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A Study on Challenges Faced by Rapido with Special Reference to Coimbatore City

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Abstract: ***The study focuses on identifying the challenges faced by Rapido, a bike taxi service provider, in Coimbatore city. The research is conducted through a survey of customers and Rapido riders. The study finds that the major challenges faced by Rapido in Coimbatore city are competition from traditional autos, lack of proper infrastructure, and strict traffic regulations. The study also suggests some strategies that Rapido can adopt to overcome these challenges, such as offering competitive pricing, improving their app interface, and collaborating with local authorities to improve the infrastructure. Overall, the study highlights the need for Rapido to adapt to the unique challenges of each city it operates in to ensure sustained growth and success.***

Keywords: Rapido Bike taxi, Safety concerns, Pricing strategy, Ride hailing.

I. INTRODUCTION

Rapido is the bike taxi service provider, which connects travellers to drivers for short distance drive. It is fundamentally a bike taxi form of Uber, a lot less expensive and more helpful in rush hour traffic as monstrous as Bengaluru's. India's biggest Bike Taxi service provider and accessible more than 11 urban areas and most individuals need every day travel simpler, more secure, and moderate, there are more motivations to pick Rapido Rides and reach on time with low fares and efficiently. Founded by IIT grad Aravind Sanka, Pavan Guntupalli, and Rishikesh SR in November 2015, and Investors such as former Google India Head RajanAnandan and Pawan Munjal Of Hero MotoCorp have stakes in Rapido. Rapido competes with the other organisation on least fares and give promotion code to all clients to get more discount on their cost and get more advantages by Rapido.

II. OBJECTIVES OF THE STUDY

To analyse the services given to the Rapdio captain customers
To find out the challenges towards online Rapido captain services.

III. SCOPE OF STUDY

This study is helpful in knowing the responsible challenges towards online Rapido services in Coimbatore city. It focuses on the opinion of the resonance regarding bike services. Research is also helpful in understanding the customer preference of the different people in Indian society especially Coimbatore city towards bike services.

IV. RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

A. Primary Data

Primary data is the first hand information, which the researcher gets from the population. The tool for collecting primary data is "questionnaire". These data are collected directly from the customers of Coimbatore.

B. Secondary data

Secondary data has been collected from the journals, internet etc…

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V. SAMPLE DESIGN

Non-Probability sampling method in appropriate for the study with a sample size of 120 respondents from the customers. In this study a designated number of sample units is selected deliberately depending upon the objectives so that only the important items representing the true characteristics of the population are included in the sample.

A. Area Of The Study

The area covered under this research is Coimbatore.

B. Period Of The Study

The study has been conducted for period of three months from January 2023 to march 2023

C. Sample Size

The sample size is 120 respondents

D. Statistical Tools

The tool used for collecting the primary data is "QUESTINNARE". The questionnaire was used to collect the bulk of data. Questionnaire is the set of questions put forward for the customers to answer. The required data was collecting by using open-ended and close –ended questions. This is a preferred technique for collecting the primary data.

E. Simple Percentage Method

Simple percentage analysis refers to a ratio. With the help of absolute figures it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

$$\% \text{ of respondents} = \frac{\text{No. of respondents}}{\text{Total respondents}} * 100$$

F. Weighted Average Ranking Method

Under this method, the respondents are asked to rank their choices. This method involves ranking of the items given. To secure a ranking of all the items involved, the researchers total the weights which are given to each item. The highest weighted score is ranked first and correspondingly the other ranks are assigned.

$$\text{Weighted Average} = \frac{\sum f(x)}{N}$$

F (x) =weight allotted for each factor,
N = Number of Respondents.

G. Limitations Of The Study

1) The scope of the study was restricted only to the customers of bike services in Coimbatore city.
2) The research due to the constraints of place, time and financial and other resources was restricted to Coimbatore City alone.
3) Some of the customers are not cooperative they feel, participating in this survey does not give any benefit to them.
4) Projection of these results to the entire population may not give the desirable significance results. Since this study only, cover the Coimbatore city.

H. Statistical Tools And Techniques

1) Percentage Analysis
2) Rank Analysis

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VI. ANALYSIS AND INTERPRETATION

A. *Percentage Analysis*

Simple percentage Analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

B. *Formula*

$$\text{Percentage of Respondent} = \frac{\text{No. of Respondent}}{\text{Total No. of Respondent}} * 100$$

C. *Interpretation*

From the table various sources of satisfaction of Rapido services easy to use is the first rank with weighted average 4.33, on time ranks second with weighted average 3.45, safety and security ranks third with weighted average 3.33, customer care service ranks fourth with 3.28, Punctuality ranks fifth with weighted average with 2.95 and door step facility ranks sixth with weighted average 2.75

Classification of Respondents According To Their Demographic Profile And Study Factor

Factors	Options	No Of The Respondents	Percentage
Gender	Male	86	72%
	Female	34	28%
Age	18-20	15	12%
	21-30	59	49%
	31-40	34	28%
	Above 40	12	10%
Maritual Status	Married	32	21%
	Single	88	73%
Occupation	Student	28	23%
	Homemaker	17	14%
	Business	18	23%
	Profession	24	20%
	Others	23	19%
Education	HSC	10	8%
	Diploma	27	22%
	UG	51	42%
	PG	32	27%
Family Status	Joint	64	53%
	Nuclear	56	47%
Monthly Income	15k-35k	25	21%
	36k-55k	48	40%
	56k-75k	38	32%
	Above 75k	9	7%
No Of Family Members	< 2	30	25%
	2to 5	54	45%
	>5	29	24%
	>10	7	6%

Area	Urban Semi Urban Rural	51 27 42	43% 22% 35%
How do you rate the Rapdio fare?	Low Moderate High Very high	51 36 20 13	42% 30% 17% 11%
Your opinion about the availability of customer care services	24/7 During day only During mid-night only None of the above	46 45 23 6	38% 37% 19% 5%
What about the arrival time of the Rapdio indicated in the app?	On time Early Late	35 40 45	29% 33% 37%
How easy was it to book your Rapdio captain?	Very easy Easy Difficult Very difficult	55 30 19 16	46% 25% 16% 13%
What will be your opinion for the improvement of the Rapido serive?	Safety features Defined rate structure Response time Cancellation fare	47 39 29 5	39% 32% 24% 6%
State the overall satisfaction regarding Rapido apps ?	Satisfied Very satisfied Neutral Not satisfied	57 41 18 4	47% 34% 15% 3%
What has been the most common cause of your complaint regarding Rapdio services?	Not punctuality Lack knowledge of area Non availability of vehicles Malfunctions in payments	53 34 29 4	44% 28% 24% 3%
How can Radido overcome the challenges of operating in a highly regulated industry?	Lobbying for more favorable regulations and policies. Building strong partnerships with government agencies and regulators. Complying with all regulations and guidelines. All of the above.	16 54 29 21	13% 45% 24% 17%

Satisfaction on Various Factors Of Rapido Service

Sources	5	4	3	2	1	Total	Weighted score	Rank
Easy to use	75	25	10	5	5	520/120	4.33	I
	375	100	30	10	5			
On time	40	30	15	14	21	414/120	3.45	II
	200	120	45	28	21			
Safety and security	30	20	40	20	10	400/120	3.33	III
	150	80	120	40	10			
Door step facility	20	10	30	40	20	330/120	2.75	VI
	100	40	90	80	20			
Punctuality	10	30	40	25	15	355/120	2.95	V
	50	120	120	50	15			
Customer care & Service	45	12	14	30	21	396/120	3.28	IV
	225	48	42	60	21			

VII. FINDINGS

1) Most 49% of the respondents are coming under the age group between 21-30 years
2) Majority 72% of the respondents are male
3) Majority 73% of the respondents are single
4) Most 23% of the respondents are both business and students respectively
5) Most 42% of respondents completed under graduation
6) Majority 53% of the respondents are belongs to joint family
7) Most 40% of the respondent's monthly income are between Rs.36 k to Rs.55k
8) Most 43% of the respondents belongs to urban area
9) Most 45% of the respondents have a 2 to 5 family members
10) Majority 52% of the respondents said they prefer RAPIDO services for personal occasion
11) Most 38% of the respondents said that they have travelled weekly once
12) Majority 50% of the respondents felt good while travelling
13) Majority 61% of the respondents are highly satisfied about price of Rapido captain
14) Most 47% of the respondents are satisfied about affordability of Rapido captain
15) Most 42% of the respondents are highly satisfied about comfort of Rapido captain
16) Most 42% of the respondents are satisfied about safety and security of Rapido captain
17) 57% of the respondents are highly satisfied about punctuality of Rapido captain

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18) 63% of the respondents are satisfied about service quality of Rapido captain
19) Most 38% of the respondents rated moderate about Rapido fare
20) Most 38% of the respondents said availability of RAPIDO and app services during 24 x 7
21) Most 48% of the respondents said availability of customer care services during 24 x 7
22) Most 37% of the respondents said arrival time of the Rapido indicated in the app is late
23) Most 46% of the respondents said booking Rapido was very easy
24) Most 39% of the respondents said safety features has to improve
25) Most 47% of the respondents are satisfied regarding Rapido apps
26) Most 44% of the respondents said rapido are not punctuality in online app based services
27) Most 45% of the respondents said Rapido overcome the challenges of operating in a highly regulated industry is building strong partnerships with government agencies and regulators.

VIII. SUGGESTIONS

The young crowd is the major source of market for the cab service provider. They are attracted towards the offers and cash discounts. The drivers and the call center executives are to be trained in well in communication and multi-linguistic proficiency to attract new markets. The service providers shall provide more facilities for their privileged customers. They drivers are to be properly trained on various routes and driving efficiency, so that they maintain promptness in reaching the place and guiding the customers. The tariff rates are bit higher as felt by the customers, especially during the peak hours, they can follow competitive pricing strategy and it should be made clear to the passengers. The customers are also to be educated with advance booking facility and privileges of booking in advance, instead of opting Ride now, as it leads to dis-pleasure at times. The infrastructure facilities are to be increased to give the passengers to pleasant travel. Some of the common suggestions provided by the customers from the survey are like, to maintain cleanliness of the vehicle, the vehicle has to be proper grooming of the drivers, vehicle sticker(Brand), Well versed in route, Card payments, Discounts, etc.

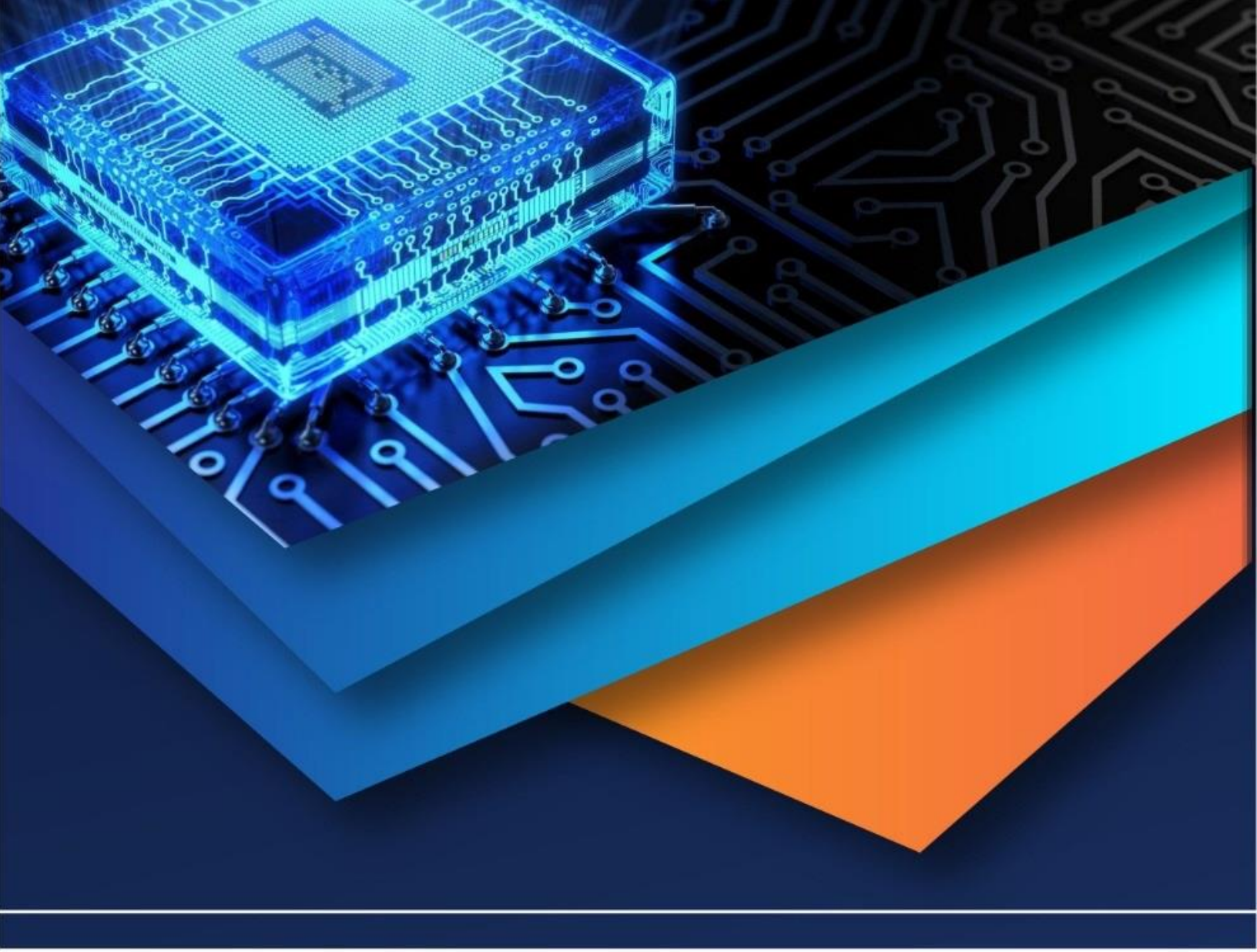
IX. CONCLUSION

The study reveals the customer satisfaction about the call taxi services, the factors they give importance in selection of the service provider, tariff, comfort, convenience, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mind set and level of satisfaction towards the service providers operating the cab in the Coimbatore city. Appropriate suggestions were provided considering the facts and feasibility, if the market players take these outcomes into account and act, its sure to create fullest satisfaction rather delight the customers and expand the market base. This will also help the service providers full fill the customer expectation that fetches the goodwill and develop their brand image in the market.

X. REVIEW OF LITERATURE

1) Lu et al (2022) the self- service mobile technologies helps the commuters to access lot of data about cab services and such technologies had changed the role of both customers and companies. The adoption of call taxi app (CTA) is impacted perceived usefulness, perceived ease of use, subjective norms and perceived playfulness
2) Rexi A. (2022) states that "Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport. In the current scenario the best and convenient way to travel to and from bus stands, railway stations, airports and to other places of interest in Coimbatore is by call taxi.
3) Mukund ,Khupse(2022) on their India, mobile app based taxies are increasing rapidly and they are being frequently used by the travelers from all walks of life. The present study is descriptive in nature and finds the various reasons for travelers' preferences regarding the app based taxi services. Data has been collected from 150 app based taxi users with the help of a structured questionnaire.
4) Sarvepalli, & Prakash (2021) proposed a model RIDE where 'R' stands for 'research' meaning thereby that the company need to do research continuously to meet the needs that the customer is looking forward. This will help in maintaining customer base as loyalty increases. 'I' stands for 'innovate'. Here, the feasibility of the research solution is checked. Next comes 'D' which refers to 'deploy' where mobile application is updated after conducting detailed testing of the features developed in the last.
5) HemanthKumar, Sentamilselvan, (2021) he phenomenal growth of passenger vehicle market is vitally backed by the domestic taxi segment. The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers.

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