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A STUDY ON USER'S PERCEPTION AND BARRIERS TO USING SELF-DRIVEN RENT-A-BIKES

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ABSTRACT

This study investigates the perceptions and barriers faced by users in adopting self-driven rent-a-bike services. Employing a mixed-methods approach, data were gathered through a combination of surveys and in-depth interviews with both current users and potential adopters. The analysis reveals that environmental benefits and economic savings are primary motivators driving interest in self-driven rent-a-bikes. However, significant barriers impede widespread adoption. Key concerns include safety issues related to bike quality and traffic conditions, limited availability of bikes during peak times, and challenges in navigating the rental process. Furthermore, inadequate infrastructure, such as insufficient bike lanes and docking stations, exacerbates these barriers. Lack of awareness and familiarity with the rental systems also deters potential users. To enhance user experience and boost adoption rates, the study recommends implementing comprehensive safety measures, expanding and strategically locating docking stations, and improving the user interface of rental applications. Additionally, targeted marketing campaigns and educational programs could raise awareness and build user confidence. This research provides critical insights for policymakers, service providers, and urban planners aiming to promote sustainable urban transportation solutions and increase the adoption of self-driven rent-a-bikes.

***Key words**: perception, self-driven rent, environmental benefit.*

INTRODUCTION

The advent of self-driven rental bikes has transformed urban transportation landscapes, offering convenient and sustainable mobility solutions for city dwellers worldwide. These innovative systems allow users to access bicycles on demand, often through smartphone applications, and complete short trips within urban areas without their need for personal ownership. Despite the potential benefits of self-driven rental bikes, including reduced traffic congestion, improved air quality, and enhanced public health outcomes, their widespread adoption faces various challenges related to user perception and barriers. Understanding the factors influencing user perceptions and the obstacles to utilizing self-driven rental bikes is crucial for policymakers, urban planners, and transportation operators aiming to promote their uptake and integration into urban mobility networks. This project seeks to explore the general landscape of user perception and barriers to using self-driven rental bikes, examining key themes, trends, and research findings in this evolving field.

The popularity of self-driven rent bikes has been steadily increasing in many cities as a convenient and Eco-friendly transportation auction however the potential benefits they have may still be barriers preventing users from fully embarrassing this more of transportation identifying these barriers is crucial for improving the adoption and usage rates of self-driven interprets the study aims to investigate the user perfection and identify the Barriers that hidden and adoption of self-driven rental bikes by explaining the user attitudes preferences and concerns.

we can gain valuable insights into the factors influencing user players and potential strategies to overcome their barriers by addressing user perfection and barriers we can promote the cruiser of central pics as a valuable alternative to traditional ports of transportation ultimately contributing to a more sustainable and efficient urban mobility system the findings of study will be contributed to existing body of knowledge on circular mental wives and provide practical recommendations for services provides urban planners and policymakers to enhance the visibility of hand feasibility and actions acceptance of these sustainable transportation option.

USER PERCEPTION

User perception plays a critical role in shaping the success and sustainability of self-driven rental bike systems. Positive perceptions, such as perceptions of convenience, affordability, and environmental friendliness, can encourage greater uptake and usage of these services among urban commuters. Conversely, negative perceptions, such as concerns about safety, reliability, and comfort, may deter potential users from embracing self-driven rental bikes as a viable transportation option. Understanding the factors driving user perceptions, including demographic characteristics, previous experiences with biking or shared mobility, and cultural attitudes towards cycling, can provide valuable insights into strategies for improving user acceptance and satisfaction with self-driven rental bike systems.

User perception of self-driven rental bikes encompasses a range of attitudes, beliefs, and opinions that influence individuals' willingness to utilize these systems. Positive perceptions are often associated with convenience, affordability, and environmental sustainability. Users may view self-driven rental bikes as a convenient and cost-effective alternative to traditional modes of transportation, offering flexibility and freedom in urban mobility. Additionally, environmentally conscious individuals may perceive biking as a sustainable mode of travel, contributing to reduced carbon emissions and improved air quality.

BARRIERS TO USAGE:

Despite the potential benefits of self-driven rental bikes, several barriers may hinder their widespread adoption and utilization. These barriers can encompass various dimensions, including infrastructure limitations, regulatory challenges, technological constraints, and socioeconomic factors. For instance, inadequate bike lanes and parking facilities may discourage users from cycling in urban areas, while complex pricing structures or registration processes may deter potential users from accessing self-driven rental bikes. Moreover, concerns about theft, vandalism, and bike maintenance can undermine user confidence in the reliability and security of self-driven rental bike systems. Identifying and addressing these barriers is essential for overcoming challenges to usage and promoting equitable and inclusive access to self-driven rental bikes for all members of the community.

Technological constraints, such as limitations in-app functionality or payment systems, can present usability challenges for potential users. Moreover, socio-economic factors, such as income inequality or disparities in access to technology, may exacerbate barriers to usage, limiting the inclusivity of self-driven rental bike systems. Most use determinants are long-term and take longer to modify demand, while weather swings happen quickly and many users switch modes. The adoption of medium requires graduated sifts in Internet to overcome, the barriers of weather conditions are an essential component of pipe demand research and determine 80% of daily demand fluctuations, and bike sharing is mostly done during fine weather private or rental the combination of dive.

Bike-sharing system acceptance specifies construction risk weather and climate, some of which show how weather affects bike utilization. Weather is the most influential factor in bike-sharing chatter. Interviews mostly focus on perceptions of being on one bike in the rain or snow. Authors have tried to understand bicycle adoption through interiors and reviews of dental bike barriers.

REVIEW OF LITERATURE: -

Susan Shaheed, Elliot Martin, and Adam Cohen published in Transport Reviews in 2013

The article "Public Bike-sharing in North America: Early Operator Understanding and Emerging Trends" by Susan Shaheen, Elliot Martin, and Adam Cohen, published in Transport Reviews in 2013, delves into the nascent landscape of public bike-sharing systems across North America. In this comprehensive study, the authors explore the foundational principles and evolving dynamics of bike sharing, a burgeoning urban transportation phenomenon characterized by short-term bicycle rentals for city commuting.

Elliot Fishman, Simon Washington, and Narelle Haworth, published in Transport

Reviews in 2012,

The article "Bike share: A synthesis of the literature" by Elliot Fishman, Simon Washington, and Narelle Haworth, published in Transport Reviews in 2012, offers a comprehensive overview of the existing literature on bike-sharing systems. Through a meticulous synthesis of research findings and scholarly discourse, the authors provide a holistic understanding of bike-sharing initiatives worldwide.

Elliot W. Martin, Susan Shaheen, and JefferyLidicker, published in Transportation Research Part D: Transport and Environment in 2010.

In 2010, Elliot W. Martin, Susan Shaheen, and Jeffery Lidicker published "The impact of car sharing on public transit and non-motorized travel: An exploration of North American car sharing survey data" in Transportation Research Part D: Transport and Environment. Delves into the interplay between car sharing, public transit, and nonnotarized travel in North America. Through an analysis of survey data collected from car sharing participants, the authors investigate how car-sharing influences travel Behaviour and mode choices.

Buck, Buehler published in Transportation Research Record: Journal of the Transportation Research Board in 2013,

The article "Promoting Bike Sharing in North America: Lessons from early adopters" authored by Buck, Buehler, published in Transportation Research Record: Journals of the Transportation Research Board in 2013, offer valuable insights into the Promotion and adoption of bike-sharing systems across North America. Drawing upon experiences from early adopters, the study examines key strategies and interventions employed to encourage the use of bike-sharing programs.

Guo, Wilson, and Rahbee, and published in Transportation Research Part F: Traffic Psychology and Behaviour in 2015,

The study "User Satisfaction and Perceptions of a Public Bicycle-sharing Scheme in Beijing" conducted by Guo, Wilson, and Rahbee, and published in Transportation Research Part F: Traffic Psychology and Behaviour in 2015, investigates the user satisfaction and perceptions of a public bicycle-sharing scheme implemented in Beijing, China. Through surveys and analysis of user feedback, the authors examine various aspects of the bike-sharing program, including user satisfaction levels, perceived benefits, challenges encountered, and factors influencing usage patterns.

RESEARCH METHODOLOGY:

Research Gap:

The survey indicates that there are numerous studies to Analyse in specific fields. Rapido, which is in the transportation and logistics sector, likely, involves a mix of quantitative and qualitative methods. It may include market analysis, customer service, competitive research, data analysis on user Behaviour, and possibly even experimental studies to test new features or services. It contributes to understanding customer needs market trends and operational efficiency. However, I am Analysing a specific company in this project. Research gap using Rapido is an example I can analyse how the misleading marketing its reputation and growth, as well as know-how customers are enhancing their services. About the impact of services and objectives of this company Profitability in this project in addition to utilizing intangible resources like brand awareness servicing providing copyrights protection, etc Rapido uses this framework to make money and maintenance of market competitiveness and design its services motive to increase the Rapido users in coming days. Rapido enhances the increasing satisfaction of customers and desires of its customers using Rapido company.

Needs of study:

It's essential to research how objective resources affect Rapido's profitability to understand how variables other than tangible assets affect financial performance through an examination of these factors like technical innovation, Brand reputation, and low prices, statistical tools to expand the Rapido campaign in the marketplace. It will be possible to gain insights into how Rapido may statistically use its user Perceptions and barriers to using self-driven and rental bikes. This research aims to guide Rapido towards the best position for possible utilization of its usual user perception and barriers to using self-driven rent–a–bikes and barriers to solving for long-term, profitability, and growth in business.

Purpose of study:

The study aims to determine how Rapido company profitability is influenced by factors such as staff skills, increasing the number of bikes, Low prices, ride sharing, etc. Rapido Company will focus on making more informed decisions on where to invest and making necessary changes to increase bikes.

Problem statement:

The study objective is to find out how much Rapido company User's Perceptions and barriers to using self-driven rental bikes and bike sharing etc. Appointments, who have documents certified by the Government, increase the Slotting (place for parking vehicles). This involves assessing whether a particular user's perceptions and barriers have a major impact on financial performance and understanding how effective resource management can support long-term profitability in the automobile sector of Rapido Company.

Objectives of the study:

- The research emphasizes the significance of user-friendly interfaces and appropriate driving conduct for improved customer satisfaction.
- Rapido can enhance its services, enhance client experience, and supply basic charges with this research.
- Understand taxi service operations and privacy policies.
- To get feedback on traffic system and service frequency.
- There are two main consumer views on driving conduct etiquette.

Research Design:

The research will be a mixed-method approach used to examine how user perceptions regarding the barriers to using self-driven Rental bikes and bike sharing. Initially, financial data from, the Rapido company's annual report Regards statement of bike sharing and self-driven rental bikes report. Will be used for qualitative analysis to evaluate profitability metrics over an extended period. Qualitative techniques such as survey interviews, feedback from customers who have experienced the Raids, and bike sharing will be added to this statement. Learn more about how users perceive and barriers to overcoming rental bikes to manage and understand the problems of Customers. The analysis of Rapido through the Barriers and abstracts through the combination of qualitative and quantitative data, which known to help company statistic ideas to overcome the feedback of customers to extend the in bike sharing and rental-bikes.

Research type: Descriptive in Nature

Sampling Techniques: Non-random sampling techniques are used for the study.

Data Collection Methods:

Primary data: Involves the data that will be collected personally and data. This does not exceed what can only be collected by direct observations and the data can be gathered by surveys and questionnaire methods, feedback of customers.

Secondary data: Data refers to the data that already exists and can be found in journal articles, online reports, and case studies, which can be utilized to understand the previous research and findings.

Sample size:100

Sample unit:50

Location unit: Hyderabad

Questionnaire: A Structured Questionnaire is used for gathering, the data, and multiple choice is used in this survey.

Tools used: Chi-square, Bar Graphs, and Percentages.

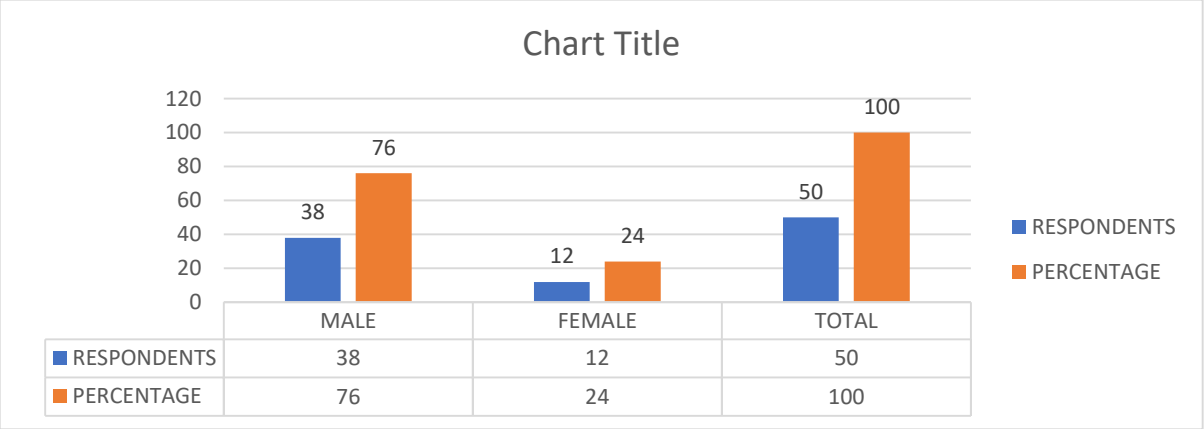
Hypothesis:

HO: User perception and obstacles to self-driven Rent-bikes have not changed.

H1: User perception and impediments to self-driven Rent-bikes vary significantly.

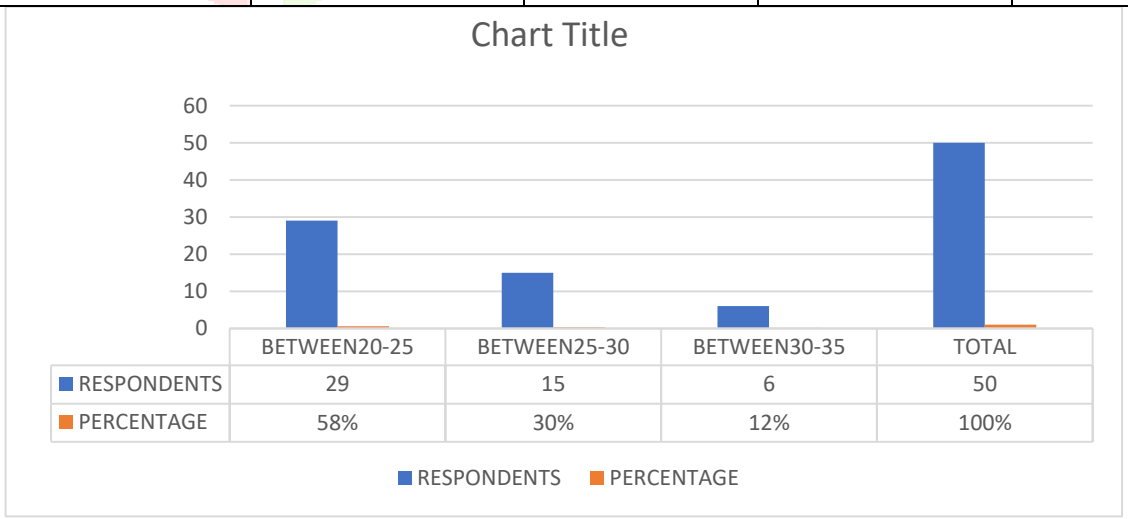
DATA ANALYSIS

1. GENDER	MALE	FEMALE	TOTAL
RESPONDENTS	38	12	50
PERCENTAGE	76%	24%	100%



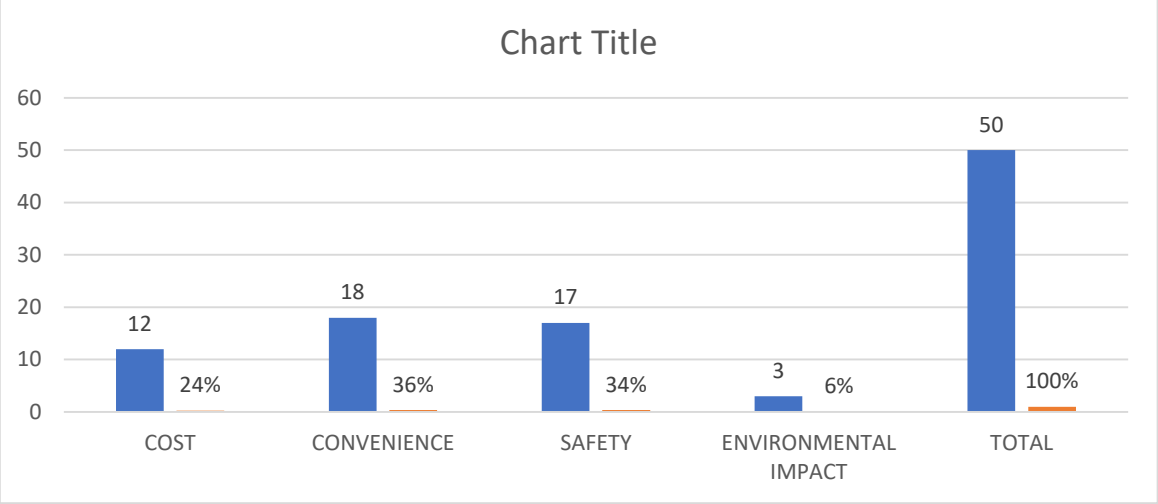
Interpretation: The Total number of responses is 50 with males 76% and Female 20%.

2. AGE	BETWEEN20-25	BETWEEN25-30	BETWEEN30-35	TOTAL
RESPONDENTS	29	15	6	50
PERCENTAGE	58%	30%	12%	100%



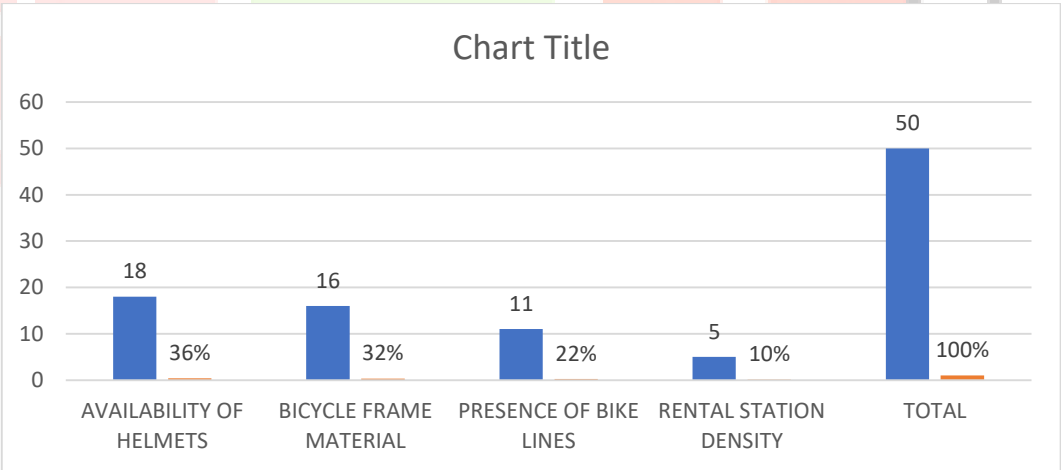
Interpretation: The Total number of responses of Age between 20-25 is 58%, between 25-30 is 30%, and between 30-35 is 12%.

3. What is the primary concern for users considering self-driven rental bikes?	COST	CONVENIENCE	SAFETY	ENVIRONMENTAL IMPACT	TOTAL
RESPONDENTS	12	18	17	3	50
PERCENTAGE	24%	36%	34%	6%	100%



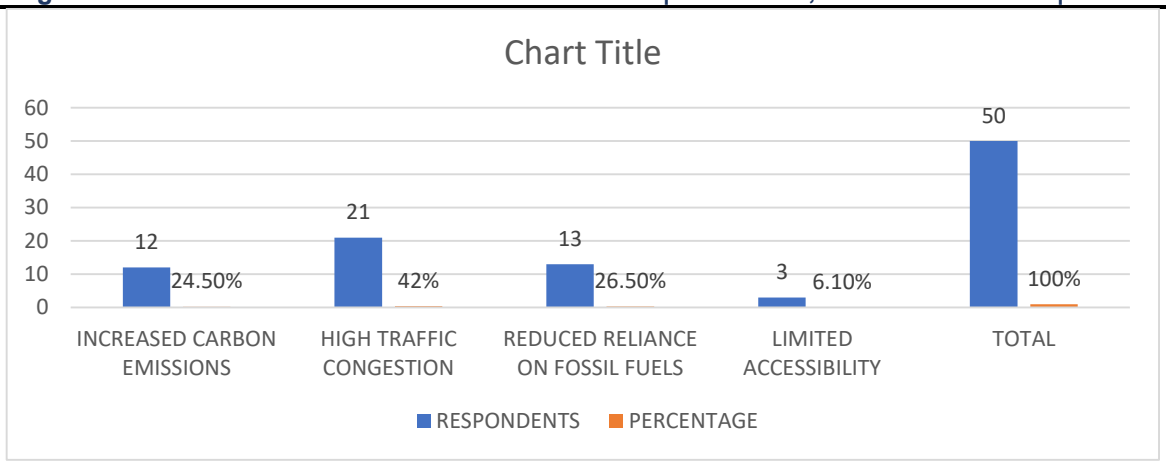
Interpretation: Most of the Respondents of Rapido users are cost 24%, convenience 36%, safety 34%, and environmental impact 6%.

4.What aspects of safety do users prioritize when evaluating self-driven rental bikes?	AVAILABILITY OF HELMETS	BICYCLE FRAME MATERIAL	THE PRESENCE OF BIKE LINES	RENTAL STATION DENSITY	TOTAL
RESPONDENTS	18	16	11	5	50
PERCENTAGE	36%	32%	22%	10%	100%



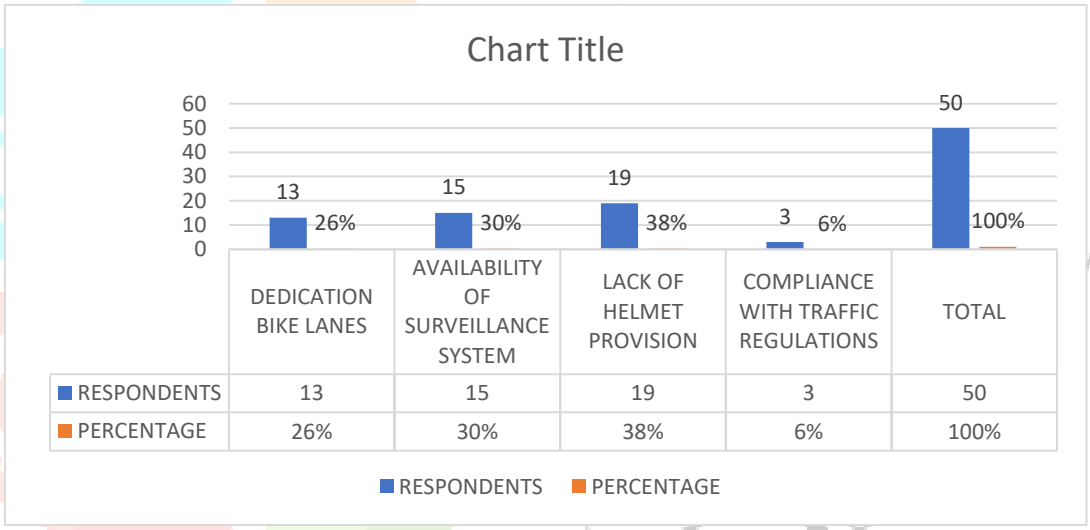
Interpretation: Most of the Respondents of Rapido users are Availability of helmets 36%, bicycle frame material 32%, bike lanes 22%, and rental station density 10%.

5. What environmental benefits do users associate with self-driven rental bikes?	INCREASED CARBON EMISSIONS	HIGH TRAFFIC CONGESTION	REDUCED RELIANCE ON FOSSIL FUELS	LIMITED ACCESSIBILITY	TOTAL
RESPONDENTS	12	21	13	3	50
PERCENTAGE	24.5%	42%	26.5%	6.1%	100%



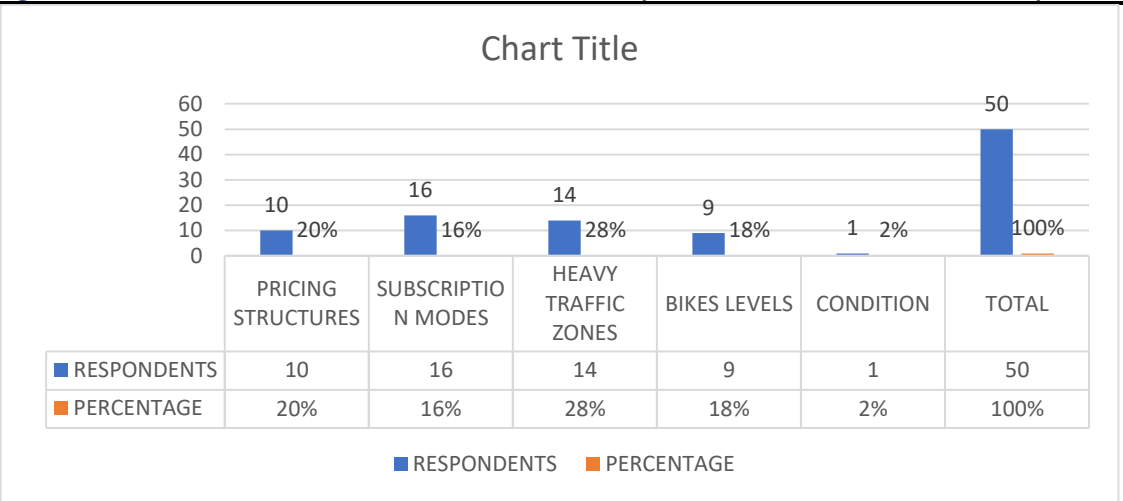
Interpretation: Most of the Respondents of Rapido users are increased carbon emissions 24%, high traffic congestion 42%, reduced reliance on Fossil fuels 26%, and limited accessibility6.1percentage.

6.Which factor might contribute to users' concern about safety when using self-driven rental bikes?	DEDICATION BIKE LANES	AVAILABILITY OF SURVEILLANCE SYSTEM	LACK OF HELMET PROVISION	COMPLIANCE WITH TRAFFIC REGULATIONS	TOTAL
RESPONDENTS	13	15	19	3	50
PERCENTAGE	26%	30%	38%	6%	100%



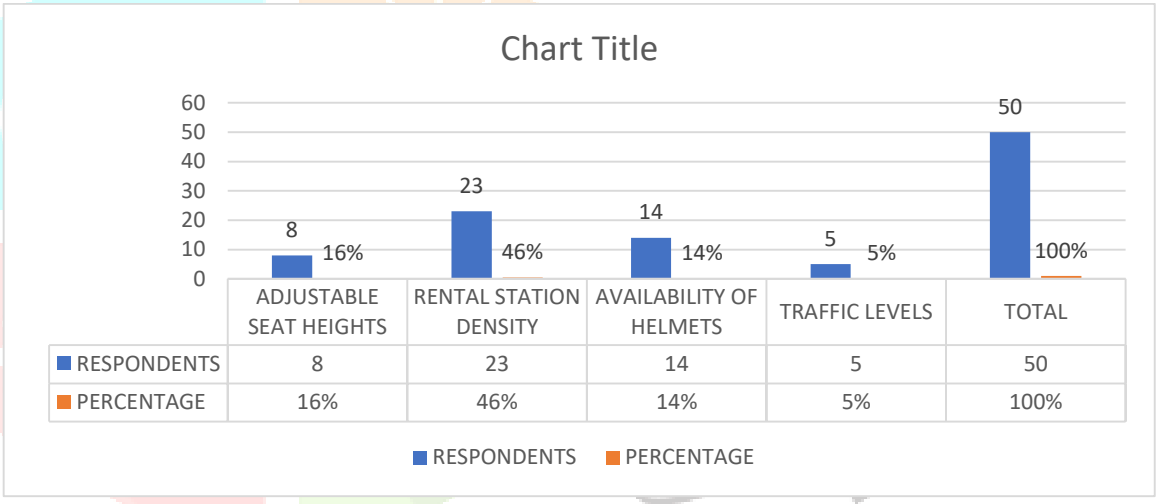
Interpretation: Most of the Respondents of Rapido users are Deduction bike lanes 26%, availability of surveillance system 30%, lack of helmet provision 38%, and compliance with traffic regulations 6%.

7. How do users evaluate the cost-effectiveness of self-driven rental bikes	PRICING STRUCTURES	SUBSCRIPTION MODES	HEAVY TRAFFIC ZONES	BIKES LEVELS	CONDITION	TOTAL
RESPONDENTS	10	16	14	9	1	50
PERCENTAGE	20%	16%	28%	18%	2%	100%



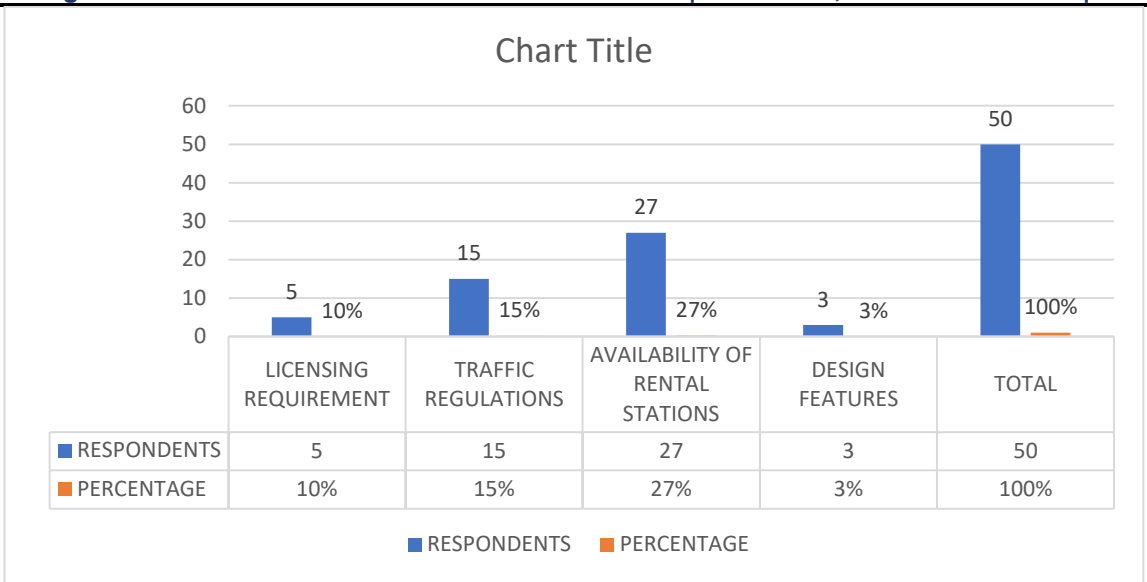
Interpretation: Most of the Respondents of Rapido users are pricing structures 20%, subscription modes 16%, heavy traffic zones 28%, bike level 18%, and conditions 2%.

8. What design feature could improve the usability of self-driven rental for demographics?	ADJUSTABLE SEAT HEIGHTS	RENTAL STATION DENSITY	AVAILABILITY OF HELMETS	TRAFFIC LEVELS	TOTAL
RESPONDENTS	8	23	14	5	50
PERCENTAGE	16%	46%	14%	5%	100%



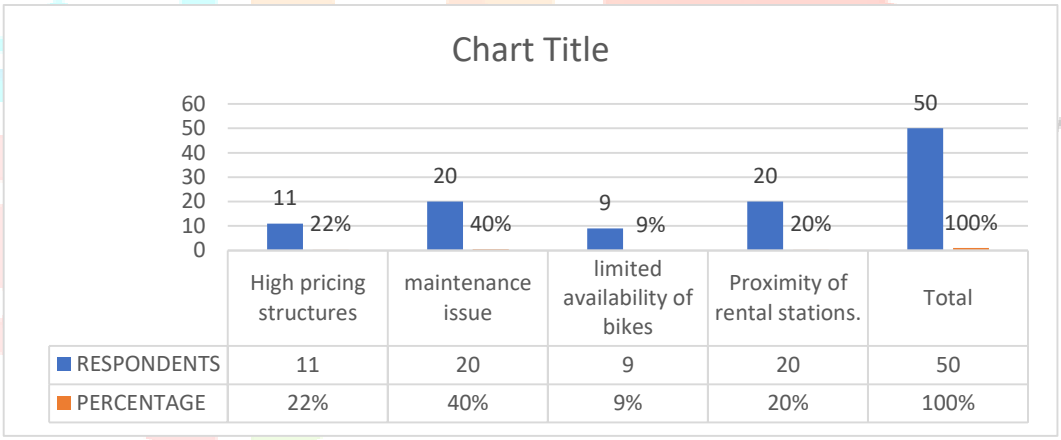
Interpretation: Most of the Respondents Rapido users are Adjustable seat heights 16%, rental station density 46%, availability of helmets 14%, and traffic levels 5%.

9. What regulatory barriers might rental biker operators face?	LICENSING REQUIREMENT	TRAFFIC REGULATIONS	AVAILABILITY OF RENTAL STATIONS	DESIGN FEATURES	TOTAL
RESPONDENTS	5	15	27	3	50
PERCENTAGE	10%	15%	27%	3%	100%



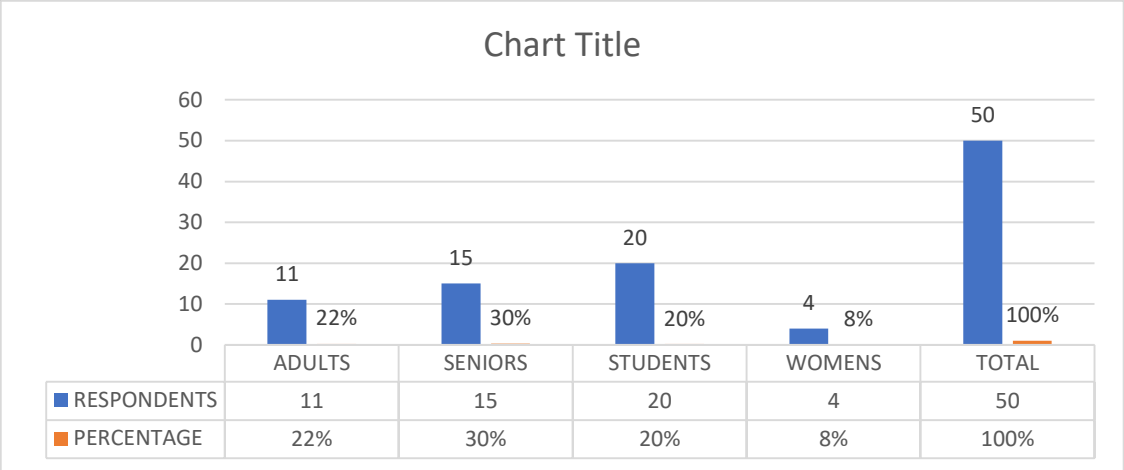
Interpretation: Most of the Respondents Rapido users are licensing recruitment 10%, traffic regulations 15%, availability of rental stations 27%, and design features 3%.

10.What could enhance users' perfection of convenience regarding self-driven rental bikes	High pricing structures	maintenance issue	limited availability of bikes	Proximity of rental stations.	Total
RESPONDENTS	11	20	9	20	50
PERCENTAGE	22%	40%	9%	20%	100%



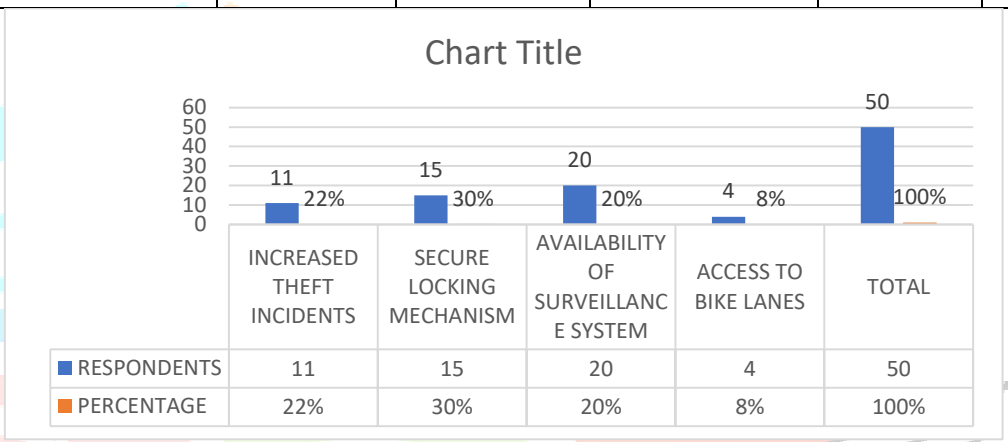
Interpretation: Most of the Respondents of Rapido users are High pricing structure 22%, maintenance issues 40%, limited availability of bikes9%, and proximity of rental stations20%.

11.Which demographic group might encounter accessibility user issues when using self-driven rental bikes?	ADULTS	SENIORS	STUDENTS	WOMENS	TOTAL
RESPONDENTS	11	15	20	4	50
PERCENTAGE	22%	30%	20%	8%	100%



Interpretation: Most of the Respondents of Rapido users are Adult 22%, seniors 30%, students 20%, and women 8%.

12.How can rental bike operators address user security concerns	INCREASED THEFT INCIDENTS	SECURE LOCKING MECHANISM	AVAILABILITY OF SURVEILLANCE SYSTEM	ACCESS TO BIKE LANES	TOTAL
RESPONDENTS	11	15	20	4	50
PERCENTAGE	22%	30%	20%	8%	100%



Interpretation: Most of the Respondents of Rapido users are increased theft incidents 22%, secured locking mechanism 30%, availability of surveillance system 20%, and access to bike lanes 4%.

Rapido Balance sheet (in crores)

Particulars	As of 31- March- 2023	As of 31-March- 2022
Assets		
Non-current assets		
Property plant and equipment	8.50	9.26
Other intangible assets	0.10	0.00
Loans	0.83	0.39
Other non-current financial ethics	1.90	1.77
Total non-current financial assets	2.74	2.16
Other non-current assets	1.45	2.53
total non-current assets	**12.79**	**13.94**
Current assets		
trade receivables	12.81	5.62
Cash and cash equivalents	9.33	66.94
bank balance other than cash and cash equivalents	56.29	50.40
loans	0.74	0.68
Other current financial statements	0.71	0.94
Total current financial statements	79.88	124.58
Other current assets	72.24	33.19
Total current assets	152.12	157.77
total assets	**164.91**	**171.71**

EQUITY AND LIABILITIES

Equity and liability		
equity		
equity share capital	1.01	0.79
other equity	32.39	90.79
total equity attributable to the owner of the parent	33.41	91.58
total equity	**33.41**	91.58
non-current assets		
borrowings		
total non-current Liabilities	1.24	4.61
provisions	7.97	3.07
total non-current liabilities	9.21	7.69
current liabilities		
borrowings	4.40	-
trade payables	56.11	28.82
total current financial liabilities	65.98	33.24
other current financial liabilities	5.47	4.42
Provisions	35.11	27.73
total current liabilities	**122.29**	**72.45**
total liabilities	**131.50**	**80.14**
total equity and liability	**164.91**	**171.71**

Rapido Profit &Loss Statement (in RS Crores)

Particulars	**2022**	**2023**
revenue from operators	144.77	75.61
other income	13.17	12.36
total income	157.95	86.97
expenses		
employee benefit expense	106.96	61.80
financial costs	0.3434	0.394
depreciation and expenses	4.92	3.52
Other expenses	484.02	186.64
total expenses	596.97	254.37
profitable before expectational items and tax	439.02	-166.40
total profit before tax	-439.02	-166.40
Total tax expense	0	0
Total profit and loss for the period.	**-439.02**	**-166.40**

Rapido's key financial ratios

Particulars	**2022**	**2021**
the current ratio (in times)	1.24	2.18
Debt- equity ratio	0.97	0.22
total depth total assets ratio (in times)	0.2	0.12
written on equity ratio (in %)	-1314.9%	181.70
Interest coverage ratio (in times)	-1277.46	421.33
total assets turnover (in times)	0.96	0.51
Fixed asset turnover in ratio (in times)	16.84	8.17
Net margin	277.95	189.15%
return on capital employed ratio in (%)	**1141.49**	**-175.52%**

Particulars	**2022**	**2021**
dividend per share	-	-
retained any (in RS crore)	32.39	90.79

STATISTICAL TOOLS FOR ANALYSIS

H0: There is no significant change in the User's perception and barriers to using the self-driven Rent-bikes.
H1: There is a significant change in the User's perception and barriers to using the self-driven Rent-bikes.

Gender	Dedication of bike lane	Availability of surveillance system	Lack of helmet provisions	Compliance with traffic regulations	Total
Male	11(9.88)[0.13]	12(11.40)[0.03]	13(14.44)[0.14]	2(2.28)[0.03]	38
Female	2(3.123)[0.40]	3(3.60)[0.10]	6(4.56)[0.45]	1(0.72)[0.11]	12
Total	13	15	19	3	50

The chi-square statistic is 1.4022. The p-value is 0.70508. The result is not significant at p<0.05.

Since the P value is less than 0.05, H0 rejects and accepts H1. So, there is a significant change in the User's perception and barriers to using the self-driven Rent-bikes.

Age	Dedication of bike lane	Availability of surveillance system	Lack of helmet provisions	Compliance with traffic regulations	Total
Below 20	8(7.54)[0.03]	9(8.70)[[0.01]	11(11.02)[0.00]	1(1.74)[0.31]	29
Between 20-25	4(3.90)[0.00]	4(4.50)[0.06]	6(5.70)[0.02]	1(.90)[0.01}	15
Above 35	1(1.56)[0.20]	2(1.80)[0.02]	2(2.28)[0.03]	1(0.36)[1.14]	3
Total	13	15	19	3	50

The chi-square statistic is 1.8336. The p-value is 0.0934349. The result is not significant at p<0.05.

FINDING:

- Of the total respondents 50 males 76%. And females are 24%.
- Most of the age group responses were between 20-25 age 58% between 25-38 age 30% and 30-35%. Age 12%.
- Opinion of the public respondents on a Rapido user, which is convenience is 18% cost is 12% and safety is 17%.
- Safety prioritizes Rapido users Availability of helmets is high at 36%, and Bicycle frame material is 32% The presence of bike lines is at 22% Rentals station's density is low at 10%.
- Environmental benefits associated with Rapido Increased carbon emission by 24.5%, high traffic congestion high at 42% Reduced reliance on fossil fuels. 26% .5% limited accessibility, 6.1% low.
- Contribution of safety measures by using rental bikes Deduction bike lanes 26% availability of surveillance 30%, system lack of element provision high at 38% compliance with traffic regulations 6% low.
- The cost-effectiveness of Rapido's Pricing structure is a 20% subscription mode and 16% heavy traffic zone high at 28% and bike levels are low at 18%.
- Improve the usability of Rapido self-driven rental bike demographics Rental station density is high at 46% availability of helmets at 14% adjustable seat heights at 16% stage, and traffic level low at 5%.
- Regulation barriers rental biker operators face licensing requirements of 10%, traffic regulations of 15%, availability of rental stations of high at 27%, and design features low at 3%.

SUGGESTIONS

- Increased value of Rapido users may see a boost in services and profit margin by increasing its brand recognition through services provided by riders and resources like reputation and client loyalty.
- Train drivers and contact centre executives in communication and multi-language to attract new markets.
- They like cash discounts and deals. Their drivers must be taught on routes and driving efficiency to search the area quickly and guide customers.
- Customers pay higher tariff charges during busy hours. They may use a competitive pricing approach and inform passengers.
- The consumer will also learn about advanced booking possibilities and the benefits of reserving in advance rather than auctioning, which may be disrespectful. To enhance passenger comfort, infrastructural amenities will be expanded.
- Surveys and vehicle maintenance are popular customer solutions. Proper vehicle painting, driver grooming, sticker brand, boot card payments, discounts, etc. The common solution raised by Rapido users is the availability of helmets shortage, rental stations Compliance with traffic revelations pricing structure, Traffic rules and regulations licensing requirements, Maintenance issues of bikes, and Increased theft incidents.

Conclusion:

User perception and barriers to using self-driven rent-a-bike, Moreover, Rapido user performance is greatly achieved by Target register users. Technological achievements innovation and brand recognition. These services have availability to stand out from the competition attract clients and increase services for Rapido bike taxi The most important rapid user is the captain who promotes innovative services based for both riders and clients They can share a bike with users that promote innovations and service excellence and investment in research and development to improve vehicle design safety feature and eco-friendly technology and availability of helmets etc

The study revealed customer satisfaction with the call taxi services. The factors there give importance to the selection of service provider, tariff comfort, convenience, service quality, and customer care rendered This will help the service provider as an important input to understanding customer satisfaction, about their services, and to what extent they are with us by utilizing our resources. The findings depict the exact replies of the customer mind set and the level of satisfaction towards the service provider operating the call taxi in the local market. Appropriate suggestions were provided considering the factor of feasibility if the marketplace considers their outcomes and acts its shoe to create fulfilled satisfaction, rather than delight the customer and expanding the market base.

- First Rapido services have a competitive advantage in the services sector because of its high prices as compared to Rapido.
- Rapido interacts with clients and directly collects feedback on services and rider behaviour
- Results and development investment boost a company's market pollution and revenue potential by forecasting certain advanced and innovative programs in the Rapido app.
- Rapido customers trust the Brand value very Well, Rapido services will be good performance, and integrity in services its customer feedback is good.

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