

A Study of Customers' Outlook towards Ola Cabs Services in Nashik City.

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Abstract: Technological advancements have impact on lifestyle. Convenience, safety, comfort, timely service are the factors which determine quality of services leading towards customer satisfaction. Digitalization has brought all these factors together creating delightfulness amongst the customers. There is shift from unorganised to organised taxi services. In India unorganised taxi market has large share which is changing now. There are many cab service providers such as Ola, Meru, Uber etc. who are aggregators connecting customers with drivers through technology such as mobile application. In this paper attempt is made to know the customers' preference and satisfaction about Ola Cabs services in Nashik city. Further, the factors which influence customers' to prefer Ola Cabs services in Nashik city are also determined. For this research data was collected from 50 Units (25 Male and 25 Female sample respondents) residing in Nashik city, India. From the study it is found that customers prefer Ola Cabs in Nashik city. Safety and convenience are the major factors which influence customers to select Ola Cabs services. Customers are satisfied with Ola Cabs in Nashik.

Keywords: Customers, Preference, Satisfaction, Ola Cabs, Services.

Introduction

Lifestyle and technology go hand in hand. Technological advancements have impact on lifestyle. Convenience, safety, comfort, timely service are the factors which determine quality of services leading towards customer satisfaction. Digitalization has brought all these factors together creating delightfulness amongst the customers. There is shift from unorganised to organised taxi services. In India unorganised taxi market has large share which is changing now. Commuters are attracted towards the service providers who are capable enough to satisfy them at affordable prices. There are many cab service providers such as Ola, Meru, Uber etc. who are aggregators connecting customers with drivers through technology such as mobile application. . These aggregators are providing ease and convenience to customers and competing to retain them. Consumers satisfied with service quality are most likely to remain loyal (Ajvani 2014).