
You feel safe while travelling in OLA cab, during day?	15	28	6	1	0
You feel safe while travelling in OLA cabs, at night time	16	25	9	1	0



CONCLUSION & SUGGESTION

Conclusion

- ❖ The study reveals that digital media marketing is the great way to attract the customers. It helps Ola and Uber to expand its cab business.
- ❖ There are various digital media marketing channels are available which helps both companies in different ways.
- ❖ Social media is more effective than other channels as Facebook helps Ola cabs to leverage its business.
- ❖ Cost is high but the services are good as compared to other cab services.
- ❖ Customers feel safe when riding in day as well as at night.
- ❖ Customers find Ola more convenient than other cab.

Hence, it is concluded from the study that null hypothesis will be accepted.

Suggestion

- ❖ Nagpur region needs more attention by the Ola Company.
- ❖ Proper customer satisfaction related to the cost and fares of rides should be provided as the fares are too high compared to other public transport.
- ❖ Ola has to focus more on its website and mobile application as many respondents find it less attractive.

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ANNEXURES

Digital Marketing strategies of OLA in Comparison with Uber

Name:

Age:

- ☐ 15-25
- ☐ 25-35
- ☐ 35 & above

Occupation:

- ☐ Student
- ☐ Professional
- ☐ Salaried
- ☐ Self-employed
- ☐ Other

1. Have you ever ridden in online cab as a customer? (If not, you do not qualify to participate in this survey).
 - ☐ Yes
 - ☐ No
 - ☐ May be
2. Do you have online cab application on your phone?
 - ☐ Yes, I regularly use it
 - ☐ Yes, but I rarely use it
 - ☐ Yes, I have not used it
 - ☐ No
3. If yes, which online cab application you have on your phone?
 - ☐ Ola
 - ☐ Uber
 - ☐ Other
4. How do you normally book cab?
 - ☐ By call

- ☐ Websites
- ☐ Mobile App

5. Which one do you think is most effective digital media site for getting information and updates about cabs?

- ☐ Social Site
- ☐ Email
- ☐ Search engine
- ☐ Websites
- ☐ Other

6. How do you know about the OLA cabs?

- ☐ Newspaper
- ☐ Television
- ☐ Social media
- ☐ Friends
- ☐ Relatives
- ☐ Other

7. For each statement please tell me if you strongly agree, agree, neutral, disagree & strongly disagree.

Statement

- ☐ You follow OLA cab on social media
- ☐ OLA provides better services than UBER
- ☐ Digital media helps you to know about the OLA cabs
- ☐ OLA mobile application and website is more attractive than UBER
- ☐ You choose OLA in hurry
- ☐ OLA is Pocket friendlier.
- ☐ You feel safe while travelling in OLA cab, during day?
- ☐ You feel safe while travelling in OLA cabs, at night time

8. How much overall rating you will give to OLA cab?

- 1(poor) ● 2 ● 3 ● 4 ● 5(Excellent)