



Supply Chain Practices - OLA Cabs Users' Perception

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Abstract

Supply chain practices of any organisation play a vital role to satisfy the Customer expectation. Supply chain management of an organisation is taking care from suppliers to end users. The chain must move in a smooth way based on the prescribed standards is the key for exceeding the customer expectations. The supply chain practices of Mobile application-based cab operators are based on the triangle relationship. The triangle includes the Customers, Drivers and App service providers. The technology is connecting all the corners of the triangle. This paper is trying to provide an insight about the OLA Cabs users' perception over the supply chain practices of OLA cabs in White field, Bangalore city. It tries to identify the Key factors of Customer Perception over the supply chain practices of OLA Cabs.

Keywords: Supply Chain Management, Customer Perception, Customer Expectation

1. Introduction

The concept of organized rental cabs has been brought to the Indian market in 2004, when Meru Cab was launched in most of the metropolitan cities of India and after six years utility-based condominium service released in the Indian marketplace. Among

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various type transportation mode cab service acquired recognition because of its benefit, offers of door-to-door service and now because of technical-day technological advancement customers are capable of e-booking of cabs at reasonable fee by single click in their smart phones.

Ola cabs carrier began in 2010 in Mumbai with the resource of ANI technology Pvt. Ltd. primarily it was based totally on online cab aggregator concept. Ola provides a range of low-priced transportation starting from advanced luxury motors to Ola auto at present approximately 450,000 cars are being run every day in 102 cities. And Uber technology Inc. is an American international on-line transportation network company started as Uber Cab by Garrett Camp in 2009. And exported to Indian market through launching its offerings in Bangalore in august 2013.

Every marketplace has an essential factor the market is full of possibilities and opportunities to expand. with regards to e-tailers, it's miles the customers whose rushes for food for reductions leads them to flame undertaking capitalists. The passenger vehicle section is one of the most outstanding and ultra-rapid growing marketplaces in India. The customers are searching out for delight, luxury, comfort and activate services with safety precaution. The growing population and limited infrastructure afford opportunity to develop, attracting son of soil and the overseas traders to invest within the competitive manner, which in turn results in more extra appealing offerings at decrease expenses to the clients.

There is a mushroom growth of taxi issuer vendors like, Ola, Golden, Meru, Yellow, fast song, Uber, buddy's song, Bharathi, Royal buddies, and so on. on the other hand, the most demand taxis include ola, uber, meru cabs. Most probably taxi aggregators do not own any cabs or appoint drivers, they allow in connecting customers with drivers with the help of a technical platform, the front- end for the clients being an app. As consistent with the press launch, almost 1600000 cars in India are certified to run as cabs however there are no ability drivers. it's far pretty mission for aggregators to influence drivers - used to a mom- and-pop version or radio taxis - to work with them.

Ola presents specific styles of cab service ranging from monetary to luxurious travel. The cabs are reserved via an internet browser or a cellular app. This cab service helps each cash and cashless fee options with Ola cash. It claims to clock a median of extra than 150,000 bookings per day and commands 60 percent of the marketplace share in India.

The Supply chain management of any Cab service organisation is to ensure the door-step service to the customers, ensuring the safety women passengers, on-time reaching a place, economy in cost, and comfort travel to customers. OLA Cabs is having the variety of Cab services to its customers from OLA Auto to luxurious cars. This paper is trying to assess the customer perception over the supply chain practices of OLA Cabs.

2. Literature Review

Peng (2012) identified, the mobile applications has contributed to increasing the perceived usefulness, usability, playfulness, and subjective norms.

A study by Lu et al (2015) suggested that mobile self-service technologies give travellers control to access a lot of information with the help of technology. Horsu and Yeboah (2015) had revealed in their study that driver behavior has a negative correlation with customer satisfaction in Ghana. Other variables continuous service, comfort, reliability and affordability have an impact on customer satisfaction with respect to minicabs.

A study by Paronda et al. al (2016) identified the key performance indicators of conventional taxis that include reliability, travel speed, passenger expenses and quality of service. A study based on surveys over 30 days concluded that Uber and Grab Car offer better quality services than conventional taxis.

For the Indian market similar studies have been conducted, research by Hanif and Sagar (2016) suggested that taxi services have huge growth potential in Mumbai and they focus on the middle and wealthy class. The consumer not only uses the taxi service for trips, but also to visit a shopping mall, party or go out on special occasions.

The study also showed that the level of customer satisfaction is very high, showing positive signs for future growth and business expansion.

The added taxi companies linked up with mobile wallet companies such as Free Charge, PayTM, Mobiwiki, which helped provide hazelnut-free rides to customers by providing easy payment options with travel deals and discounts (Kavita and Rajeswari, 2016).

Ruchi et al. (2017) examined various factors in the dynamics of Indian taxi markets such as pricing, sales models, market share, etc. Utsav Pandya et al. (2017) identified technology trends, safety and price, ease of availability, convenience and payment options that influence the public taxi market.

Sarit Prava Das et al. (2017) identified comfort, quality service, transparency, and security as the most important parameters for the selection of pre-booked taxis.

A study by Kumar and Kumar (2016) showed that consumers were interested in redeeming vouchers, choosing taxi services and conveniently redeeming vouchers via mobile Apps for booking taxi services. With customers, service providers are also important in every service industry. In this regard, a study by Ruchika Malik (2017) found that drivers are held by initiatives such as cash rewards influence customer decisions build a loyal base of drivers.

On the opposite hand, Uber offers rewards and discounts below its Uber CLUB program. This program is not simply style impact drivers, it's conjointly designed to assist your family by providing varied offers concerning automotive insurance, vehicle maintenance, lifestyle, health and well-being for your There are 3 classes Silver, Gold and Diamante, supported the standard and performance of every driver.

A lot of comparative study of writing paper and Uber by Allamdas Rohit H. (2017) suggested that as extremely price-sensitive and really less brand-loyal Indian consumers, corporations have to be compelled to style new packages to draw in new customers and keep 40-4 existing customers. Similar analysis by Shukla et al (2017) on writing paper and UBER instructed, to adopt highly innovative and customer-focused methods to extend market share.

3. Methodology

For this study 150 respondents of White field - Bangalore city was surveyed about service quality, supply chain and loyalty of Ola cabs. Out of that 123 respondents gave the complete answer. Hence their data are used for data analysis. Convenient sampling technique has been adopted for data collection. 22 independent variables have been identified to find out the OLA user's expectations based on the Literature review. Along with demographic variables are also added. Factors analysis tool is used to identify the user's expectations and their preference on OLA cabs.

4. Discussion

4.1 Demographic Profile

Out of 123 respondents, 51 percent of respondents are male and 49 percent of respondents are female. 32 percent of respondents are belonging to the age group of 26-35, 22 percent of respondents are belonging to the age group of 18-25, and 17 percent of respondents are belonging to the age group of below 18 years. 29 percent of the respondents are students, 27 percent of them are doing business, 20 percent of them belong to salaried class, 17 percent of them are retired and 7 percent of them are self-employed. 69 percent of respondents are patronizing the ola taxi services on "weekly" basis and 24 percent of them are using monthly once.

4.2 Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.659
Bartlett's Test of Sphericity	Approx. Chi-Square	2.008E3
	df	231
	Sig.	.000

The KMO value obtained is 0.569 for the given data set which shows that, the data is eligible to conduct factor analysis. Factor analysis is a data reduction technique. The KMO value between 0.5 to 1.00 is considered for factor analysis and it is the indicator to run the factor analysis for the given data set.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
The cab's GPS is exact and showing location accurate during the ride	7.904	35.927	35.927	7.904	35.927	35.927	3.795	17.249	17.249
The colour, exterior and interior facilities of cabs provide comfort to the passenger and visually appealing	2.265	10.296	46.224	2.265	10.296	46.224	3.252	14.782	32.030
The cab driver is neat in appearance and courteous towards the passengers	1.739	7.903	54.126	1.739	7.903	54.126	2.896	13.164	45.195
The cab services are not overpriced	1.649	7.494	61.620	1.649	7.494	61.620	2.342	10.644	55.838
Bill of the ride is accurate which is as forecasted before booking the ride	1.395	6.341	67.961	1.395	6.341	67.961	2.091	9.502	65.341
The cab services ensures that the passenger reaches his destination in the stipulated period	1.06	4.841	72.802	1.065	4.841	72.802	1.642	7.462	72.802
When a customer has a problem, the OLA cab services show a genuine interest in solving it	0.898	4.083	76.886						
OLA cab services is dependable	0.837	3.806	80.691						
No security-related issues for female passengers	0.738	3.357	84.048						

OLA cab services make sure that their cab arrives for pickup of the passenger at the desired location without delay	0.659	2.996	87.044						
OLA cab services are always willing to listen to customer complaints and improve various facets of their services, if any	0.658	2.991	90.034						
The behavior of the cab driver pleases the passenger	0.465	2.112	92.146						
The customers, male or female feels safe while travelling in the OLA cab services	0.358	1.628	93.775						
The driver knows alternative routes to reach the destination in case of any impediment to the usual route like traffic congestions or blockades	0.293	1.330	95.104						
OLA cab services provide 24*7 services to the customer	0.257	1.169	96.273						
OLA cab services always have the passengers' best interests at heart	0.226	1.029	97.302						
OLA cab services always keep the customer informed of any delay or inability to deliver the services	0.179	0.812	98.114						
OLA cab services Supply chain is	0.142	0.643	98.757						

perfect and one can catch the taxi during the peak hours									
OLA cab services can be found in the busiest hours and prominent locations	0.101	0.460	99.218						
OLA cab services supply chain (More taxi additions) is competitive and beat its competitors	0.082	0.372	99.590						
Prefers OLA cab services even though new competitors penetrate in terms of tariff and pricing	0.051	0.231	99.821						
I will refer my friends and peers' group to ride OLA cab services as a part of promotional program of ola	0.039	0.179	100.000						

The total variance explained table has “Extraction sum of squared loadings which shows the component wise variance. The 1st component accounts to 36 percent of variance, 2nd component accounts to 10.2 percent of variance, 3rd component accounts to 7.9 percent, 4th component 7.4 percent, 5th component 6.3 percent and 6th component accounts to 4.8 percent. Variables listed under component 1 contributed more towards the study, it is 36 percent.

4.3 Rotated Component Matrix

Rotated Component Matrix						
	Component					
	1	2	3	4	5	6
The cab's GPS is exact and showing location accurate during the ride	0.613					
The colour, exterior and interior facilities of cabs provide comfort to the passenger and visually appealing	0.713					
The cab driver is neat in appearance and courteous towards the passengers						0.863
The cab services are not overpriced	0.706					
Bill of the ride is accurate which is as forecasted before booking the ride						
The cab services ensures that the passenger reaches his destination in the stipulated period	0.725					
When a customer has a problem, the OLA cab services show a genuine interest in solving it				0.667		
OLA cab services is dependable				0.837		
No security-related issues for female passengers		0.505				
OLA cab services make sure that their cab arrives for pickup of the passenger at the desired location without delay				0.779		
OLA cab services are always willing to listen to customer complaints and improve various facets of their services, if any	0.833					
The behavior of the cab driver pleases the passenger						
The customers, male or female feels safe while travelling in the OLA cab services		0.590				
The driver knows alternative routes to reach the destination in case of any impediment to the usual route like traffic congestions or blockades		0.800				
OLA cab services provide 24*7 services to the customer		0.839				
OLA cab services always have the passengers' best interests at heart		0.703				
OLA cab services always keep the customer informed of any delay or inability to deliver the services					0.778	
OLA cab services Supply chain is perfect and one can catch the taxi during the peak hours					0.846	
OLA cab services can be found in the busiest hours and prominent locations			0.836			
OLA cab services supply chain (More taxi additions) is competitive and beat its competitors			0.707			
Prefers OLA cab services even though new competitors penetrate in terms of tariff and pricing			0.723			
I will refer my friends and peers' group to ride OLA cab services as a part of promotional program of ola			0.550			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 8 iterations.						

Variables under Factor 1 (Major Contributor)

- The cab's GPS is exact and showing location accurate during the ride
- The colour, exterior and interior facilities of cabs provide comfort to the passenger and visually appealing.
- The cab services are not overpriced
- The cab services ensures that the passenger reaches his destination in the stipulated period
- No security-related issues for female passengers
- When a customer has a problem, the OLA cab services show a genuine interest in solving it

Variables under Factor 2

- No security-related issues for female passengers
- The customers, male or female feels safe while travelling in the OLA cab services
- The driver knows alternative routes to reach the destination in case of any impediment to the usual route like traffic congestions or blockades
- OLA cab services always have the passengers' best interests at heart
- OLA cab services provide 24*7 services to the customer

Most of the ola drivers in Bangalore face the language problem, they could not speak official language with the customers when they book the cab it may leads to cancellation of booking this is the major disadvantage with the ola drivers, so they be trained and educated well in order to attract more customers. Ola concentrated on giving safety to Women so that's why ola has 49% of womenola users in particular area, to maintain this results ola must be keep concentrating on safety and security of women and should implement more strategies to increase the more women rate.

5. Conclusion

The study reveals the effective supply chain of ola cabs services, the factors they give importance in selection of the comfort, tariff, convenience service provider, service quality and customer care rendered. This will help the service providers as an important input to understand about the customer satisfaction about their service, and to what extent they are with us by utilizing our services. The finding depicts the exact replica of the customer's mindset and level of satisfaction towards the service providers operating the ola cab users in Whitefield Bangalore. Appropriate suggestions were provided considering the facts and feasibility. The Karnataka transport department has suspended the license of ola cabs in Bangalore for six months for illegal two-wheeler services this was most disadvantage for the ola cabs, so they must be aware of these kinds of situation and they must avoid these by analyzing the problems to maintain same customer rate for ola cabs.

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