A Study on Preferences towards "Rapido" Among The Public With Special Reference To Coimbatore City

T Kavin[1], S V Anitha[2] M.com., M.Phil, MBA., M.A., (Ph.D)

[1]VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

[2]Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

----

ABSTRACT:

This study aims to investigate the satisfaction levels of the public with the "Rapido" bike-sharing service in Coimbatore City. "Rapido" has emerged as a convenient and affordable mode of transportation in urban areas, offering an alternative to traditional modes of commuting. This research endeavors to understand the public perception of "Rapido" and identify factors influencing their satisfaction.

Keywords: Bike, Rapido, Coimbatore City.

INTRODUCTION:

Coimbatore, often called the "Manchester of South India," is a rapidly growing urban center known for its industrial and commercial activities. With urbanization, transportation has become a significant concern. In recent years, bike-sharing services like "Rapido" have gained popularity as they offer an efficient, cost-effective, and eco-friendly mode of travel. Understanding the public's satisfaction with such services is crucial for improving transportation options in the city.

OBJECTIVE OF THE STUDY:

The primary objective of this study is to assess the public's satisfaction with the "Rapido" bike-sharing service in Coimbatore City. Specific objectives include:

- To know the preference of rapido by the public satisfaction levels of "Rapido" users.
- To analyze the benefits associated with using "Rapido."
- To know the awareness towards rapido by the public.
- To provide recommendations for enhancing the quality of the service.

STATEMENT OF THE PROBLEM:

The increasing demand for affordable and efficient transportation options in Coimbatore City has led to the proliferation of bike-sharing services like "Rapido." However, there is a lack of comprehensive research on the satisfaction levels of the public with this service. This study addresses this gap by examining the factors contributing to user satisfaction and potential areas for improvement.

LIMITATION OF THE STUDY:

Sample Size: The study may have limitations due to the sample size, which might not represent the entire population of "Rapido" users in Coimbatore City.

Bias: The study relies on self-reported data, possibly introducing response bias. Users may provide socially desirable responses, impacting the accuracy of the findings.

Time Constraint: The research is conducted within a specific time frame, limiting the depth and scope of data collection and analysis.

SCOPE OF THE STUDY:

- Assessing user satisfaction with the "Rapido" bike-sharing service in Coimbatore City.
- Identifying affordability, convenience, safety, and accessibility influences satisfaction.
- Analyzing users' challenges, including booking issues, vehicle conditions, and payment.
- We recommend "Rapido" and policymakers to enhance the service quality and user experience.

REVIEW OF THE LITERATURE:

Bandura (2019), people change their behaviour rapidly if told directly which behaviours would be rewarded and which would be punished, then if left to discover it for themselves. The researcher has referred to aspects of behaviour such as decision-making, learning, and extinction processes through conditioning and cognition, needs, and motives in the context of behaviour modification of bike taxi drivers.

Regan (2019), through his analysis, has thrown more light on the nature of influence that income growth has on people's behavior by reiterating Engel's law and suggesting that as income increases, the percentage of income spent on food decreases, while the percentage spent for rent, fuel, light, and clothing remains about the same and the percentage spent on sundries such as medicine, recreation, and amusements increases rapidly. Understanding this behaviour pattern would be necessary in intervening in drivers' economic lives, which is part of the concern of the research study.

RESEARCH METHODOLOGY:

Research methodology is a structured approach that outlines how a researcher intends to conduct their research. It is a logical and systematic plan to effectively address a research problem. The methodology provides a clear framework for the researcher's actions to produce reliable and valid results aligned with their research goals and objectives.

METHOD OF DATA COLLECTION:

- Primary Data
  Primary data refers to first and information obtained directly from the target population. This study primary data collection tool is a "questionnaire." These data are gathered directly from the customers located in Coimbatore.

- Secondary Data
  Secondary data, on the other hand, is gathered from sources such as journals and the Internet.

Area of the study: The research area for this study encompasses Coimbatore.

Period of the study: The study was conducted over three months, from July 2023 to September 2023.

Sample size: The sample size consists of 50 respondents.

TOOLS USED FOR ANALYSIS:

SIMPLE PERCENTAGE: Analyzing percentages based on a specific criterion helps identify the significant factors among a set of variables.

CHI-SQUARE: The Chi-square test is a statistical method employed to compare observed outcomes with anticipated outcomes. Its objective is to discern whether the disparity between observed and expected data is a random occurrence or if it signifies a connection between the variables under examination. This test evaluates the association between two attributes.

Analysis and Interpretation

Demographic profile of the respondents

S.N	Demographic		No of respondent	Percentage
1	Gender	Male	29	58%
		Female	21	42%
2	Age	10-20	6	12%
		20-30	40	80%
		31-40	4	8%
		Above 41	0	0
3	Marital status	Married	12	24%
		Single	38	76%
4	Education	SSLC	2	4%
		HSC	4	8%

		UG	27	54%
		PG	17	34%
5	Occupation	Private Employee	26	52%
		Self Employee	24	48%
6	Monthly salary	5000-10000	17	34%
		10001-30000	24	48%
		300001-400000	2	4%
		Above 40000	7	14%
7	Type of living area	Urban	21	42%
		Rural	20	40%
		Metro city	9	18%

Interpretation: Table 1 clearly states the demographic profile of the sample respondents. The majority of them are Male. The majority of them are at the ages of 21 to 30. The majority of them are Single. Most of them are graduate students. The majority of them are private employees. The majority of them are earning Rs.10001-30000 per month. Most of them are living in urban areas.

Chi-square analysis

S.N	Factors		No of respondent	Percentage
1	Gender	Male	29	58
		Female	21	42
2	Comfort enjoyed while traveling	Safe and secure	27	54
		Songs	15	30
		Seating comfort	8	16

Interpretation: The table clearly states the demographic profile of the respondents. Most of the respondents are comfortable with the safety and security of the respondents.

Chi square analysis formula: $x^2 = \sum(Oi - Ei)^2/Ei$

Degree of freedom = (r-1) (c-1)

H1: There is a significant relationship between gender and the frequency of stress relief.

Particulars	Safe and secure	Songs	Seating comfort	Total
Male	15	11	3	29
Female	12	4	5	21
Total	27	15	8	50

Chi-square

O	E	$(O-E)^2$	$(O-E)^2/E$
15	15.66	0.43	0.02
11	8.7	5.29	0.6
3	4.64	2.68	0.57
12	11.34	0.43	0.03
4	6.3	5.29	0.83
5	3.36	2.68	0.79
50	50	16.8	2.84

Source: Primary source.

Significance level =0.05

Result: The calculated chi-square value is **(2.84)** less than the **(5.991)** table value. Hence, the hypothesis is accepted.

FINDINGS

1. Majority of 58% of the respondents are male.
2. Majority of 80% of the respondents wereaged 20-30.
3. Majority of 52% of the respondents are Employees.
4. Majority of 76% of the respondents are unmarried.
5. Majority of 54% of the respondents are Undergraduates.
6. Majority of 48% of the respondent's salary is between10000-30000.
7. Majority of 42% of the respondents were living in urban.
8. Majority of 80% of the respondents prefer the mode bike.
9. Majority of 66% of the respondents used to travel between 10-20 km.
10. Most of 34% of the respondents were aware of Rapido by friends.
11. Majority of 74% of the respondents have spent Rs.200.
12. Majority of 52% of the respondents have received the offer discount.
13. Majority of 48% of the respondents have used UPI as a payment method.
14. Majority of 40% of the respondents felt "Very good" for the service provided by Rapido.
15. Majority of 62% of the respondents were satisfied with Rapido's service.
16. Majority of 54% of the respondents felt safety and security while traveling with Rapido.
17. Most 92% of the respondents felt safe using Rapido.

SUGGESTIONS:

Based on the study's findings, " Rapido " is recommended to continue to focus on promoting safety and security features to attract a diverse user base. Additionally, efforts should be made to enhance service awareness, mainly through targeted marketing and referral programs, and to further improve payment options to cater to user preferences. Regularly offering discounts and loyalty programs could incentivize more users to choose "Rapido" for their daily commuting needs.

CONCLUSION:

The study on preferences towards "Rapido" in Coimbatore City reveals valuable insights into users' satisfaction levels and demographics. Evidently, "Rapido" is appreciated for its safety and security features and is primarily used by young, urban, unmarried individuals. Most respondents expressed satisfaction with the service, signifying its positive impact on the local transportation landscape. However, there is room for improvement in awareness, payment options, and promotional strategies to enhance user satisfaction and expand the service's reach in Coimbatore City.

REFERENCE

https://www.researchgate.net/profile/Prabu-Vengatesh-T

https://www.jetir.org/papers/JETIR2309058.pdf

https://ijrpr.com/uploads/V4ISSUE10/IJRPR18198.pdf