

A Project Report on
**“A Comparative Study of Consumer Preferences Towards
Ola and Uber Cab Services in Nagpur City”**

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Yashkumar Tarun Bhojwani

Under the Guidance of
Prof. Shubhangi Jepulkar

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution



Academic Year 2023-24



Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Yashkumar Tarun Bhojwani** has submitted the project report titled, "**A Comparative Study of Consumer Preferences Towards Ola and Uber Cab Services In Nagpur City**", under the guidance of **Guide name** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Prof. Shubhangi Jepulkar

(Project Guide)

Dr. Madhuri V. Purohit

(MBA Coordinator)

Place: Nagpur

Date:



Academic Year 2023-24

DECLARATION

I, **Yashkumar Tarun Bhojwani** here-by declare that the project with title “**A Comparative Study Of Consumer Preferences Towards Ola and Uber Cab Services in Nagpur City**” has been completed by me under the guidance of **Prof. Shubhangi Jepulkar** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Yashkumar Bhojwani

Place: Nagpur

Date:



Academic Year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Prof. Shubhnagi Jepulkar** for her guidance throughout the project.

I would like to thank **Dr. Mahesh Chopde** for his constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Yashkumar Bhojwani

Place: Nagpur

Date:

INDEX

| Chapter No. | Name of Chapter | Page No. |
|--------------------|---|-----------------|
| I | Introduction | 1 |
| II | Company Profile | 9 |
| III | Literature Review | 18 |
| IV | Research Methodology <ul style="list-style-type: none">▪ Problem Statement▪ Need of the Study▪ Objectives of Study▪ Hypotheses of Study▪ Limitations of Study | 23 |
| V | Data Analysis & Interpretation | 29 |
| VI | Findings & Suggestions | 42 |
| VII | Conclusion | 45 |
| VIII | References | 47 |
| IX | Annexure | 49 |

CHAPTER I
INTRODUCTION

INTRODUCTION

THE CAB/TAXI INDUSTRY IN INDIA

While the concept of radio taxis has existed in India for a long time, the advent of internet and advancement in the field of technology is proving to be a boon for this segment, and is playing a key role in transforming the way people travel daily.

The reason why most cab companies have begun to utilize the power of internet to maximize business reach is the rising demand for such services owing to changing lifestyle, coupled with rise in disposable income that is encouraging many to opt for such services.

The Research project on **“A comparative analysis of consumer preferences towards cabs service provider companies UBER &OLA”** is carried out to find out to the satisfaction provided to customer by the cab services OLA and UBER and the factors affecting the preference over both the cab services.

On the challenges ahead for the app-based aggregators, ICRA says considering most of the radio taxi operators as well as the cab aggregators (Ola and Uber) are currently incurring losses, current tariff levels, with an eye to increase market share, may not sustain for long. Further, driver incentives are also likely to dry up with possible pressure from investors in these firms. Hence, in near term – there are likely challenges both from drivers (due to incentive cut) and riders (due to higher tariff). Nevertheless, convenience like easy accessibility and availability will outweigh these short-term concerns over the long term.

In the past decade the transportation facilities in urban areas have undergone tremendous changes. Among various modes of transportation, the cabs have become important mode of transportation metropolitan cities and urban cities in India. The growth of organized car rental industry is continuously growing with support of technology. The customers in the present era are using mobile apps to book a cab at any time and from one place in urban areas, the pricing strategy of cab operators had been positively influencing customers book a cab instead of traditional mode of transportation like autos and local buses etc., like most of the industries the car rental industries had underwent lot of transformation with internet technology. The

customers can access book cabs at competitive prices because of tough competition among the original cab operators. Call taxis are the services in India in several cities in India. In some cities, they operate under a regular taxi permit, while in some cities; they are treated as tourist vehicle for hire. They often offer services at all times of the day. Call taxi services are not officially recognized by the water vehicles act. They are proffered as they are considered as safer as, more convenient than ordinary taxis or auto rickshaws and reliable. A call taxi is a type of vehicle for hire with a driver, used by a single passenger or small group of passengers for a non-shared ride. A call taxi conveys passenger's location by the services provider, not by the passenger, although demand and share taxis provide a hybrid taxi mode. Ola has been grown explosively over the past years. Aimed at solving the intra city commuting problems of, customers, these radio cab services have perfectly capitalized on the growing engagement with the smart phones and the need for convent to commute to different destinations at different times of the day, by offering car rides at prices lower than the fairer charges charged by auto rickshaws. Earlier cabs were mostly used for airports rides that as changes now because of the unrivalled ease of access offered by mobile apps. All the large companies including Ola and Uber get most of their business form mobile based apps.

TRANSPORTATION IN INDIA:

The transportation sector is a category of companies that provide services to move people or goods, as well as transportation infrastructure. Technically, transportation is a sub-group of the industrial sector according to the Global Industry Classification Standard (GICS). The transportation sector consists of several industries including air freight and logistics, airlines, marine, road and rail, and transportation infrastructure. These industries are further broken down into the sub-industries air freight and logistics, airlines, marine, railroads, trucking, airport services, highways and rail tracks, and marine ports and services. The performance of companies in the transportation industry is highly sensitive to fluctuations in company earnings and the price of transportation services. Main factors affecting company earnings include fuel costs, labour costs, demand for services, geopolitical events, and government regulation. Many of these factors are interconnected.

Trends in Transportation Industry

- **Health and Safety** The first and most obvious trend being an increased focus on health and safety of passengers and workforce. There needs to be better spatial planning, a revisit of travel relaxations, services and service delivery, and the adoption of automation and other technologies for ensuring a health-oriented transport system.
- **Visibility and Anti-Theft GPS** Today E-Commerce, retail, and logistic companies are getting focused on the increased visibility, thus, tracking technologies adoption and adjustment for increased traceability are among the major driving trends in the transportation industry this year. Anti-Theft GPS, for instance, is a means to receive near real-time locations for entire fleets and separate items in transit. The extra security protocols will also help avoid losses across the board.
- **Regulation Compliance** It will be more correct to say that regulatory compliance is a must rather than one of the latest trends in transportation. Commercial and public transport companies should stay up-to-date on recent requirements and regulations adopted, changed, or removed by any local, state, or federal government. Whether they are regulations regarding electronic logbooks, overtime, or safety rules, timely monitoring regulations will always be a trend.

PASSENGER TRANSPORT SYSTEM

Passenger transport in India:

As one of the world's largest countries in both landmass and population, India has a diverse passenger transport system throughout the country. Road transport and railway transport are the most prominent modes of travel, and the railway is particularly popular for long distances, with its relative cheap fares and comprehensive network. With rising economic development and household income, air transport has also become increasingly popular among middle class traveler.

Reimagining Public Transport in India:

Propelled by several global mega trends, public transport is witnessing transformational changes across the world, and India is no exception. In the past decade, India has witnessed deep penetration of metro rails, highway infrastructure, ride hailing services and many such other innovations that mark a march to modernity. India's airports have turned world class in this decade and competition is vibrant in segments driven by the private sector. Intermodal competition is picking up pace rapidly. Yet deep deficits remain in the provision of public transport services in India. The extensive-but overburdened rail system has raised major operational and safety concerns. Bus transport, mostly dominated by state owned transport corporations fails to match modern global standards. Inter-modal integration is largely non-existent. First mile and last mile connectivity challenges deprive users of a consistent experience. India's public transport needs are likely to grow rapidly as the country urban at a fast clip.

As per Census 2011 (the population of India is 1.21 billion), India is about 31 percent urban and cities contribute almost 66 percent to the Gross Domestic Product (GDP) of the country. It is expected that by 2030, 40 percent of population will call cities home and are also expected to contribute to 75 percent of the GDP. The Ministry of Housing and Urban Affairs estimates that INR 39,20,000 crore (USD 600 billion) needs to be invested during the period 2011-31 out of which 44 percent is to be allocated to urban roads and 11.5 percent to mass transit systems. High levels of investments in roads without commensurate enhancement of quality public transport leads to more personal modes being adopted. This has several negative externalities in the form of fatalities, air pollution, congestion, etc. It is estimated that in India approximately 88 million trips (7004 million by buses, approximately 1804 million by railways and 0.2305 million by air) are made on public transport daily which translates to 6-9 percent of total trips being catered to by public transport as against 30-35 percent in most countries across the world. Clearly there is a need to provide more public transport in India as it has numerous benefits. For sustainable development, a paradigm changes in terms of avoid-shift-improve needs to be adopted to transition to public transport. Changing trends in consumer preferences, increasing awareness and sensitivity towards the environment, improvements in technology, thrust towards digital payments, electric vehicles and other renewable sources of energy are expected to usher in newer models and models of transport much earlier than expected which can take public transport to the next level (international standards) in terms of quality,

sustainability, and efficiency for the end user. One of the greatest drivers of efficiency is the technology-enabled sharing economy and peer- to-peer networks that can enable real time alignment of demand and supply, thereby eliminating expensive underutilization of assets and inventory of time.

The Economic Importance of the Transport System in India:

In a country like India, which is the size of a continent, the importance of efficient, dependable, affordable, and safe transport facilities is very high. The commercial markets in India and the economic resources are dotted across the length and breadth of the nation. Below are mentioned 16 some of the important roles that the transport system plays in the economic development of India:

- **Moving Inputs and Outputs** The entire production system of India depends on the seamless movement of inputs like raw materials, machinery, fuels, etc. In a similar manner, the output from various sectors needs the transport system to bring them to the market. Thus, the transport system in India is key in raising the volume of production of different sectors of this country.
- **Mobilizes Labour** can move smoothly between different regions of the country, which helps in the expansion of industries. It also provides jobs to workers and opens gainful employment opportunities for the unemployed labours of India.
- **Enhances Specializations** Concerning production, the transport system is clearly promoting geographical specialization. By developing the market for a variety of products in distant parts of the country, transport increases the extent of the market, thereby facilitating specializations.
- **Opening Inaccessible Regions**, the vast and unexplored resources of our country (forest, mineral, agricultural wealth) lie in many remote regions. Roads and railways are making it possible to venture into these areas and tap into their potential.

OLA VS UBER

In India, consumers today, want everything at just a click away with minimal effort on their part. The consumers are getting used to of ordering each and everything through the mobile apps. Owing to the consideration of this very fact by Ola and Uber resulted in huge success for both the aggregators. Increase in the usage of smartphones on one hand and decrease in the data tariff rates with the advent of Jio on the other has led to a surge in online activities that consumers indulge in (Redseer, 2018). Both Ola and Uber target these tech savvy customers to increase their own market share. Along with this, the level of reliability and absence of friction in the process of ride request contribute equally towards the ongoing success of the cab aggregators (Banerjee & Johari, 2019). Following China and North America, India emanated out as the third biggest cab aggregator market in 2016 thanks to the growing internet users in the country. (Muralidhar, 2016).

Ola, a trade name for ANI Technologies Pvt Ltd, is the discovery of Ankit Bhati and Bhavish Aggarwal, both being the alumni of Indian Institute of Technology, Bombay. Ola, marked its inception way back in 2010 in Bombay and later shifted its headquarters to Bengaluru (WHIZSKY, 2017). The company, being the first in India to offer windows, android, and iPhone application, assisted in tracking out the cab, apart from offering the convenience in cab booking (Tripathi & Leepsa, 2017). Ola was the first to provide the cab aggregation services in India in 2010, thereby enjoying the first mover's advantage (Business World, 2016).

Uber Technologies Inc, a US based transport networking company, was found by Travis Kalanick and Garrett Camp in 2009. Uber entered the Indian territories in 2013(Kumar 2018). Followed by United States, India happens to be the largest market for uber (Surie & Koduganti, 2017).

For strengthening the position in market, Ola is in continuous process of companies' acquisitions. In March 2015, Ola took over Taxi for Sure for \$200 million. With the motive of strengthening own mobile wallet app, ola acquired a mobile payment start-up company called Qarth in 2016 (Tripathy & Leepsa, 2017).

In the era of Startups, Ola is amplifying the Indian economy's growth by around 2-4 percent. And global leaders in the aggregator industry like Uber are learning the ways of expansion and creation of larger customer base with minimum amount of investment (Gulati, 2019).

Comparing Ola and Uber cabs involves several aspects:

1. Availability: Compare which service has more cars available in your area.
2. Pricing: Analyse the pricing structure, including base fare, per km charge, and waiting charges.
3. Service Quality: Consider factors like driver behavior, cleanliness of cars, and overall customer service experience.
4. App Experience: Evaluate the user experience of their respective mobile apps, including ease of booking, tracking, and payment options.
5. Safety Features: Look at the safety measures implemented by both companies, such as driver background checks and emergency assistance options.
6. Promotions and Discount: Check for any ongoing promotions, loyalty programs, or discounts offered by each service.

CHAPTER II
COMPANY PROFILE

ABOUT OLA

Overview: Ola, founded in 2010 by Bhavish Aggarwal and Ankit Bhati, is an Indian multinational ride-hailing company. It operates in over 250 cities across India, Australia, New Zealand, and the United Kingdom. Ola offers various transportation services, including cabs, auto-rickshaws, bikes, and more recently, electric vehicles. The company's mission is to provide convenient, reliable, and affordable transportation solutions while also focusing on sustainability through initiatives like Ola Electric and Ola Drive. Ola has expanded its services to include food delivery (Ola Foods) and financial services (Ola Money). With a strong emphasis on technology and innovation, Ola continues to revolutionize the transportation industry.

Company Name: Ola

Founders: Bhavish Aggarwal and Ankit Bhati

Founded: 2010

Headquarters: Bangalore, India

Operations: Ola operates in multiple countries, including India, Australia, New Zealand, and the United Kingdom. It has a presence in over 250 cities worldwide.

COMPANY LOGO



SERVICE PORTFOLIO

Ola offers a comprehensive suite of transportation services catering to various customer segments:

1. Ola Mini: Small, economical cars aimed at budget-conscious riders.
2. Ola Sedan: Mid-range cars providing a balance of comfort and affordability.
3. Ola Prime: High-end vehicles offering premium features and superior comfort.
4. Ola Share: Ride-sharing service allowing passengers to split travel costs with others heading in the same direction.
5. Ola Auto: Auto-rickshaw services for affordable and convenient short-distance travel.
6. Ola Bike: Motorcycle taxis for quick, efficient, and cost-effective transportation.
7. Ola Rentals: Hourly rental services that allow passengers to keep a cab and make multiple stops.
8. Ola Outstation: Inter-city travel services for long-distance journeys with the convenience of booking a cab from one city to another.

TECHNOLOGICAL INNOVATIONS

Ola leverages advanced technology to enhance the user experience and improve operational efficiency:

1. Mobile Application: The core platform for booking rides, available on both iOS and Android, which allows users to book rides, track their journey in real-time, and make payments.

2. **Real-Time Tracking:** Ensures passenger safety and convenience by allowing users to monitor their ride's progress.
3. **Payment Options:** Provides multiple payment methods, including Ola Money (Ola's digital wallet), credit/debit cards, cash, and UPI, offering flexibility and ease of use.
4. **Safety Measures:** Includes GPS tracking, an in-app emergency button, rigorous driver background checks, and the sharing of ride details with trusted contacts to enhance user safety.

INNOVATIONS AND FUTURE PLANS

Ola continues to invest in cutting-edge technologies and explore new business opportunities:

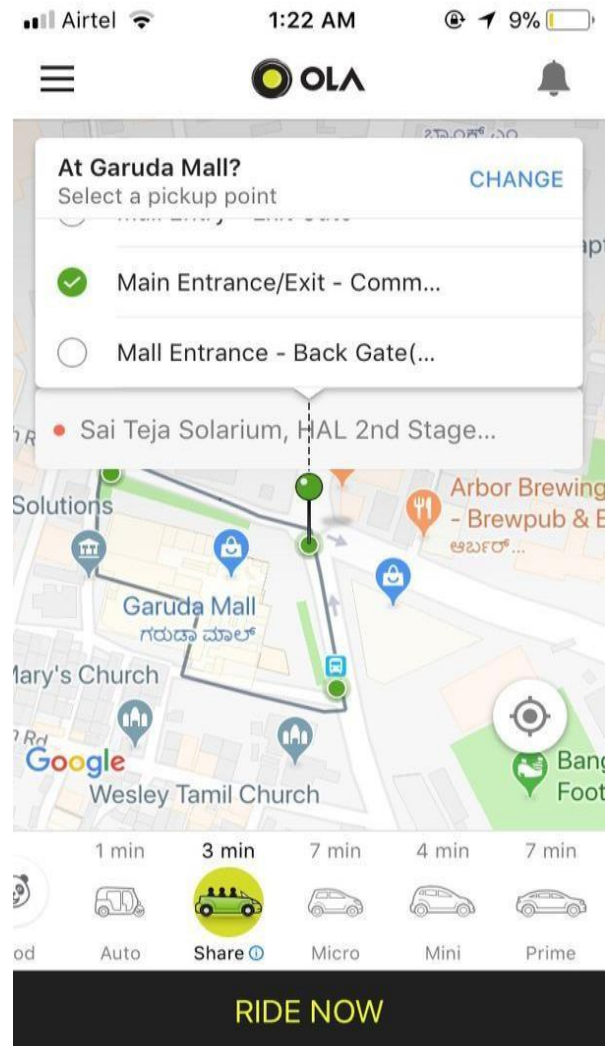
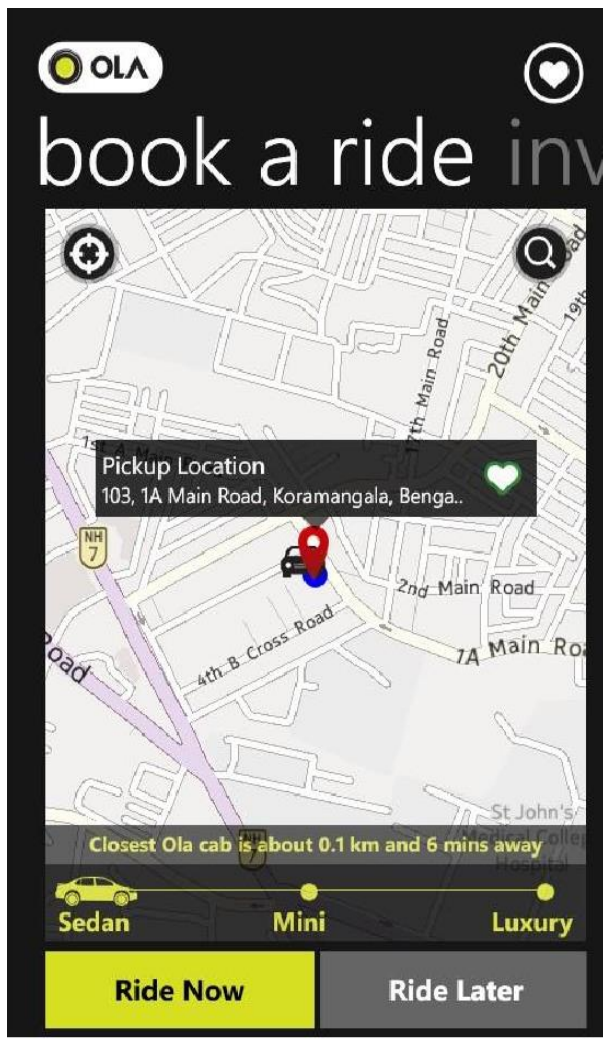
1. **Advanced Technologies:** The company is utilizing artificial intelligence (AI) and machine learning (ML) to enhance ride allocation, pricing algorithms, and customer service.
2. **Autonomous Vehicles:** Ola is exploring autonomous vehicle technology as part of its long-term strategy to innovate urban mobility solutions.
3. **Global Expansion:** Ola aims to further expand its international footprint and adapt its services to meet the unique needs of global markets.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Ola is actively involved in various CSR initiatives to contribute to society and the environment:

1. **Ola Foundation:** Focuses on social causes such as education, healthcare, and women's empowerment.
2. **Environmental Initiatives:** Promotes sustainable practices and environmental conservation efforts.

OLA MOBILE APPLICATION



ABOUT UBER

Overview: Uber Technologies Inc., commonly known as Uber, is a multinational technology company based in San Francisco, California. It was founded in March 2009 by Garrett Camp and Travis Kalanick. Uber started as a ride-hailing platform that connects passengers with drivers through a smartphone app, revolutionizing the transportation industry.

Company Name: Uber Technologies Inc.

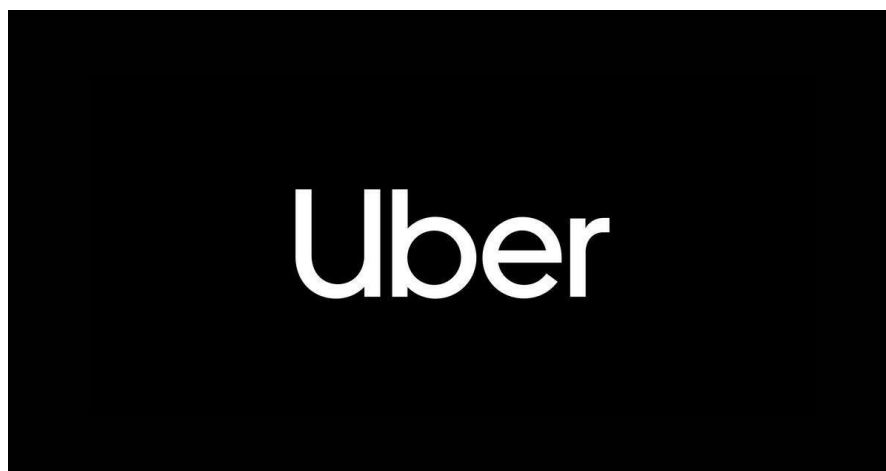
Founders: Garrett Camp and Travis Kalanick

Founded: March 2009

Headquarters: San Francisco, California, United States

Operations: Uber operates in over 900 metropolitan areas worldwide, covering more than 70 countries. It has a significant presence in North America, Europe, Asia, and other regions.

COMPANY LOGO



SERVICE PORTFOLIO

Uber offers a diverse array of services tailored to different customer needs:

1. Uber X: The standard and most popular ride option offering affordable everyday rides.
2. Uber XL: Larger vehicles for groups and those needing more space.
3. Uber BLACK: High-end black cars for a premium ride experience.
4. Uber POOL: Ride-sharing service allowing passengers to share rides and split costs with others heading in the same direction.
5. Uber Comfort: Newer, more spacious cars with extra legroom and experienced drivers.
6. Uber Eats: Food delivery service connecting users with local restaurants.
7. Uber Freight: A platform connecting truck drivers with shippers for freight transportation.
8. Uber Reserve: Pre-booking rides in advance for assured availability.

TECHNOLOGICAL INNOVATIONS:

- Uber employs advanced technology to enhance its services and user experience:
- Mobile Application: The Uber app, available on both iOS and Android, allows users to book rides, track their journey in real-time, rate drivers, and make payments.
- Dynamic Pricing: Uses algorithms to adjust prices based on demand and supply, ensuring availability during peak times.
- Safety Features: Includes GPS tracking, driver background checks, in-app emergency assistance, and ride-sharing details sharing with trusted contacts for added security.

INNOVATIONS AND FUTURE PLANS

Uber continues to innovate and explore new business opportunities to maintain its leadership position in the mobility industry:

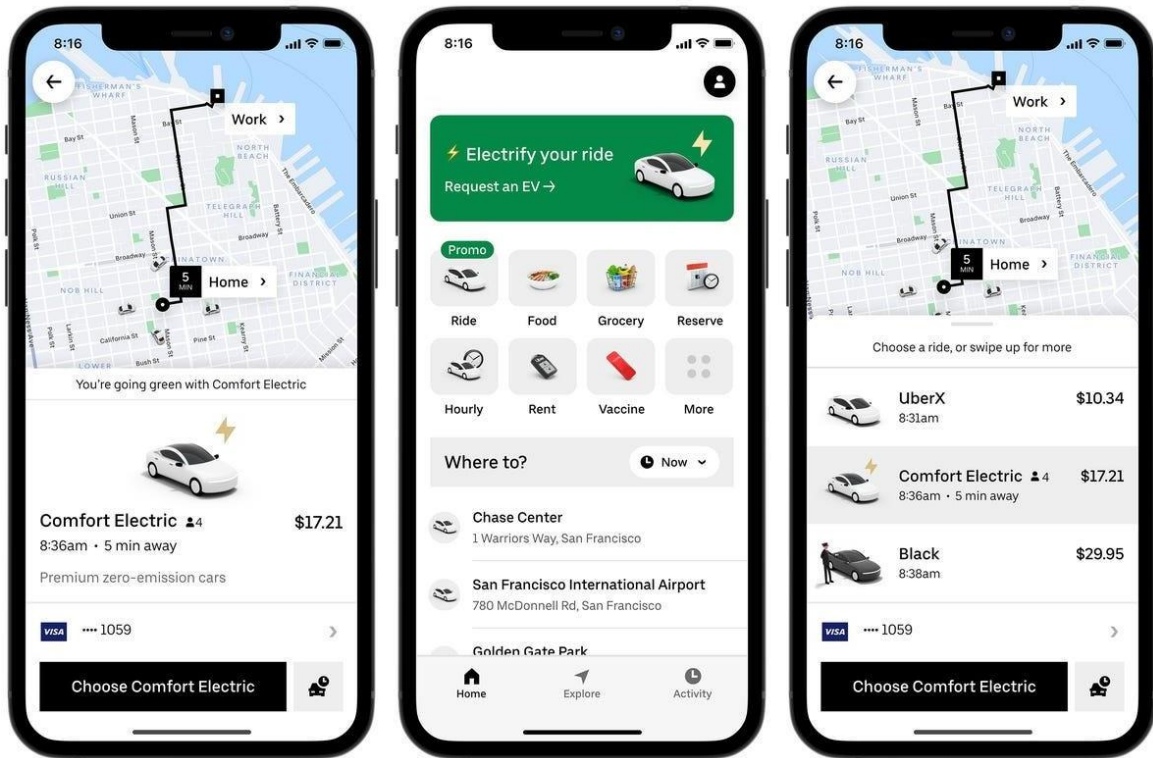
- **Autonomous Vehicles:** Uber is heavily investing in autonomous vehicle technology to develop self-driving cars, aiming to reduce costs and enhance safety.
- **Uber Air:** Aerial ride-sharing service in development, aiming to provide urban air mobility solutions.
- **Expansion of Services:** Continuously expanding its service portfolio, including health transport, and on-demand labour platforms.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Uber is involved in various CSR initiatives to positively impact society and the environment:

- **Community Support:** Provides discounted or free rides to healthcare workers, disaster response teams, and vulnerable communities during emergencies.
- **Environmental Initiatives:** Promotes sustainable practices and supports environmental conservation efforts through its operations and partnerships.

UBER MOBILE APPLICATION



CHAPTER III
LITERATURE REVIEW

Literature Review

1. “Legal status of Uber drivers under Indian labour laws”

Authors Name: Shantanu Choubey

Year: 2023

Conclusion: This article analyses the impact of the proposed labour codes and the UK Supreme Court judgement in Uber BV vs Aslam to assess the legal status of Uber drivers under Indian labour laws. Uber is one of the biggest cab aggregators in India, both in terms of revenue and the number of drivers associated with it. However, the labour rights of such drivers still fall in the shadows. This has led to several instances of dispute between the drivers, government, and the company. While the law concerning the legal status of drivers with respect to Uber is increasingly being settled in favour of drivers in different parts of the world, it remains to be seen how India addresses this issue. The question becomes even more significant in the context of the labour codes that aim to provide legal recognition to the concepts of gig and platform workers. This article analyses the legal framework under existing Indian laws as well as under the yet-to-be-implemented labour codes that govern the relationship between drivers and cab aggregators like Uber. It further reviews the relevant, but contradictory, previous judgements by Indian courts, and compares them to judgements from other common law jurisdictions.

2. “Factors which Induce Customer to Use Online Cabs and Level of Satisfaction”

Authors Name: M. Akhila Reddy and G. Sairekha

Year: 2022

Conclusion: In the previous ten years the transportation offices in metropolitan regions have gone through colossal changes. Among different methods of transportation, the taxis have become significant method of transportation metropolitan urban areas and metropolitan urban areas in India. The development of coordinated vehicle rental industry is consistently developing with backing of innovation. The clients in the present time are utilizing versatile applications to book a taxi at any time and from one spot in metropolitan regions, the estimating system of taxi administrators had been emphatically impacting clients book a taxi rather than conventional method of transportation like cars and nearby transports and so on, as a large portion of the ventures the vehicle rental enterprises had went through part of change with web innovation.

3. “Customer satisfaction and their actual experience”

Authors Name: Vanishree Sah

Year: 2021

Conclusion: 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.

4. “Customers satisfaction using app-based cab service”

Authors Name: Ruksana Rasheed

Year: 2018

Conclusion: This study evaluates customer's satisfaction using app-based cab service. Research was done through Correlation and Regression models. Both primary as well as secondary data was collected. It was found that Ola was more reliable and preferred cab service followed by Uber. It was concluded that among six service quality factors i.e. convenient us of mobile app, driver behavior, time reliability, and Price affordability indicated significant impact on customer's satisfaction.

5. “Ola is consistently providing services”

Authors Name: : Anu Thomas

Year: 2017

Conclusion: Elaborated how ola has been consistently providing services to the customers adding new features from time to time. Ola was launched in the year 2010 by Bhavish Aggarwal and Ankit Bhatti. The company is Bangalore based with 404 million USA fund raised in the year 2017. Ola offers various options to customers including Micro and Mini Cabs. The company has been making alliances with Google, Airtel, Zomato, India Rly, Airport Authority of India for strategic partnership. It is planning to set up booking kiosks in 12 railway stations and 6 airports in the country. So that customers can directly visit these ola zone and book taxis without using their apps. Ola is also introducing electric vehicles in the country.

6. “Key performances indicators for selection of Ola and Uber”

Authors Name:

Year: 2016

Conclusion: The key performances indicators for selection of Ola and Uber. The research was done by using descriptive research and 30 people were surveyed. It was found that Uber offers better quality services than conventional cabs. It also identified the indicators such as reliability, travel speed, passenger expenses that attracts consumers towards the selection of Ola and Uber.

7. “Customers perception and upcoming improvements about Ola services”

Authors Name: Kumar and Kishor

Year: 2016

Conclusion: The study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyses the customers perception and upcoming improvements about Ola services.

8. “Cab services have a huge potential for growth”

Authors Name: Hanif and Sagar

Year: 2016

Conclusion: They studied that the cab services have a huge potential for growth, targeting middle and affluent class, Research was done by using descriptive research and about 50 people were surveyed. It was found that consumers not only use cab services for commutation but also for visiting a shopping mall, attending late night party, or going out on special occasion. It also showed that consumer satisfaction is very high, which shows positive sign for future growth and expansion of the business.

9. “Drivers are not friendly with the GPS navigator”

Authors Name: Sindhu Kashyap

Year: 2016

Conclusion: The consumer satisfaction towards Ola and Uber. Data was collected with the help of a questionnaire. Research was done by using Sampling research. It was found that in terms of pricing, about 44% of people prefer Uber, while 12% of people prefer Ola since the pricing level of Ola is bit expensive than Uber. He also found that about 54% people said that the drivers cancel the ride if the drop location doesn't suit them or drivers not being able to use the GPS navigator.

10. “Consumer preference on app for booking cabs”

Authors Name: Sumit Waghmare

Year: 2015

Conclusion: The study about the consumer's preference on apps for booking cab services. Research was done with the help of a questionnaire and about 70 respondents were surveyed. It was found that perceived ease of use, Subjective norms and perceived risk played an important role in shaping the behavioral intention to use the app. These app generates a sense of freedom, creates a feeling of independence and royalty among the users.

CHAPTER IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

SAMPLING DESIGN

- **Sampling Unit**

Population - Ola and Uber users of the Nagpur City

- **Sampling Size**

50

- **Area Concerned**

Nagpur city

DATA COLLECTION

- **Sources of Data**

Primary Data: This study will collect primary data through

1) Questionnaire

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

- **Method of Collecting Data**

Questionnaire

- **Statistical Tool Used**

The data is shown with the help matrix tables and pie charts.

PROBLEM STATEMENT

The project titled "**Comparative Study of Consumer Preferences Towards Ola and Uber Cab Services in Nagpur City**" aims to address the following problem statement:

- Despite the widespread use of Ola and Uber cab services in Nagpur City, there is a lack of comprehensive understanding of the factors that drive consumer preferences between these two platforms.
- This study seeks to identify and analyze the key determinants of consumer choice, including pricing, service quality, convenience, and safety. By examining these factors, the project aims to uncover the reasons behind consumer loyalty and satisfaction, providing actionable insights for both companies to enhance their services and for policymakers to foster a competitive market environment.

NEED OF THE STUDY

- To know the customer satisfaction towards cab service provider.
- To know the pricing model and affordability of both the cab services.
- To know the safety and security measures taken by the cab service.
- To know the market share and competition between Ola and Uber in Nagpur city.

OBJECTIVE OF STUDY

- To study about various types of facilities provided by both cab services.
- To measure the customer satisfaction level towards OLA and UBER.
- To identify the factors affecting the choice of OLA and UBER.
- To study the consumer preference between OLA and UBER.

HYPOTHESIS OF THE STUDY:

Null Hypothesis (H0): There is no significant difference in consumer preferences towards Ola and Uber services.

Alternate Hypothesis (H1): There is a significant difference in consumer preferences towards Ola and Uber services.

LIMITATIONS OF THE STUDY

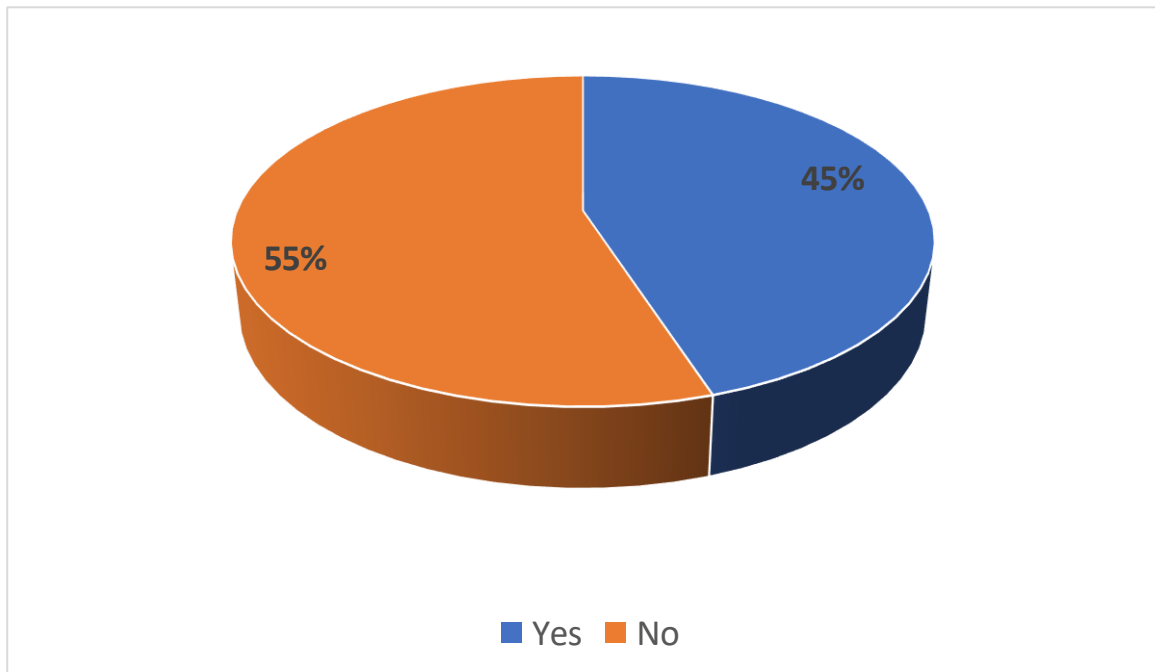
- **Sampling Bias:** The sample might not represent the entire population, leading to biased results.
- **Time Constraints:** Preferences can change over time, so the study's results might become outdated quickly.
- **External Factors:** Economic conditions, competitor actions, or technological advancements can influence consumer preferences independently of Ola and Uber services.
- **Limited Scope:** Factors such as price, service quality, and availability might not cover the entire spectrum of reasons driving consumer preferences.

CHAPTER V
DATA ANALYSIS & INTERPRETATION

Data Analysis & Interpretation

1. Have you used both Uber and Ola cab services
 - a. Yes
 - b. No

| Use of cab services | Respondents |
|---------------------|-------------|
| Yes | 23 |
| No | 27 |



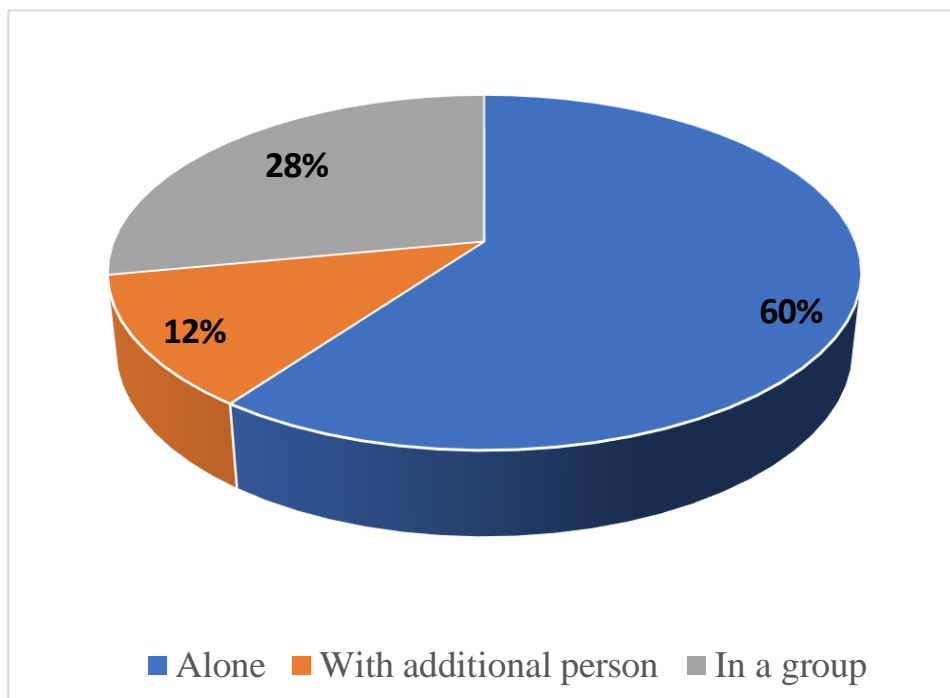
Interpretation:

The above graph shows that 45% of respondents are regularly using the app-based cab booking services and other 55% are not regularly using it.

2. How do you use these cab services usually?

- a. Alone
- b. With additional person
- c. In a group

| Travelling | Respondents |
|------------------------|-------------|
| Alone | 30 |
| With additional person | 14 |
| In a group | 6 |



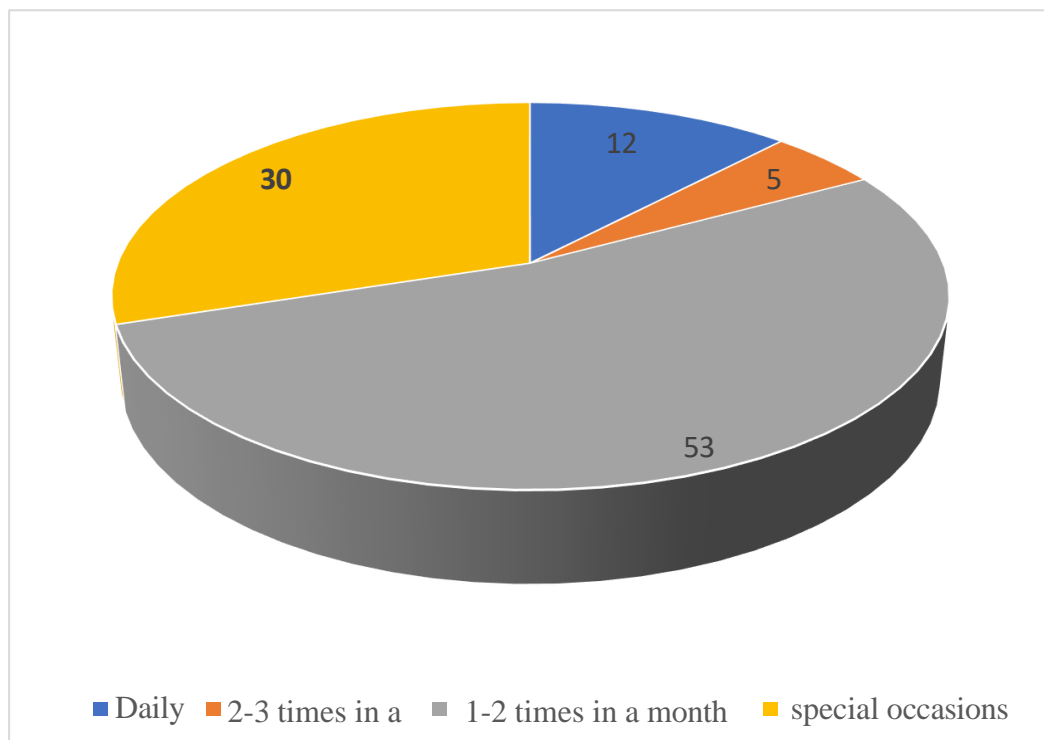
Interpretation:

The above pie chart shows that the 60% of respondents usually use alone cab service and 12% in the sharing and 28% in the group. According to that it states that most of the people are likely to travel alone in the cab services.

3. How frequently do you book Ola and Uber?

- a. Daily
- b. 2-3 times a week
- c. 1-2 times in a month
- d. Special occasions

| Frequency of booking | Respondents |
|----------------------|-------------|
| Daily | 6 |
| 2-3 times a week | 3 |
| 1-2 times a month | 26 |
| Special occasions | 15 |



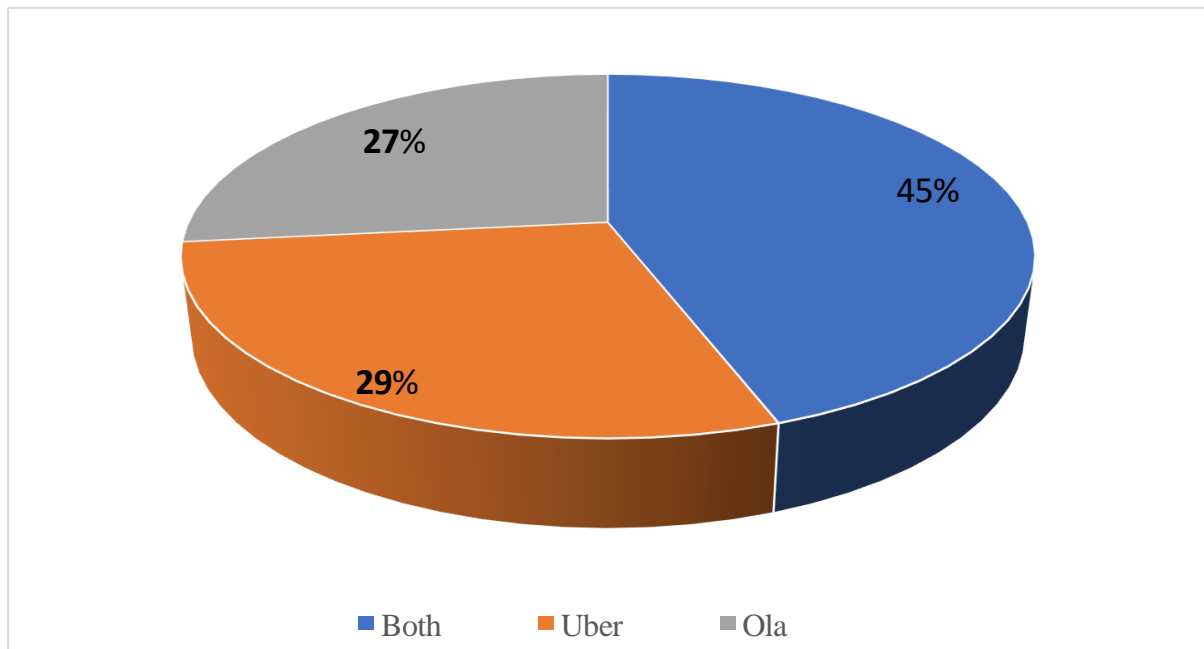
Interpretation:

The above graph shows that 12% of respondents book cabs daily, 5% book 2-3 times in a week, 1-2 times in a month, and 30% of respondents book cabs on social occasions. It concludes that 55% people preferred cab services 1-2 times in a month.

4. According to you, who provides better services?

- a. Both provide same service quality.
- b. No, Uber is better.
- c. No, Ola is better.

| Provides better service | Respondents |
|-------------------------|-------------|
| Both | 23 |
| Uber | 14 |
| Ola | 13 |



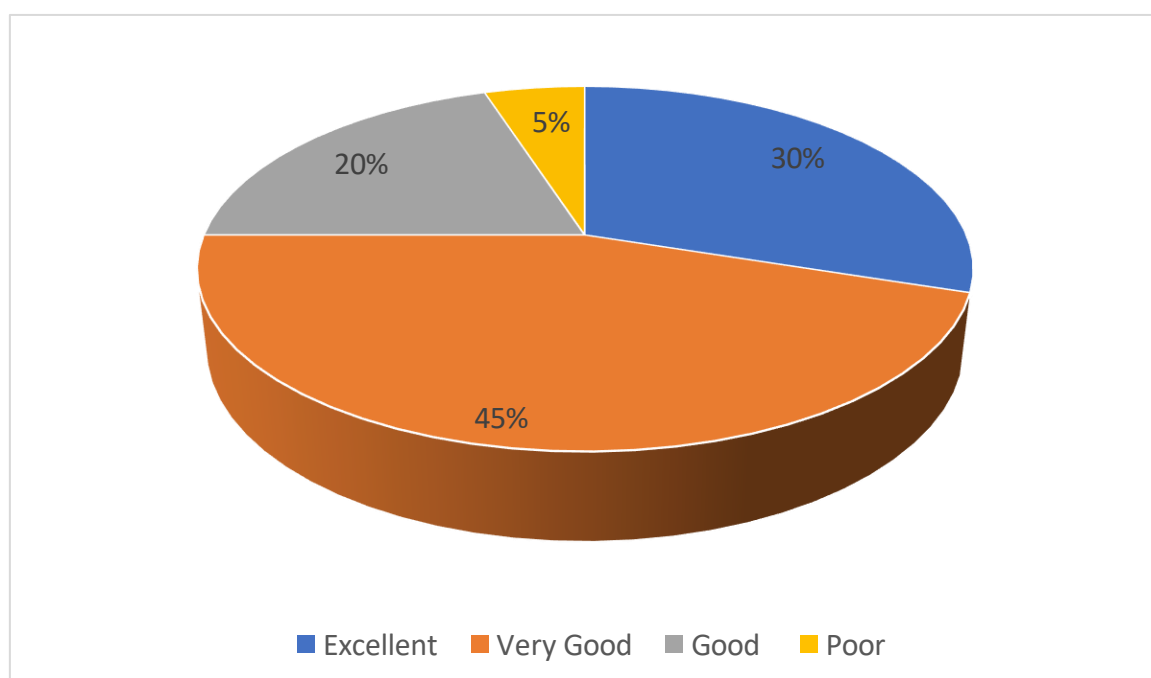
Interpretation:

The above graph shows that 45% of respondents believe that both provides same service quality, 29% believe that uber is better, and 27% respondents believe that ola is better.

5. How do you rate the overall facilities/experience of Ola?

- a. Excellent
- b. Very Good
- c. Good
- d. Poor

| Experience | Respondents |
|------------|-------------|
| Excellent | 15 |
| Very Good | 22 |
| Good | 10 |
| Poor | 3 |



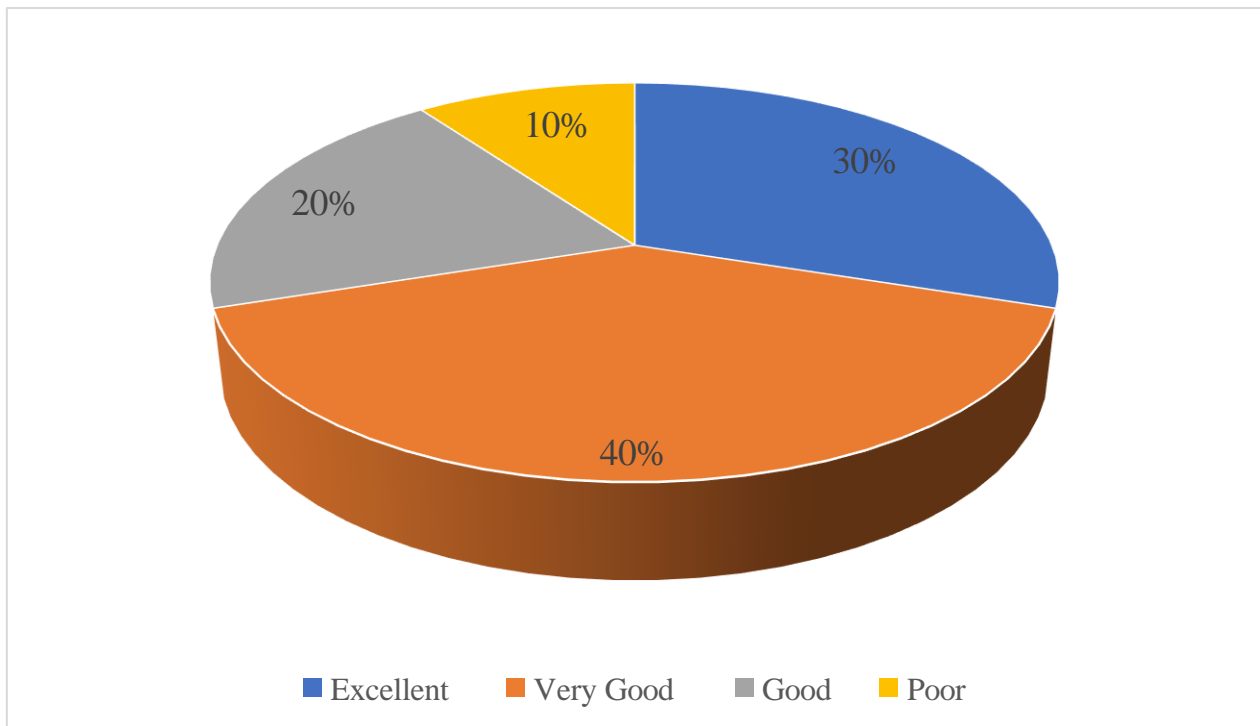
Interpretation:

The above graph shows that 30% of respondents rate ola as excellent, 45% rate very good, 20% rate good, 5% rate poor.

6. How do you rate the overall facilities/experience of Uber?

- a. Excellent
- b. Very Good
- c. Good
- d. Poor

| Experience | Respondent |
|------------|------------|
| Excellent | 15 |
| Very Good | 20 |
| Good | 10 |
| Poor | 5 |



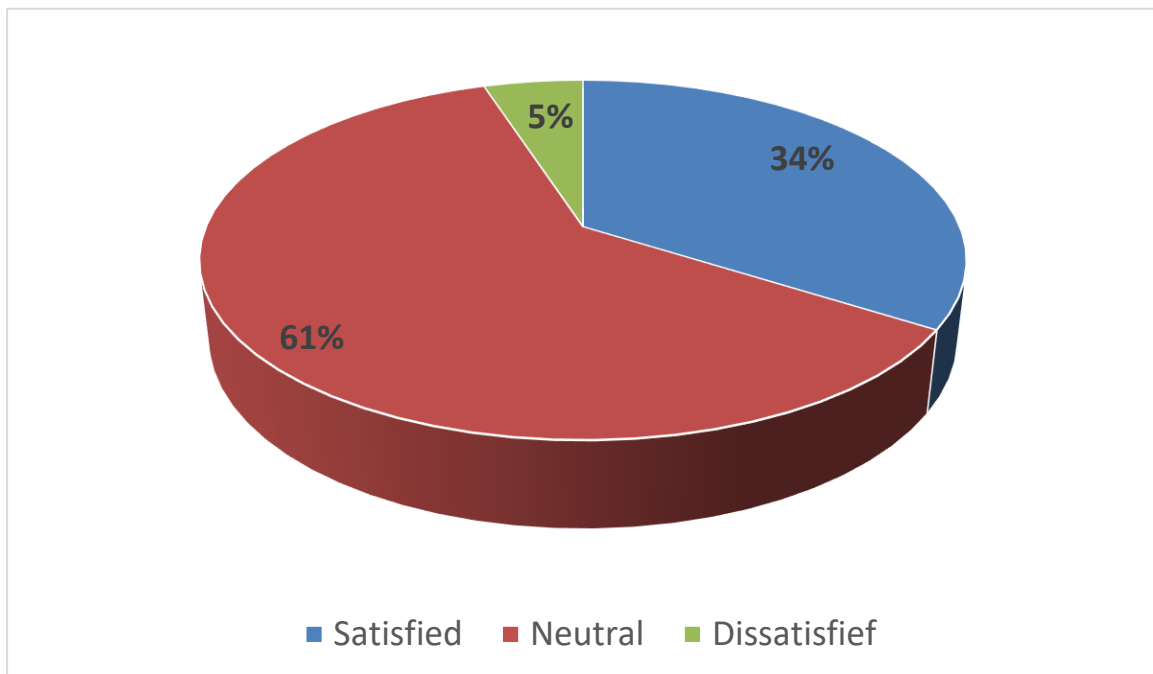
Interpretation:

The above graph shows that 30% of respondents feels excellent about uber, 40% feels very good, 20% feels good, 10% feels poor about Uber.

7. How was your experience while using Ola app?

- a. Satisfied
- b. Neutral
- c. Dissatisfied

| Experience | Respondents |
|--------------|-------------|
| Satisfied | 17 |
| Neutral | 30 |
| Dissatisfied | 3 |



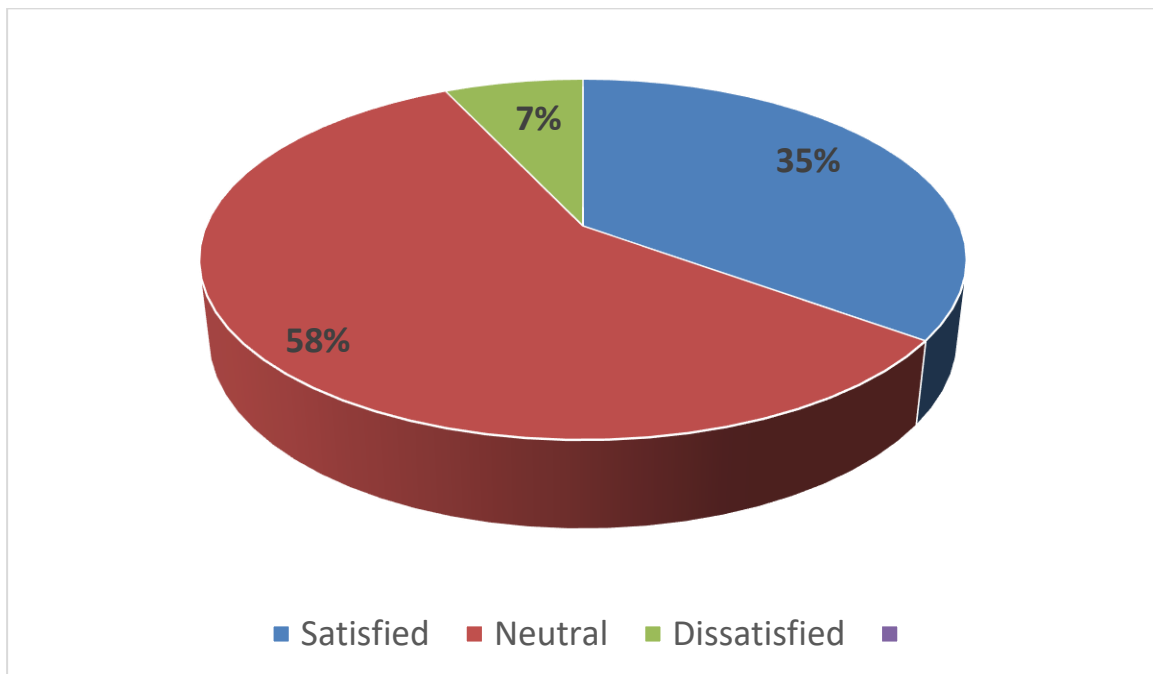
Interpretation:

The pie chart in which 34% respondents feels that the app is convenient and they are satisfied with the app. And only 5% are not satisfied with the app rest all 61% feels that the app experience is neutral.

8. How was your experience while using Uber app?

- a. Satisfied
- b. Neutral
- c. Dissatisfied

| Experience | Respondents |
|--------------|-------------|
| Satisfied | 19 |
| Neutral | 25 |
| Dissatisfied | 6 |



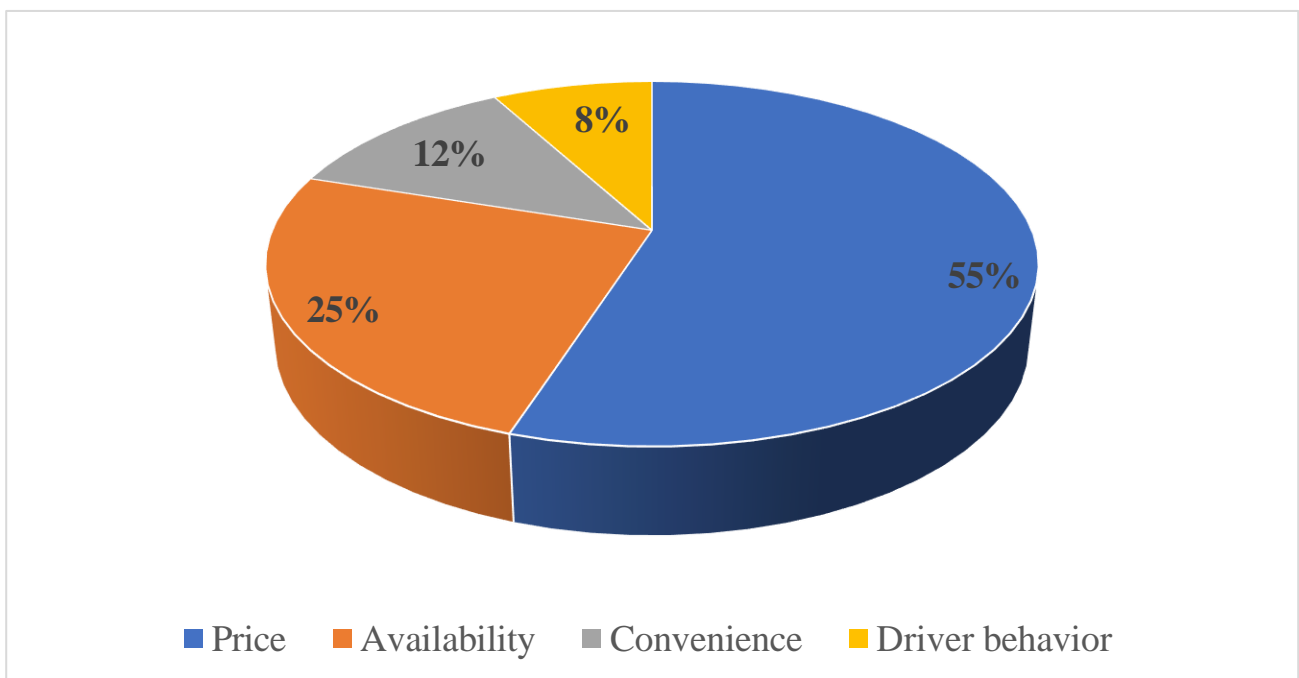
Interpretation:

The above graph shows respondents in which 35% respondents feels that the app is convenient and they are satisfied with the app, 58% feels the app is neutral and only 7% are not satisfied with the Uber app.

9. What factors influence your choice between Ola and Uber?

- a. Price
- b. Availability
- c. Convenience
- d. Driver behavior

| Factors | Respondent |
|-----------------|------------|
| Price | 27 |
| Availability | 13 |
| Convenience | 6 |
| Driver behavior | 4 |



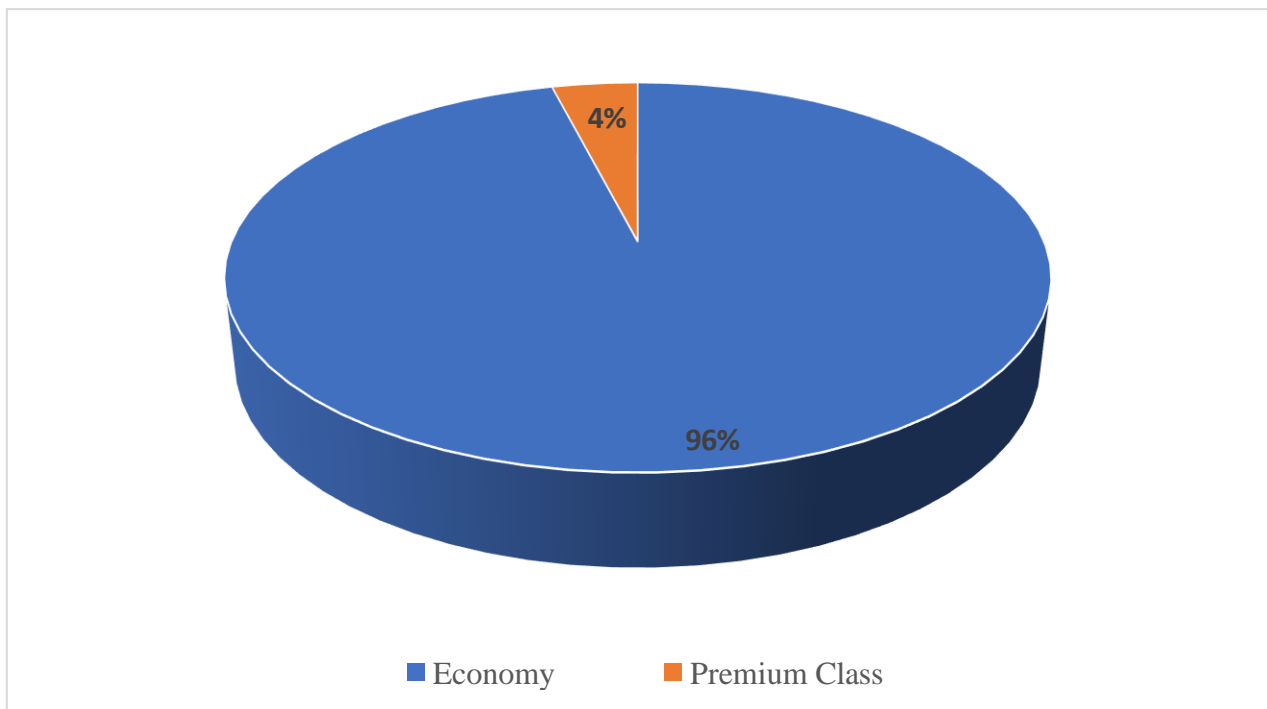
Interpretation:

The factors which influence more to the respondents are price and availability which is 55% and 25% respectively and 12% convenience and 8% driver behavior.

10. Which vehicle class will you mostly prefer in cabs?

- a. Economy class
- b. Premium class

| Vehicle class | Respondents |
|---------------|-------------|
| Economy class | 48 |
| Luxury class | 2 |



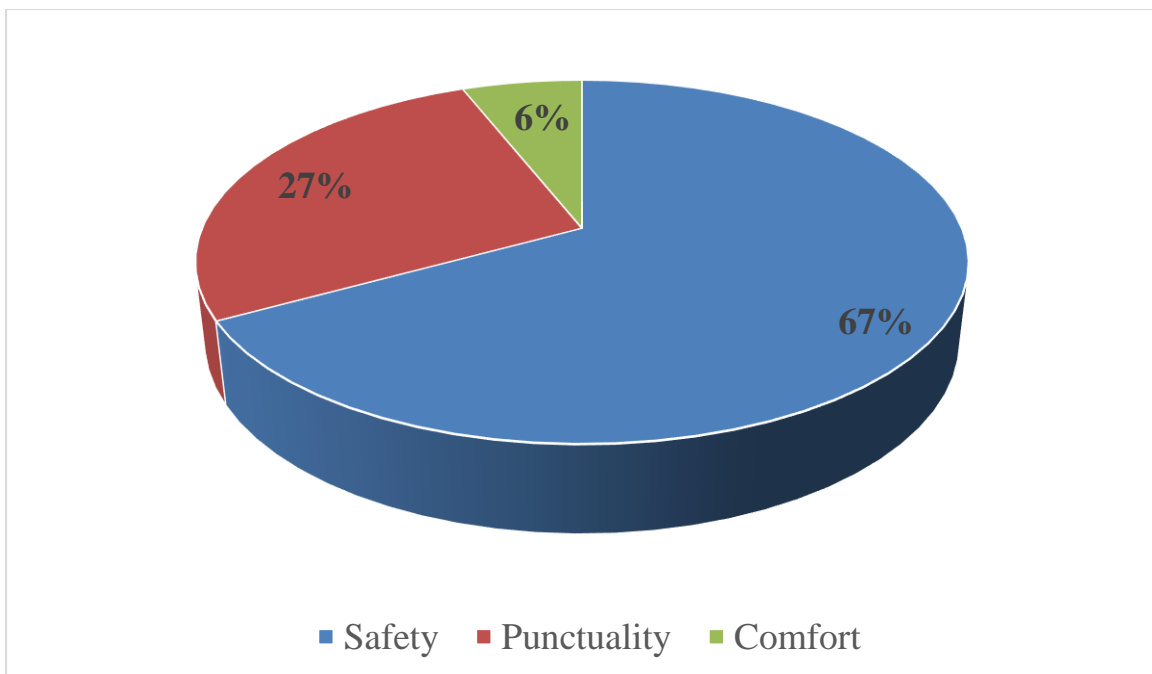
Interpretation:

The above chart shows that the most of the respondents are preferring economy class as the fare of economy class less as compared to luxury class. As there is only 4% is preferring the luxury class.

11. What will be your top cab improvement priority be?

- a. Safety
- b. Punctuality
- c. Comfort

| Priority | Respondents |
|-------------|-------------|
| Safety | 34 |
| Punctuality | 13 |
| Comfort | 3 |



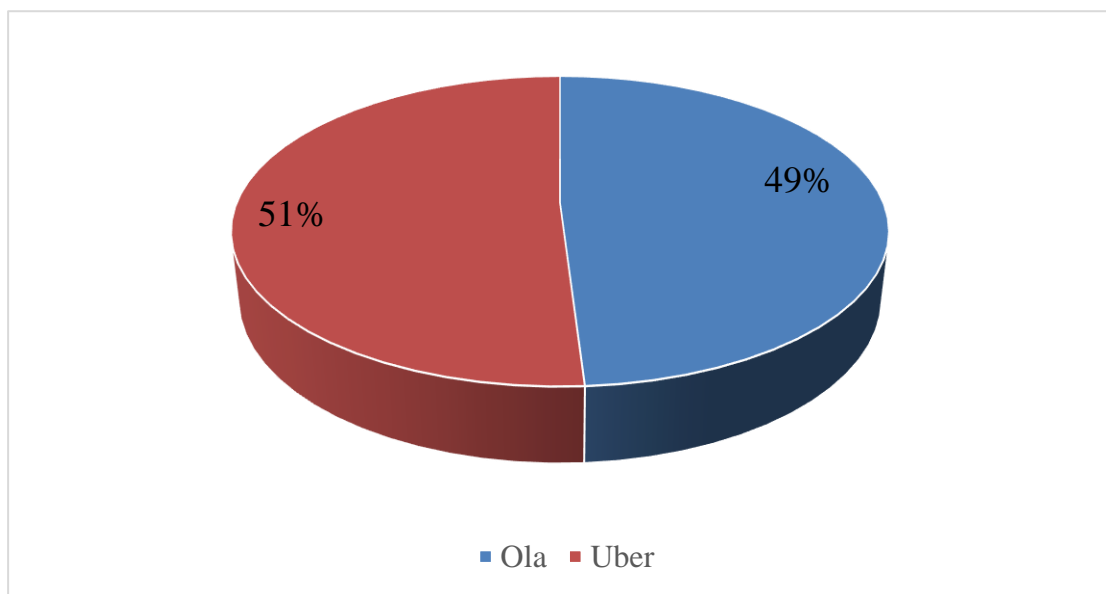
Interpretation:

From the above pie chart the respondents want safety as the supreme priority with 67%, with 6% comfort and 27% punctuality come.

12. Which of these will you recommend to your friend or family member?

- a. Ola
- b. Uber

| Recommend | Respondents |
|-----------|-------------|
| Ola | 24 |
| Uber | 26 |



Interpretation:

The above graph shows that 51% of the respondents recommend Uber, and 49% of respondents will recommend Ola.

CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS

- Majority of respondents have used both Ola and Uber
- Majority of the population book Ola and Uber 1-2times in a month.
- Majority of the respondent's book Ola and Uber for leisure, late night travel and business travel.
- Majority of respondents feels that the overall facilities provided by Ola are good in terms of there 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.
- 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.
- The reason for being the top cab improvement priority is safety and pricing.

SUGGESTIONS

- Cab service providers need to highlight themselves by providing better services which will help them to gain popularity and create awareness among people.
- Companies should mention correct details about the fare and should fulfil the claims made as customers are influenced by their experience and they have bad image of the companies.
- Also, experiences play important role and word of mouth too and hence if claims are fulfilled it will get further communicated to the friends and family.
- These days the cab service providers need to follow the trend and keep them upgraded so that they can avail the opportunity of being the best by adding the features which makes the experience of the customer more convenient and which help in attracting more customers.
- Along with the trend the next important role is played by price/discounts and since the market is competitive the service providers should also focus on attractive offers to gain further popularity amongst the people.
- Companies should ascertain the need of the customers as every customer has different needs and population should be targeted considering both the company's services as well as the customers need.

CHAPTER VII
CONCLUSION

CONCLUSION

- Both the cab services provided various types of facilities like outstation cabs, rental cabs, taxi for hourly basis.
- Customers are satisfied with both the cab service providers.
- The factors affecting the choice of the consumer like discount offer, coupons, referral code and fair pricing.
- Knowing the consumer preferences towards cab services in Nagpur city.

HYPOTHESIS TESTING:

- Null Hypothesis (H0): There is no significant difference in consumer preferences towards Ola and Uber services.
- Alternate Hypothesis (H1): There is a significant difference in consumer preferences towards Ola and Uber services.

From the above study it is concluded that there is a significant difference in consumer preferences towards Ola and Uber cab services due to the price factor. Hence, null hypothesis is rejected and alternative hypothesis is accepted.

CHAPTER VIII
REFERENCES

REFERENCES

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CHAPTER IX
ANNEXURE

ANNEXURE

Questionnaire

1. Have you used both Ola and Uber cab services?
 - a. Yes
 - b. No

2. How do you use these cab services usually?
 - a. Alone
 - b. With additional person
 - c. In a group

3. How frequently do you book Ola and Uber?
 - a. Daily
 - b. 2-3 times a day
 - c. 1-2 times in a month
 - d. Special occasions

4. According to you, who provides better services?
 - a. Both provide same service quality.
 - b. No, Uber is better.
 - c. No, Ola is better.

5. How do you rate the overall facilities/experience of Ola?
 - a. Excellent
 - b. Very Good
 - c. Good
 - d. Poor

6. How do you rate the overall facilities/experience of Uber?
 - a. Excellent
 - b. Very Good
 - c. Good
 - d. Poor

7. How was your experience while using Ola app?
 - a. Satisfied
 - b. Neutral
 - c. Dissatisfied

8. How was your experience while using Ola app?
 - a. Satisfied
 - b. Neutral
 - c. Dissatisfied

9. What factors influence your choice between Ola and Uber?
 - a. Price
 - b. Availability
 - c. Convenience
 - d. Driver behavior

10. Which vehicle class will you mostly prefer in cabs?
 - a. Economy class
 - b. Premium class

11. What will be your top cab improvement priority be?
 - a. Safety
 - b. Punctuality
 - c. Comfort

12. Which of these will you recommend to your friend or family member?
 - a. Ola
 - b. Uber

GOOGLE FORM LINK:

<https://docs.google.com/forms/d/1P-cXuTtw1mpqt3OsmqzJIQJFI9RfkZgKrlZrtMpANHc/>

GOOGLE FORM:

Comparative study of consumer preferences towards Ola and Uber cab services in Nagpur City

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* Indicates required question

1. Have you used both Ola and Uber cab services? *

Yes
 No

2. How do you use these cab usually? *

Alone
 With additional person
 In a group

3. How frequently do you book Ola and Uber? *

Special occasions
 Daily
 2-3 times in a week
 1-2 times in a month

4. According to you, who provides better service? *

Both
 Ola
 Uber

5. How do you rate the overall experience of Ola? *

Excellent
 Very good
 Good
 Poor

6. How do you rate the overall experience of Uber? *

Excellent
 Very good
 Good
 Poor

7. How was your experience while using Ola app? *

Satisfied
 Neutral
 Dissatisfied

8. How was your experience while using Uber app? *

Satisfied
 Neutral
 Dissatisfied

9. What factors influence your choice between Ola and Uber? *

Price
 Availability
 Convenience
 Driver behaviour

10. Which vehicle class will you mostly prefer in cabs? *

Economy class
 Luxury class

11. What will be your top improvement priority be? *

Safety
 Punctuality
 Comfort

12. Which of these will you recommend to your friends or family members? *

Ola
 Uber

GOOGLE FORM RESPONSE:

Consumer preferences towards Ola and UI

Questions Responses **74** Settings

74 responses

Accepting responses

Summary Question Individual