



CERTIFICATE

This is to certify the project work entitled
“A STUDY OF CUSTOMER SATISFACTION TOWARDS OLA ”

Is done by

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As a part of their Curriculum in the Department of Commerce

IDEAL DEGREE COLLEGE FOR WOMEN

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ANNEXURE-1

DECLARATION

I hereby declare that the project entitled “A STUDY OF CUSTOMER SATISFACTION TOWARDS OLA ” is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfillment for the award of the Degree of Bachelor of Commerce (Computer Applications).

This report has not been submitted anywhere else for award of any degree or diploma or certificate.

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ABSTRACT

Smart cities put data and digital technology to work with the goal of improving the quality of life. This study shows the global interference of technology advancement in cab hailing services in smart cities which enables customers to hail taxis through their smart phones, become popular worldwide. To provide a systematic account of the impact of e-hailing applications' wide adoption on the taxi system, this study is made to analyze the customers perception and upcoming improvements about Ola services. This study focuses on customers and the sample of 120 respondents is been collected and analyses is made for the future scope to retain the effective services of OLA.

The first dimension of Brand Knowledge is Brand Awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987). Customer satisfaction is "an emotional response to the experiences provided by, associated with particular products or services purchased. This research paper is an attempt to explore the brand awareness and customer satisfaction towards Ola Cabs in Bengaluru region (South and North regions). Convenient Data Sampling method is used for Data collection. The study uses both primary data and secondary data. The primary data was collected by using a well- structured questionnaire from 276 respondents and are entered into the sub-tables by using the simple percentage analysis. The tools like simple percentage analysis and Chi-Square Analysis were used. The study was conducted for a period of 5 months from March to July 2015.

Keywords: Perceptions, Ola strategies, Smart cities, Enhancement techniques. Brand Awareness, Customer Satisfaction, Ola Cabs.

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CONCLUSION

Ola has seen a tremendous growth in the taxi market sector. Revenue of Ola has increased almost 10 folds over the past four years. Today, it is the largest cab service provider in the country. Ola has successfully achieved public support and has created a buzz about its brand in the market. Furthermore if some more technological advancement is done at Ola then the customer base can be increased by providing better experience to the customer.

Ola now has shifted its focus on target markets and is focused on providing desired service to the people in the target market. The study however concludes that, due to a large number of benefits provided to the travelers, app based taxis are being very popular day by day, not only in the metro cities of India but also in the other urban areas. However, a consistency in quality will make them able to survive in future.

So OLA has been and will be a great technology platform for transportation and offering flexible options of booking and payment to customers and flexible timings and facilities to drivers. And shortly, we are going to experience a big boom and great facility of getting our grocery delivered to us with ease.

OLA is a popular mobile app for personal transportation in India. OLA started as an online cab aggregator in Mumbai, now based out of Bengaluru and is among the fastest growing businesses in India. On July 21st 2015, OLA has formally launched "OLA Store" for groceries and daily needs. The catalog of products available looks extensive. Apart from the general needs like vegetables, fruits, dairy products, frozen foods, grocery and staples etc, interesting additions are sexual wellness, electrical products and health supplements and medicines.

To conclude, the market for OLA Cabs depends on the customer preference, creating awareness and customer satisfaction. The factors like convenient, brand, low cost, quick and safe, easy to book and timely pick and drop facility etc which influence the customer decision to opt for OLA cabs. In addition to this, brand