



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Customer Attitude Towards Ola And Uber Taxi Services In The Digital Era

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### Abstract

The rapid advancement of digital technology has transformed the transportation industry worldwide. App-based ride-hailing services such as Ola and Uber have emerged as popular alternatives to traditional taxi services by offering convenience, affordability, and technological innovation. This research paper examines customer attitudes towards Ola and Uber taxi services in the digital era. The study explores the factors influencing customer perceptions, including service quality, pricing, convenience, safety, technology adoption, and customer satisfaction. The research is based on secondary data collected from journals, reports, and published literature. Findings indicate that customers generally have a positive attitude toward both Ola and Uber due to ease of booking, GPS-enabled tracking, cashless payment facilities, and availability of rides. However, issues such as surge pricing, ride cancellations, driver behavior, and safety concerns continue to influence customer satisfaction. The study concludes that digital innovation has significantly enhanced customer experiences, but continuous improvements in service quality and customer support are necessary to maintain customer loyalty and competitive advantage in the ride-hailing industry.

**Keywords:** Customer Attitude, Ola, Uber, Digital Era, Ride-Hailing Services, Customer Satisfaction, Technology Adoption, Transportation.

### 1. Introduction

The digital revolution has significantly changed consumer lifestyles and business operations across industries. One of the most notable transformations has occurred in the transportation sector through the emergence of ride-hailing platforms such as Ola and Uber. These services have redefined urban mobility by allowing users to book taxis through smartphone applications within minutes.

Ola, founded in India in 2010, and Uber, launched globally in 2009, has become dominant players in the ride-sharing industry. Their services provide customers with convenience, affordability, transparency, and flexibility. The integration of GPS tracking, digital payment systems, mobile applications, and artificial intelligence has enhanced customer experiences and reshaped transportation habits.

Customer attitude refers to an individual's favorable or unfavorable evaluation of a product or service. Understanding customer attitudes is important because they directly affect purchasing decisions, service adoption, customer satisfaction, and loyalty. In the context of ride-hailing services, customer attitudes are influenced by several factors such as pricing, service quality, convenience, safety, and technological efficiency.

## 2. Objectives of the Study

**The major objectives of this research are:**

1. To examine customer attitudes toward Ola and Uber taxi services.
2. To identify factors affecting customer satisfaction.
3. To analyze the role of digital technology in shaping customer perceptions.
4. To compare customer experiences with Ola and Uber.
5. To provide recommendations for improving customer satisfaction and loyalty.

## 3. Review of Literature

Several researchers have studied customer behavior and satisfaction in the ride-hailing industry.

Parasuraman, Zeithaml, and Berry (1988) developed the SERVQUAL model, emphasizing service quality dimensions such as reliability, responsiveness, assurance, empathy, and tangibility.

Davis (1989) introduced the Technology Acceptance Model (TAM), which explains how perceived usefulness and ease of use influence technology adoption.

Jain and Singh (2023) found that convenience and affordability are major factors influencing customer preference for app-based taxi services.

Kumar and Gupta (2022) reported that digital payment facilities and GPS-enabled tracking systems significantly improve customer satisfaction.

Recent studies suggest that while customers appreciate the convenience offered by ride-hailing platforms, concerns regarding surge pricing, ride cancellations, and safety continue to affect customer attitudes.

## 4. Research Methodology

This study is descriptive and analytical in nature. The research is based on secondary data collected from:

- Research journals
- Books
- Government reports
- Industry publications
- Company websites
- Online databases

The collected information was analyzed to understand customer attitudes and identify the factors influencing their perceptions regarding Ola and Uber taxi services.

## 5. Factors Influencing Customer Attitude

### 5.1 Convenience

Convenience is one of the most significant factors influencing customer attitudes. Customers can book rides anytime and anywhere through mobile applications. Features such as ride scheduling, real-time tracking, and multiple ride options increase customer satisfaction.

### 5.2 Pricing

Affordable fares attract customers to ride-hailing services. However, surge pricing during peak hours often results in customer dissatisfaction. Transparent fare structures improve customer trust and perception.

### 5.3 Service Quality

Service quality includes punctuality, vehicle cleanliness, driver behavior, and overall ride experience. Positive service quality enhances customer satisfaction and encourages repeat usage.

### 5.4 Safety and Security

Safety remains a major concern among customers. Features such as emergency contacts, ride-sharing details, GPS tracking, and driver verification help build trust among users.

### 5.5 Technology Adoption

Advanced technologies including GPS navigation, artificial intelligence, digital wallets, and mobile applications improve the overall customer experience. Ease of use significantly influences customer attitudes.

### 5.6 Customer Support

Efficient complaint resolution and responsive customer service play an important role in shaping customer perceptions and loyalty.

## 6. Customer Attitude Towards Ola

Ola has emerged as one of India's leading ride-hailing platforms. Customers prefer Ola due to its affordability, wide service coverage, and multiple transportation options including auto-rickshaws, bikes, and cabs.

### Positive Aspects of Ola

- Competitive pricing
- Availability in small and medium cities
- Multiple ride categories
- User-friendly mobile application
- Attractive discounts and promotional offers

## Challenges Faced by Customers

- Ride cancellations
- Driver refusal
- Dynamic pricing
- Inconsistent service quality

Despite these challenges, Ola continues to maintain a strong customer base due to its localized approach and continuous technological improvements.

## 7. Customer Attitude Towards Uber

Uber has established itself as a globally recognized ride-hailing platform. Customers appreciate Uber for its reliability, efficiency, and advanced technological features.

### Positive Aspects of Uber

- Accurate ride tracking
- Easy payment options
- Professional driver network
- Efficient mobile application
- Global brand reputation

### Challenges Faced by Customers

- Surge pricing during high demand
- Safety concerns in certain regions
- Customer support delays
- Occasional ride cancellations

Overall, customers perceive Uber as a technologically advanced and reliable transportation service.

## 8. Comparative Analysis of Ola and Uber

| Factors               | Ola                             | Uber                            |
|-----------------------|---------------------------------|---------------------------------|
| Pricing               | More affordable in many markets | Slightly higher fares           |
| Technology            | Good technological features     | Advanced technology integration |
| Market Presence       | Strong in India                 | Strong global presence          |
| Ride Options          | Extensive variety               | Limited compared to Ola         |
| Brand Recognition     | National brand                  | International brand             |
| Customer Satisfaction | High                            | High                            |
| Safety Features       | Strong                          | Strong                          |

Both companies have successfully transformed transportation services through digital innovation. While Ola focuses on local market needs, Uber benefits from global experience and technological sophistication.

## 9. Impact of Digitalization on Customer Attitudes

Digitalization has significantly influenced customer behavior and expectations. Customers today demand faster, safer, and more convenient transportation solutions.

Major digital innovations include:

- Mobile app-based booking
- Cashless payment systems
- GPS navigation
- Artificial intelligence
- Real-time ride tracking
- Customer rating systems

These technological advancements have improved transparency, reduced waiting times, and increased customer trust in ride-hailing services.

## 10. Challenges Affecting Customer Attitudes

Despite the popularity of Ola and Uber, several issues continue to affect customer perceptions:

1. Surge pricing during peak hours.
2. Ride cancellations by drivers.
3. Safety and security concerns.
4. Inconsistent service quality.
5. Network and application failures.
6. Poor customer support response.
7. Traffic-related delays.

Addressing these challenges is essential for maintaining customer satisfaction and loyalty.

## 11. Suggestions

To improve customer attitudes and satisfaction, the following measures are recommended:

1. Ensure greater transparency in pricing policies.
2. Strengthen safety mechanisms and driver verification systems.
3. Improve customer support services.
4. Minimize ride cancellations through better driver incentives.
5. Provide regular driver training programs.
6. Enhance app performance and reliability.
7. Introduce customer loyalty and reward programs.
8. Increase service availability in rural and semi-urban areas.

## 12. Conclusion

The digital era has transformed transportation services through innovative ride-hailing platforms such as Ola and Uber. These companies have successfully improved urban mobility by offering convenient, affordable, and technology-driven transportation solutions. Customer attitudes toward these services are generally positive due to ease of booking, digital payments, real-time tracking, and service accessibility.

However, issues such as surge pricing, ride cancellations, safety concerns, and inconsistent service quality continue to influence customer perceptions. The long-term success of ride-hailing companies

depends on their ability to maintain customer trust, improve service quality, and adapt to changing consumer expectations. By focusing on innovation, transparency, and customer-centric strategies, Ola and Uber can strengthen customer loyalty and sustain their competitive advantage in the digital transportation industry.

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