

# **A COMPARATIVE STUDY OF OLA AND UBER SERVICES AFTER COVID-19 SPECIAL REFERENCE TO DELHI NCR**

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## **ABSTRACT**

Ride hailing services created a reform after appearing of Ola and Uber in Indian market introduced to the Indian market in 2004 with Ola Services and became popular among urban consumers, but a big change occurred in 2019 when Covid-19 was existence. Demands reduced Companies now use different strategies to attract customers as well as retain their older customers. The study emphasized on identifying differences between Ola and Uber customers, and data was collected using a structured questionnaire. Data was collected from professionals who worked in Delhi different area. After collecting data, analysis shows that women prefer Uber to Ola services, but when it comes to safety, consumers feel safer with Ola than Uber. This paper and studies can help ride-hailing services to help for future marketing strategies. It tends to find out the different perceptions of customers from satisfaction point of view and compares them simultaneously.

## **INTRODUCTION**

Delhi NCR is hub of BPOs and KPOs and continuously increasing with it a large number of professionals, these daily employees huge demand of cheap transport facility also now it increased with ride-hailing services. Indian organised ride-hailing services formally entered from 2004 with meru but now days two popular ride-hailing companies are working in India competitively Ola and Uber, large population shows India has large scope of ride-hailing services NITI Aayog's CEO Amitabh Kant said from 2014 ride-hailing startups Ola and Uber have created about 2.2 million jobs in India In 2017-18 India transport sector raised almost 3.4 million jobs, after covid-19 somewhere it influenced consumers preference due to safety purpose and comparative price factor during Covid-19, data shows 62% Indian avoid cab-hailing apps like Ola and Uber majorly influenced unemployment in transport sector.

## **OLA**

This Indian company was founded by Mr. Bhavishh Agarwal and Ankit Bhati in the year 2011. Ola has emerged as one of the biggest cab aggregators in India. Just like Uber, Ola also gives multiple options to travel to choose from and various payment option as well present revenue is 2500 Cr. Approx.

## **Uber**

It is an American giant that now operates in India as well. It operates in various cities in India in collaboration with car owners in cities like Delhi, Noida, Mumbai, Gurgaon, Pune, Mumbai, Bangalore, Chennai, Kolkata, etc. It gives multiple options to travel such as regular taxi, pool cabs, auto-rickshaw, luxury cars, etc.

## **OBJECTIVES**

1. To find out customer satisfaction towards the respective taxi services.
2. To find out which taxi services has upper hand in customer's mindset.
4. To identify the difference between satisfaction levels of both cab services.

## **LITERATUTRE REVIEW**

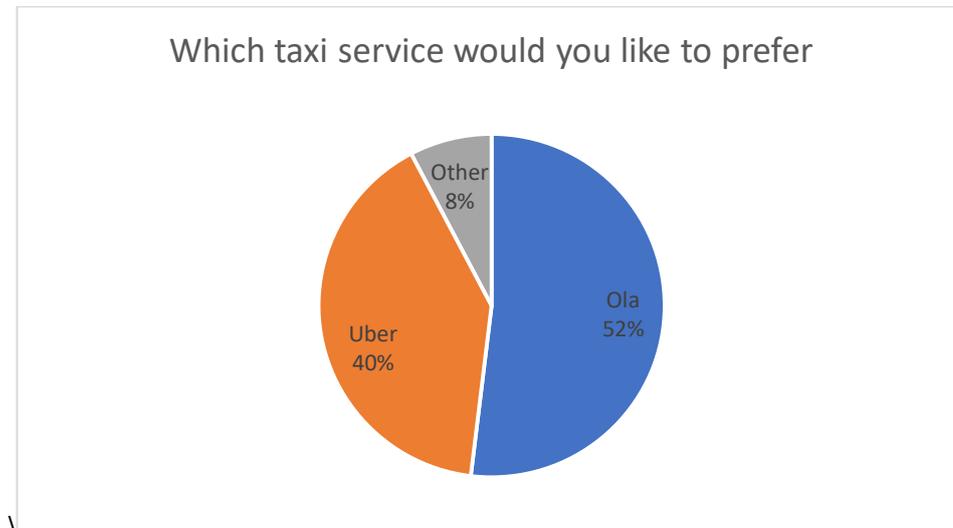
- Dr. Ashok Kumar Panigrahi (2018) New companies have assumed a significant job in the world economy, however as of late their significance has developed together. As the challenge in the Ride-hailing showcase is expanding speedily rate where a few brands are giving taxis to the clients according to the necessities, this paper is intended to think about the example of overcoming adversity of Ola taxis which has the best piece of the overall industry and gives benefits in a productive way alongside consumer loyalty.
- Utsav Pandya (2017) In India cab advertise is developing quickly with a great deal of new participants who run private taxi service provider separated from the current open cab showcase. General society taxi showcase comprises of cabs that are excessively old with next to no solace and wellbeing, while then again the taxicabs in the private cab advertise are current alongside highlights like security, GPS and more solace. Therefore, to consider the effect of the private cab service provider on the general population cab showcase, we have completed this exploration by utilizing explicit factors that will clarify the impact of the private cab advertise on the general population cab advertise. These factors have been considered considering the standard factors that a client may consider while thinking employing a cab.
- Rashi Goel, (2018) Ola and Uber both are one of the most quickest developing firms in the cab aggregator industry. both go through altogether different tasks and working coordinations regarding rides and driver, course improvement, region network, and accessibility. this paper, we mean to draw an examination between

daily working and coordinations streamlining of both Ola and Uber, in order to comprehend the activities and the weaknesses of both service provider on entirety.

## DATA ANALYSIS AND FINDINGS

- This section discusses the data analysis from 124 responses collected from different area of Delhi NCR with 20-40 age group people who are using different cabs like OLA and UBER paid ride-hailing services in Delhi NCR during 2022 and solely focuses on presenting the collected data in a meaningful way to facilitate the research which is to find out the customer preference towards OLA/UBER cabs. (Pie chart/ Bar graph) diagrams have been used to explain various factors of consumers in Delhi NCR.
- Time and date of data collection: 1<sup>st</sup> March 2022 – 20<sup>th</sup> June 2022
- This research paper is based on primary data (structured interview) and secondary data (newspaper & articles)

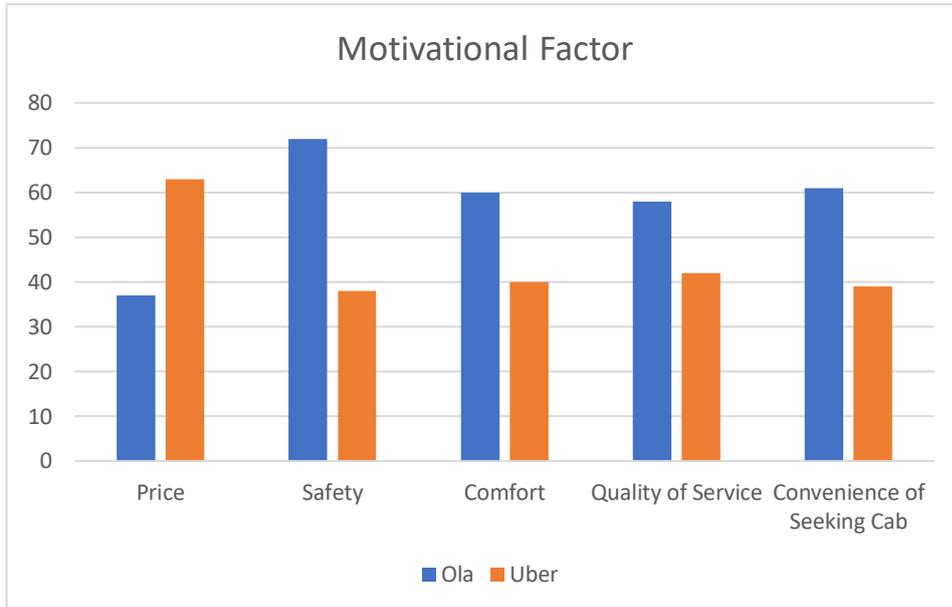
### 1. Taxi Preferred by the Respondents



#### Interpretation

OLA cabs has maximum 52% market share in Delhi NCR followed by Uber 40% and other 8%.

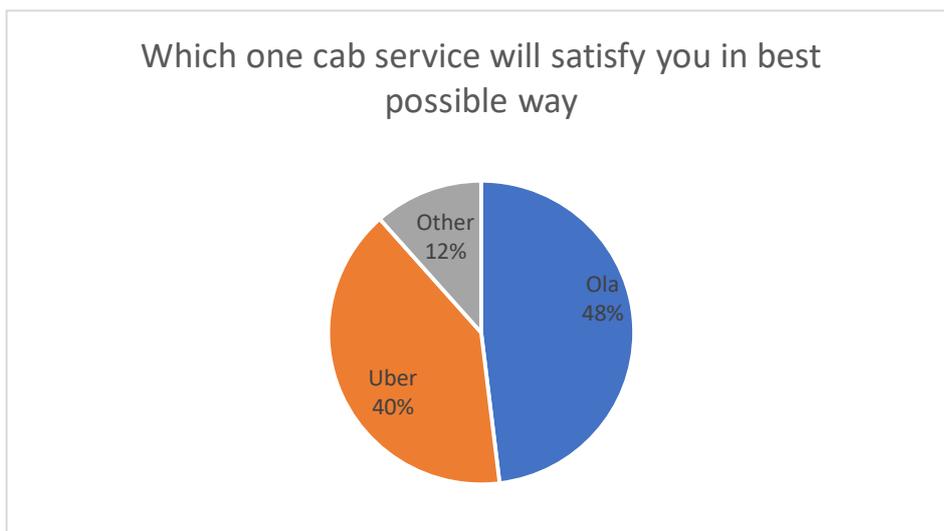
## 2. Motivational Factors for choosing Taxi



### Interpretation

From the above graph we can interpret that maximum respondents prefer Safety as the most important factor while choosing OLA / UBER cabs in Delhi NCR, analysis of both under price factor Uber is preferable to Delhi consumer except of it under safety, comfort, Quality of Service and Convenience of seeking Cab, consumer prefer Ola services in Delhi NCR.

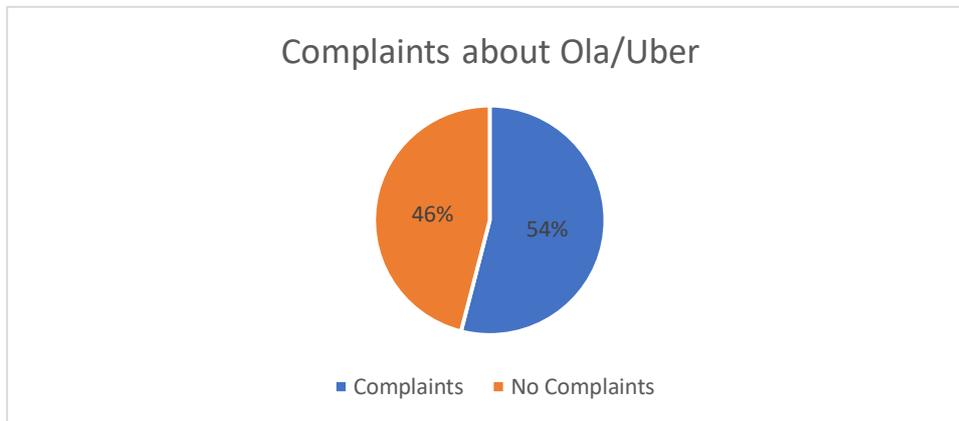
## 3. Satisfaction Level for Taxi App



### Interpretation:

From the above graph we can interpret that maximum respondents prefer riding with Ola which is 48% and 40% with Uber in Delhi NCR.

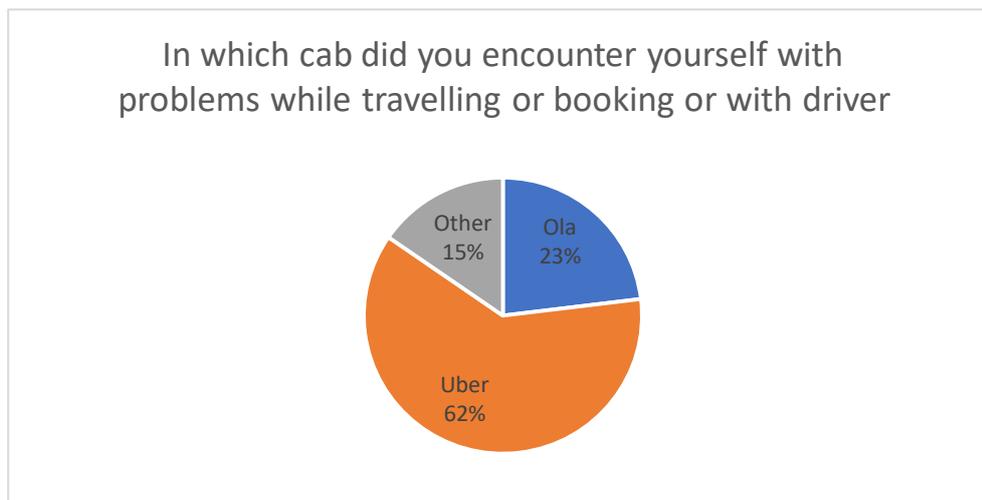
#### 4. Complaints about Ola/Uber



**Interpretation:**

Respondents are satisfied with the services provided by OLA/UBER as there are 54% respondents who didn't have any complaint and 46% respondents have complaint.

#### 5. Satisfaction for Comfort while Travelling



**Interpretation:**

From the above graph we can interpret that 62% respondents were faced problems while they were travelling/ booking or with driver with Uber cab and 23% with Ola in Delhi NCR.

#### Finding Basis on Secondary Data

##### OLA

- Ola absurd rates at peak hours.
- Ola sometimes the charge very high and speed of service is slow in outer Delhi area and industrial area.
- Cab drivers sometimes cancel the ride if the destination is far.

- Majority in case of ola drivers are not polite.
- Ola offers sedans, SUVs, and luxury sedans in limited locations. Offers fewer payment methods.
- Ola also supports cash payments, and there are no restrictions on where you are based.
- They offer food delivery with Ola Foods. They offer Ola Dash, which delivers groceries to your door. If you are looking for a second-hand car, Ola Cars is a viable option.
- Do not make allowance for pet transportation.
- Do not offer baby/child car seats.

### **UBER**

- Ride cancellation remains a major concern, with 97% of users having a negative sentiment on the same for both Uber and Ola.
- Uber case in 48 of 50 rides The Indian Express took, either panic button wasn't there or didn't work, it is major issue regarding women safety and Uber cab cleanliness and quality is not as before
- Uber offers luxury sedans, SUVs, sedans, premium cars, and accessible vehicles.
- Uber offers more widely used services than Ola.
- They run food delivery, known as Uber Eats. They offer package delivery under the name, Postmates. They even offer rental electric bicycles and motorized scooters.
- Cash payments are restricted to specific locations.
- Do not make allowance for pet transportation.
- Do not offer baby/child car seats.

### **SUGGESTIONS**

#### **OLA**

- Need to improve frequency of cab in Delhi NCR.
- Price hikes during rains are way too much, I would recommend to cut short those at least for not so one ride. Frequency in rural areas like outer Delhi Ola owns some cars that it hires out to drivers.

#### **Uber**

- Bad pool car options and its frequency in the app
- Increase availability of premium cabs
- The route for the destination should not be fixed, if there is alternative route which is more faster and less traffic should be allowed to be taken.

- Emergency key is main and essential issue due to this high number of cases are occurred so safety is a major issue for consumer
- Uber does not own a single-vehicle.

## LIMITATIONS

As we know any research is not complete and always have a limitation and scope of further research, this research too have further scope. As Data was collected only from DELHI-NCR region, result represents only small part of population. In future further research should be done with more varied sample with more geographically spread. So, there is scope of further research and further research will give more comprehensive results about aggregator ride-hailing services in India.

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