



A COMPARATIVE STUDY OF CONSUMER PREFERENCE BETWEEN RAPIDO AND UBER BIKE SERVICES

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Abstract: The present study titled “A Comparative Study of Consumer Preference Between Rapido and Uber Bike Services” aims to analyze and compare the preferences of consumers towards app-based bike taxi services.

With the rapid growth of urbanization and increasing traffic congestion, bike taxi services have emerged as a convenient, time-saving, and cost-effective mode of transportation. This study focuses on identifying the key factors influencing consumer choice, such as pricing, safety, availability, service quality, and customer satisfaction.

The research is based on both primary and secondary data. Primary data was collected through a structured questionnaire from a sample of respondents, while secondary data was gathered from various websites, articles, and journals. Statistical tools such as percentage analysis, ranking analysis, and chi-square test were used for data analysis.

The findings of the study reveal that Rapido is widely preferred due to its affordability and quick availability, whereas Uber bike services are chosen for their reliability, brand image, and safety measures. Factors like convenience, time-saving, and promotional offers also play a significant role in influencing consumer preference.

The study concludes that both services have their own advantages, and improving safety features, service quality, and customer support can enhance user satisfaction. The research provides valuable insights into consumer behavior and highlights the growing importance of bike taxi services in modern urban transportation.

Index Terms - Bike Taxi Services ,Consumer Preference ,Rapido ,Uber Bike ,Urban Transportation ,Customer Satisfaction, Pricing Strategy , Service Quality , Convenience ,Safety .

I. INTRODUCTION

In recent years, the transportation sector has undergone a major transformation with the introduction of app-based mobility services. Among these, bike taxi services such as Rapido and Ola/Uber Bike have gained significant popularity, especially in urban and semi-urban areas. These services provide a cost-effective, time-saving, and convenient mode of transportation for daily commuters.

The increasing traffic congestion, rising fuel costs, and demand for quick travel solutions have encouraged people to shift towards two-wheeler taxi services. Rapido, being a dedicated bike taxi platform, focuses on affordability and quick rides, whereas Ola and Uber offer bike services along with their broader cab services, emphasizing reliability and brand trust.

This study aims to analyze consumer preferences between these platforms by examining various factors such as price, safety, availability, comfort, and overall customer satisfaction. Understanding these preferences will help in identifying the strengths and weaknesses of each service.

Objectives of the Study

- To study the concept of app-based bike taxi services
- To analyze consumer preference between Rapido and Ola/Uber Bike
- To identify the key factors influencing customer choice
- To compare pricing, availability, and service quality
- To evaluate customer satisfaction levels
- To suggest improvements for better service performance

I. RESEARCH METHODOLOGY

3.1 Research Design

The research design adopted for this study is descriptive in nature. It aims to describe the behavior, preferences, and opinions of consumers regarding bike taxi services.

3.2 Sources of Data

Primary Data

Primary data was collected directly from respondents using a structured questionnaire. The questionnaire included both closed-ended and open-ended questions to gather detailed insights.

Secondary Data

- Secondary data was collected from:
- Official websites of Rapido, Ola, and Uber
- Research journals and articles
- Online sources and reports
- Sampling Design
- Sample Size: 50 respondents (you can change if needed)
- Sampling Method: Convenience Sampling
- Area of Study: Urban users (e.g., Tirupur / your area)

3.3 Tools Used for Analysis

- Percentage Analysis (to understand distribution)
- Ranking Analysis (to find preference order)
- Chi-Square Test (to test relationship between variables)

Analysis & Findings

Analysis

The collected data was analyzed systematically using statistical tools. Consumer responses were categorized and interpreted based on various parameters such as cost, safety, service quality, and availability.

Percentage analysis helped in identifying the proportion of users preferring each service. Ranking analysis was used to determine which factors were most important to consumers. Chi-square analysis was applied to test whether there is a significant relationship between demographic factors and service preference.

Major Findings

- A majority of respondents prefer Rapido due to its lower pricing and affordability
- Ola/Uber Bike services are preferred for their brand image and trustworthiness
- Availability of rides during peak hours is a key factor influencing choice
- Most users value time-saving and convenience over luxury
- Safety remains a major concern, especially among female users
- Promotional offers and discounts significantly influence customer decisions
- Customer satisfaction is moderate, with scope for improvement in service quality

Suggestions & Limitations

Suggestions

- Based on the findings of the study, the following suggestions are made:
- Companies should enhance safety features, including rider verification and GPS tracking
- Customer support services should be improved for quick issue resolution
- Waiting time should be reduced, especially during peak hours
- More attractive offers and discounts can be introduced to retain customers
- Training should be given to riders to improve behavior and professionalism
- Mobile app interfaces should be made more user-friendly

Limitations of the Study

- The study is limited to a small sample size, which may not represent the entire population
- Data was collected within a limited time period
- The study is restricted to a specific geographical area
- Responses may be biased due to personal opinions of respondents
- Limited availability of secondary data

Conclusion

The study concludes that bike taxi services have become an essential part of modern urban transportation. Both Rapido and Ola/Uber Bike services play a crucial role in providing affordable and efficient travel solutions.

Rapido stands out in terms of affordability and quick service, making it highly preferred among price-sensitive customers. On the other hand, Ola and Uber are preferred for their established brand image, reliability, and wider service network.

Consumer preference is mainly influenced by factors such as cost, convenience, safety, and availability. While both services have their advantages, there is still scope for improvement in terms of safety measures, customer service, and service consistency.

Overall, the future of bike taxi services looks promising, with increasing demand and technological advancements contributing to their growth.