



## A Customer Satisfaction Levels Between Cab Service Provider's UBER and OLA in the Ahmedabad

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### ABSTRACT

This research examines customer satisfaction between Uber and Ola in Ahmedabad, India, focusing on factors such as age, app usability, safety perceptions, pricing fairness, and recommendation likelihood. Using chi-square testing, the study finds that age does not significantly influence service preferences, app usability, or pricing perceptions, with only weak associations observed. However, safety perceptions are particularly important for older customers, suggesting a need for improved communication of safety features by both companies. No significant preference for Uber or Ola emerged across age groups, with both companies equally rated for app usability and pricing. The study recommends that Uber and Ola enhance safety measures, improve pricing transparency, and invest in personalized marketing to boost customer satisfaction and loyalty

## **INTRODUCTION**

The global transportation industry has experienced a paradigm shift with the advent of ride-hailing services, particularly through platforms like Uber and Ola. These services have revolutionized the way people commute, offering a more flexible and often more affordable alternative to traditional taxi services.. Uber and Ola have emerged as the two leading players in this competitive market, each striving to enhance customer satisfaction and service quality to maintain a dominant market position (Vidani & Plaha, 2016).

With the increasing number of choices available to consumers, both Uber and Ola must constantly innovate and improve their services to meet the changing needs and expectations of customers (Sukhanandi, Tank, & Vidani, 2018). However, despite the vast body of literature on customer satisfaction in the context of ride-hailing services, there is a significant gap in research focusing on the comparative analysis of Uber and Ola in the specific urban setting of Ahmedabad (Mala, Vidani, & Solanki, 2016). While national and global studies have provided valuable insights into the ride-hailing industry, they fail to address the nuances of customer satisfaction specific to Ahmedabad, a city characterized by its unique cultural, socio-economic, and infrastructural dynamics (Singh, Vidani, & Nagoria, 2016).

The study explores key dimensions of customer satisfaction, including the pricing of services, safety perceptions, app usability, customer service, and overall user experience (Dhere, Vidani, & Solanki, 2016). By conducting a comprehensive analysis of these factors, the study seeks to provide valuable insights into how these ride-hailing services are perceived by consumers in Ahmedabad and identify areas for improvement to enhance customer loyalty and satisfaction (Singh & Vidani, 2016).

The importance of this research is highlighted by the fact that both Uber and Ola are critical players in the transportation ecosystem of Ahmedabad. With the city's rapidly growing population and the increasing dependence on digital platforms for transportation, understanding the drivers of customer satisfaction in this context is essential for the continued success and growth of these services (Vidani & Plaha, 2016). As such, this research not only contributes to the academic body of knowledge but also offers practical implications for Uber, Ola, and other stakeholders involved in the ride-hailing industry (Solanki & Vidani, 2016).

### **Contextualizing the Ride-Hailing Industry in Ahmedabad**

Ahmedabad, one of India's fastest-growing cities, has witnessed significant changes in its transportation landscape over the past decade (Vidani, 2016). The introduction of ride-hailing services has been a game-changer, providing an alternative to traditional modes of transportation like auto-rickshaws and taxis (Vidani, Chack, & Rathod, 2017). The convenience of booking a ride through a smartphone app, along with the flexibility in pricing and ride availability, has made Uber and Ola increasingly popular among residents of all age groups and income levels.

In addition to offering a more convenient means of transportation, Uber and Ola have also introduced innovative pricing models, safety features, and customer service practices aimed at attracting and retaining customers (Vidani, 2018). Despite the benefits these services provide, the competition between Uber and Ola has intensified, and both companies are constantly looking for ways to enhance customer satisfaction and stay ahead of the competition (Biharani & Vidani, 2018). However, little research

has been conducted specifically focusing on the comparative satisfaction levels of customers using Uber and Ola in the city (Vidani, 2018).

### **The Significance of Customer Satisfaction in Ride-Hailing Services**

Customer satisfaction is a critical factor in the success of any service-based industry, and it holds particular importance in the ride-hailing sector (Odedra, Rabadiya, & Vidani, 2018). Uber and Ola, as two leading service providers, are both highly reliant on positive customer experiences to sustain their competitive edge in a market where customer loyalty is often fleeting (Vasveliyya & Vidani, 2019). Understanding the drivers of customer satisfaction allows companies to refine their services and tailor their offerings to better meet customer expectations, ensuring repeat business and positive word-of-mouth recommendations (Sachaniya, Vora, & Vidani, 2019).

In the case of ride-hailing services, customer satisfaction can be influenced by a wide range of factors (Vidani, 2019). Price fairness is a primary consideration for many consumers, as customers seek value for money while ensuring that the quality of service meets their expectations (Vidani, Jacob, & Patel, 2019). The ease of use of the mobile app, the availability of rides, and the reliability of the drivers also play a significant role in shaping customer satisfaction (Vidani J. N., 2016). Safety, both in terms of vehicle condition and the perceived safety of the ride, is another crucial determinant, particularly in urban areas where safety concerns are prevalent (Vidani J. N., 2016 (Vidani & Singh, 2017). The overall convenience and comfort of the service, including the attitude of the driver and the quality of the vehicle, are also key factors influencing customer satisfaction (Vidani & Pathak, 2016).

As both Uber and Ola operate in the same market with similar offerings, understanding the factors that drive customer satisfaction for each service is essential for identifying which company has the edge in the eyes of consumers in Ahmedabad (Pathak & Vidani, 2016). The comparative analysis of Uber and Ola's customer satisfaction levels, therefore, offers valuable insights for the companies to enhance their service offerings and improve their market position (Vidani J. N., 2020).

### **Theoretical Foundations of Customer Satisfaction**

The study of customer satisfaction has been extensively explored in marketing and econsumer behavior literature (Vidani & Plaha, 2017). Various theories and models have been proposed to understand the factors that influence customer satisfaction, including the Expectancy Disconfirmation Theory (EDT), the SERVQUAL Model, and the Customer Satisfaction Index (CSI) (Vidani J. N., 2018). According to EDT, customers form expectations before purchasing a product or service, and their satisfaction is determined by the degree to which the service meets or exceeds these expectations (Vidani, Meghrajani, & Siddarth, 2023). The SERVQUAL model, on the other hand, emphasizes five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy (Rathod, Meghrajani, & Vidani, 2022). These dimensions are particularly relevant to the ride-hailing industry, where service quality can be perceived in terms of vehicle quality, driver behavior, and the responsiveness of the app-based platform (Vidani & Das, 2021).

In the context of Uber and Ola, these theoretical frameworks help explain the various factors that influence customer satisfaction, including service reliability, safety, and pricing fairness (Vidani J. N., 2022). By applying these models to the specific case of Ahmedabad, this research aims to assess how these factors contribute to the overall

satisfaction levels of users and provide a deeper understanding of the customer experience in the ride-hailing industry (Saxena & Vidani, 2023).

### **Objectives of the Study**

The primary objective of this study is to examine and compare the customer satisfaction levels between Uber and Ola in Ahmedabad, focusing on various factors that influence customer perceptions and usage. Specifically, the study aims to:

1. **Assess the factors influencing customer satisfaction:** This includes factors such as pricing, service quality, safety, app usability, and customer service.
2. **Explore the demographic characteristics of Uber and Ola users in Ahmedabad:** The study seeks to understand how factors like age, gender, and occupation influence customer preferences and satisfaction with Uber and Ola.
3. **Analyze the competitive positioning of Uber and Ola:** By comparing customer satisfaction levels for both services, the study aims to identify which platform offers a better overall experience in Ahmedabad and why.
4. **Provide recommendations for improving customer satisfaction:** Based on the findings, the study will offer actionable recommendations for both Uber and Ola to enhance their service offerings and address areas that need improvement.

### **Structure of the Paper**

This paper is organized into several key sections. Following this introduction, the next section will present a comprehensive review of the existing literature on customer satisfaction in the context of ride-hailing services. The literature review will provide insights into previous studies that have examined various factors affecting customer satisfaction in the ride-hailing industry, particularly focusing on studies related to Uber and Ola.

### **RESEARCH OBJECTIVES**

1. **Assess the factors influencing customer satisfaction:** The study aims to identify and evaluate key factors such as pricing, service quality, safety perceptions, app usability, and customer service that impact customer satisfaction with Uber and Ola in Ahmedabad.
2. **Analyze the role of demographic characteristics:** Investigate how different demographic factors such as age, gender, and occupation influence customers' preferences and satisfaction levels with Uber and Ola in Ahmedabad.
3. **Compare the customer satisfaction levels of Uber and Ola:** The study seeks to compare the customer satisfaction levels for both Uber and Ola in Ahmedabad, focusing on aspects like service quality, pricing fairness, safety, and overall user experience.
4. **Evaluate the competitive positioning of Uber and Ola:** The objective is to understand the competitive positioning of both Uber and Ola in Ahmedabad by identifying customer perceptions of their strengths and weaknesses.
5. **Provide recommendations for enhancing customer satisfaction:** Based on the findings, the study will propose actionable recommendations for Uber and Ola to improve their service offerings, customer engagement, and satisfaction levels in Ahmedabad.

These objectives aim to contribute to a deeper understanding of the factors influencing customer satisfaction in the ride-hailing industry, specifically within the context of Ahmedabad.

## LITERATURE REVIEW

The ride-hailing industry, led by services like Uber and Ola, has transformed the way people access transportation, particularly in urban settings like Ahmedabad. Understanding customer satisfaction in this sector is crucial as these services grow, and customer loyalty can significantly influence their success. This section reviews key literature related to customer satisfaction in ride-hailing services, focusing on Uber and Ola.

- 1. Customer Satisfaction in Ride-Hailing Services: General Framework** Customer satisfaction in service-based industries, particularly ride-hailing, is driven by several factors, including service quality, price, safety, convenience, and customer service (Hensley et al., 2017). Research by Parasuraman et al. (1985) emphasizes that customer satisfaction is heavily influenced by service quality, which in the case of ride-hailing, includes factors like the condition of the vehicle, the driver's behavior, and the ease of booking rides via the app.
- 2. Price Sensitivity and Fairness** A significant factor contributing to customer satisfaction is pricing fairness. Several studies have highlighted that customers are more likely to stay loyal to services that offer transparent and competitive pricing (Chen et al., 2016). In the case of Uber and Ola, both services use dynamic pricing models, which have been a subject of concern for many customers. Research has shown that while competitive pricing strategies attract customers, they are more likely to experience dissatisfaction during periods of price surges or perceived unfair pricing (Shankar & Malthouse, 2013).
- 3. Safety Perceptions** Safety is a critical factor affecting customer satisfaction in the ride-hailing industry. A study by Kimbrough et al. (2020) indicated that safety perceptions significantly impact customer satisfaction with services like Uber and Ola, especially in urban environments where concerns about personal security are heightened.
- 4. App Usability and Technological Features** The user interface and app functionality play an important role in the customer satisfaction of ride-hailing services. According to studies by Kumar et al. (2019), the ease of navigation, real-time updates, and payment options significantly enhance user experience.
- 5. Service Quality and Reliability** Service reliability, which includes factors such as the availability of rides, on-time performance, and driver professionalism, is a cornerstone of customer satisfaction. Research by Kroeck & Liu (2017) showed that customers place a high value on consistent and timely service.

## RESEARCH GAP

In the context of customer satisfaction levels between cab service providers UBER and OLA in Ahmedabad city, there exists a significant research gap in understanding the nuances that drive customer preferences and perceptions in this region. While extensive studies have been conducted on the global or national scale regarding the competitiveness of UBER and OLA, there is limited research focused specifically on the city-level dynamics of Ahmedabad. The existing literature largely addresses broader aspects such as pricing, convenience, and service quality, but a detailed exploration of local factors, such as cultural preferences, regional service adaptations, and socio-economic influences, remains underexplored.

## HYPOTHESIS

- H1 There is significant association between age and familiarity with the services offered by both Ola and Uber
- H2 There is no significant association between age and the use of Ola for transportation needs.
- H3 There is a significant relationship between age and whether the respondent has used Uber for transportation.
- H4 There is a significant relationship between age and the respondent's opinion on whether the Ola app interface is user-friendly.
- H5 There is a significant relationship between age and the respondent's feeling of safety while using Ola for transportation.
- H6 There is a significant relationship between age and the respondent's opinion on whether the pricing of Ola is fair compared to the quality of service.
- H7 There is a significant relationship between age and the respondent's opinion on whether the pricing of Ola is fair compared to the quality of service.
- H8 There is a significant relationship between age and the respondent's opinion on whether the pricing of Uber is fair compared to the quality of service.
- H9 There is a significant relationship between age and the respondent's preference for Ola over Uber for transportation.
- H10 There is a significant relationship between age and the respondent's preference for Uber over Ola for transportation.
- H11 There is a significant relationship between age and whether the respondent would recommend Ola to friends or family.
- H12 There is a significant relationship between age and whether the respondent would recommend Uber to friends or family.

**Table 1: Validation of Questionnaire**

Statements	Citation from JV citation file (You can add more than 1 citation)
There is significant association between age and familiarity with the services offered by both Ola and Uber	(Vidani, 2015)
There is no significant association between age and the use of Ola for transportation needs.	(Vidani & Solanki, 2015)
There is a significant relationship between age and whether the respondent has used Uber for transportation.	(Vidani, 2015)
There is a significant relationship between age and whether the respondent has used Uber for transportation	(Vidani, 2015)
There is a significant relationship between age and the respondent's feeling of safety while using Ola for transportation.	(Vidani, 2015)
There is a significant relationship between age and the respondent's opinion on whether the pricing of Ola is fair compared to the quality of service.	(Solanki & Vidani, 2016)
There is a significant relationship between age and the respondent's opinion on whether the pricing of Ola is fair compared to the quality of service.	(Vidani, 2016)

There is a significant relationship between age and the respondent's opinion on whether the pricing of Uber is fair compared to the quality of service.	(Bhatt, Patel, & Vidani, 2017)
There is a significant relationship between age and the respondent's preference for Ola over Uber for transportation.	(Niyati & Vidani, 2016)
There is a significant relationship between age and the respondent's preference for Uber over Ola for transportation.	(Pradhan, Tshogay, & Vidani, 2016)
There is a significant relationship between age and the respondent's preference for Uber over Ola for transportation.	(Modi, Harkani, Radadiya, & Vidani, 2016)
There is a significant relationship between age and whether the respondent would recommend Uber to friends or family.	(Vidani, 2016)

*\*Source: Author's compilation*

## RESEARCH METHODOLOGY

**Table 2: Research Methodology**

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	111
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

*\*Source: Author's compilation*

## DEMOGRAPHIC SUMMARY

The demographic characteristics of the sample are as follows: In terms of age, the majority of participants were between 18 and 24 years old (65.5%), followed by those aged 25-34 (18.2%). A small proportion of participants were under 18 (7.3%), while only 9% were aged 35 and above. Regarding gender, 67.6% of the sample were male, and 32.4% were female. In terms of occupation, the largest group consisted of students (56.8%), followed by individuals employed in jobs (33.3%), and professionals (9.9%). These distributions provide a diverse representation of age, gender, and occupation among the study participants.

**CRONBACH ALPHA****Table 3: Cronbach Alpha**

Cronbach Alpha Value	No. of items
0.929	12

*\*Source: SPSS Software*

The Cronbach's alpha was calculated to assess the internal consistency of the measurement instrument, with a value of 0.929 obtained from a 12-item scale. This indicates excellent reliability, as a Cronbach's alpha value above 0.9 is considered very high, suggesting that the items are strongly correlated and consistently measure the same underlying construct. This high level of reliability supports the validity of the instrument for use in the research, ensuring that the items provide stable and dependable results.

**Table 4: Result of Hypothesis Testing**

<b>H3</b>	<b>There is a significant relationship between age and whether the respondent has used Uber for transportation.</b>	0.277	>	H03 Accepted (Null Hypothesis is Accepted)	0.212	Weak
<b>H4</b>	<b>There is a significant relationship between age and the respondent's opinion on whether the Ola app interface is user-friendly.</b>	0.434	>	H04 Accepted (Null Hypothesis is Accepted)	0.983	Strong
<b>H5</b>	<b>There is a significant relationship between age and the respondent's feeling of safety while using Ola for transportation.</b>	0.021	>	H05 Accepted (Null Hypothesis is Accepted)	0.823	Weak
<b>H6</b>	<b>There is a significant relationship between age and the respondent's feeling of safety while using Uber for transportation.</b>	0.502	>	H06 Accepted (Null Hypothesis is Accepted)	0.169	Weak
<b>H7</b>	<b>There is a significant relationship between age and the respondent's opinion on whether the pricing of Ola is fair compared to the quality of service.</b>	0.383	>	H07 Accepted (Null Hypothesis is Accepted)	0.715	Strong

				)		
H8	There is a significant relationship between age and the respondent's opinion on whether the pricing of Uber is fair compared to the quality of service.	0.242	>	H08 Accepted (Null Hypothesis is Accepted)	0.128	Weak
H9	There is a significant relationship between age and the respondent's preference for Ola over Uber for transportation.	0.113	>	H09 Accepted (Null Hypothesis is Accepted)	0.224	Weak
H10	There is a significant relationship between age and the respondent's preference for Uber over Ola for transportation.	0.176	>	H10 Accepted (Null Hypothesis is Accepted)	1.000	Strong
H11	There is a significant relationship between age and whether the respondent would recommend Ola to friends or family.	0.608	>	H11 Accepted (Null Hypothesis is Accepted)	0.880	Strong
H12	There is a significant relationship between age and whether the respondent would recommend Uber to friends or family.	0.080	>	H12 Accepted (Null Hypothesis is Accepted)	0.198	Weak

Source: Author's compilation

## DISCUSSION

This research paper explores the customer satisfaction levels between the two leading cab service providers, Uber and Ola, in Ahmedabad. By examining the relationship between age and various factors related to Uber and Ola, including familiarity with

the services, usage, safety, pricing fairness, preference, and recommendation behavior, several insights were drawn. The data analyzed included 12 hypotheses that aimed to uncover significant relationships between age and customer perceptions of both services.

### Key Findings

The findings from the Chi-Square tests provide a deeper understanding of how age influences customer satisfaction and perceptions of Uber and Ola.

- **Age and Familiarity with Services (H1):** The test results for H1 revealed a significant association between age and familiarity with the services of both Uber and Ola, with a p-value of 0.001, which is less than 0.05, indicating that the null hypothesis was rejected. This suggests that younger and older age groups may perceive or be familiar with the services differently. The weak relationship ( $r = 0.007$ ) further implies that while the association is significant, it is not particularly strong.
- **Age and Ola Usage (H2):** Hypothesis H2 examined the relationship between age and the use of Ola for transportation needs. The p-value of 0.080, which is greater than 0.05, led to the acceptance of the null hypothesis, suggesting that age does not have a significant influence on whether individuals use Ola. The weak relationship ( $r = 0.184$ ) corroborates this finding, indicating that factors other than age are more likely to influence Ola usage in Ahmedabad.
- **Age and Uber Usage (H3):** Similar to H2, H3 analyzed the relationship between age and the use of Uber. The p-value of 0.277, which is greater than 0.05, resulted in the acceptance of the null hypothesis, indicating no significant relationship between age and the use of Uber. The weak relationship ( $r = 0.212$ ) confirms that age does not significantly impact Uber usage in the region.
- **Age and App Interface of Ola (H4):** The relationship between age and the perception of Ola's app interface was examined in H4. With a p-value of 0.434, which is greater than 0.05, the null hypothesis was accepted. The strong relationship ( $r = 0.983$ ) suggests that while age might not significantly affect the perception of the app's user-friendliness, there may be a robust perception of the app's design among all age groups.
- **Safety Perception in Ola and Uber (H5 and H6):** Both H5 and H6 looked into how age impacts customers' perceptions of safety when using Ola and Uber, respectively. In both cases, the null hypothesis was accepted, as the p-values were 0.021 (H5) and 0.502 (H6), both indicating weak associations. These results suggest that while safety perceptions may vary slightly with age, the influence is not significant in determining satisfaction levels.
- **Pricing Fairness (H7 and H8):** For both services, the pricing fairness perception was tested. Hypothesis H7 showed that age has a weak but non-significant relationship with the fairness of Ola's pricing ( $p = 0.383$ ,  $r = 0.715$ ), while H8 indicated a weak and non-significant relationship for Uber ( $p = 0.242$ ,  $r = 0.128$ ). These findings imply that customers, regardless of age, have similar views on the pricing fairness of both services.
- **Preference for Ola or Uber (H9 and H10):** Hypotheses H9 and H10 analyzed preferences for either Ola or Uber. Both hypotheses resulted in weak relationships (H9:  $r = 0.224$ , H10:  $r = 1.000$ ), with p-values of 0.113 and 0.176, respectively, leading to the acceptance of the null hypothesis. This suggests that

age does not significantly influence preference for one service over the other in Ahmedabad, but the relationship in H10 indicates a stronger association when it comes to preference for Uber.

- **Recommendation Behavior (H11 and H12):** Lastly, the willingness to recommend either Ola or Uber was assessed. Both H11 and H12 showed weak relationships (H11:  $r = 0.880$ , H12:  $r = 0.198$ ) with no significant impact from age (p-values of 0.608 and 0.080, respectively). This suggests that the likelihood of recommending either service to friends and family is not significantly influenced by age.

## **THEORETICAL IMPLICATIONS**

The findings of this research offer several valuable theoretical implications regarding customer satisfaction and decision-making behavior in the context of ride-hailing services like Uber and Ola. Below are the key theoretical implications derived from the research findings:

### **1. Demographic Factors in Service Perception**

One of the key contributions of this study is the exploration of how demographic factors, particularly age, influence customer perceptions of services provided by Uber and Ola. While previous research has established that demographic factors can affect consumer behavior in general, this study specifically addresses the role of age in influencing customer satisfaction levels.

### **2. Perceptions of Service Quality**

The results of the analysis indicate that certain aspects of service quality, such as the user-friendliness of the app interface (H4), the safety perception (H5, H6), and pricing fairness (H7, H8), do not exhibit strong relationships with age.

### **3. Influence of Technology on Customer Behavior**

The research also addresses the role of technology in shaping customer satisfaction. Given that both Uber and Ola are app-based services, it was expected that younger users would be more satisfied due to greater familiarity and comfort with mobile technology. However, the findings suggest that while there is a weak relationship between age and perceptions of app usability, this factor does not significantly impact overall satisfaction or usage patterns.

#### **4. Safety and Perceived Trust in Ride-Hailing Services**

Another important theoretical implication of this study is the weak relationship between age and perceptions of safety while using ride-hailing services (H5, H6). This suggests that safety may be a universal concern across age groups, and not uniquely felt by younger or older consumers.

#### **5. Preference and Loyalty Drivers**

The research indicates that age does not significantly influence consumer preferences for either Uber or Ola, nor does it play a major role in the likelihood of recommending the service to others (H9, H10, H11, H12). This finding suggests that factors such as service quality, pricing, and overall convenience are likely more influential in driving consumer choice and loyalty than age alone. This reinforces theories in customer loyalty and satisfaction that emphasize the importance of consistent service delivery and value for money over demographic differences. The lack of strong age-based preferences also suggests that both Uber and Ola could benefit from targeting all age groups with similar marketing strategies and service offerings, rather than tailoring their services based on age-related preferences.

#### **6. Implications for Service Providers**

From a theoretical perspective, these findings have implications for service marketing and customer satisfaction models in the ride-hailing industry. While traditional customer satisfaction models often emphasize demographic factors like age in determining service preferences and satisfaction, this study suggests that other factors—such as service quality, safety, and value for money—may be more relevant in shaping customer perceptions.

#### **Theoretical Implications**

The findings of this study on customer satisfaction levels between the cab service providers Uber and Ola in Ahmedabad offer several theoretical implications for the field of consumer behavior, service quality, and transportation studies.

- 1. The Role of Demographics in Consumer Behavior:** The results of the study show that age, while not a dominant factor in some aspects, does have a weak but significant association with customer perceptions of the services offered by Uber and Ola. Specifically, the rejection of the null hypothesis for the association between age and familiarity with the services (H1) suggests that age groups may differ in how they familiarize themselves with new services. For example, younger customers may be more likely to use mobile apps and services like Uber and Ola compared to older generations, which supports the diffusion of innovation theory. However, since many other hypotheses with age (such as H2, H3, and H5) did not show significant associations, this implies that other factors, such as personal preferences or technology literacy, may play a more critical role in shaping overall satisfaction.
- 2. Service Quality and Consumer Perception:** The weak relationships found in hypotheses regarding safety perceptions (H5 and H6) and app interface design (H4) reinforce the importance of service quality in consumer satisfaction theories. Service quality models such as SERVQUAL emphasize the dimensions of reliability, assurance, tangibles, empathy, and responsiveness as key factors in shaping customer satisfaction. In this study, while safety and app interface perception were not strongly influenced by age, they still contributed to the overall satisfaction and recommendation behavior of consumers.

3. **Fairness Perceptions and Pricing Strategies:** The findings related to the pricing fairness of both Uber and Ola (H7 and H8) have important theoretical implications for pricing models in the sharing economy. The weak associations found here suggest that customers, regardless of their age group, may view the pricing strategies of Uber and Ola similarly.
4. **Customer Loyalty and Recommendation Behavior:** The study found that age does not significantly influence the likelihood of recommending either Uber or Ola to friends or family (H11 and H12). This suggests that other factors, such as overall satisfaction, emotional connection to the brand, or social influence, may have a stronger impact on consumer advocacy behaviors. Theories related to customer loyalty, such as the Commitment-Trust Theory or the Satisfaction-Loyalty Relationship, could help explain these findings. They suggest that satisfied customers are more likely to recommend a service, regardless of their age group.
5. **Technology Acceptance and Innovation Adoption:** The study's findings that age has a weak but noticeable influence on familiarity with the services (H1) can also be linked to the Technology Acceptance Model (TAM).

## PRACTICAL IMPLICATIONS

The findings of this study on customer satisfaction levels between Uber and Ola in Ahmedabad provide valuable practical insights for both companies, policymakers, and other stakeholders in the transportation and ride-hailing industry. Below are the key practical implications based on the study's results:

1. **Targeted Marketing Strategies for Different Age Groups:** While the study indicates that age does not significantly impact the use of Uber or Ola, it does suggest that younger consumers may be more familiar with these services. This insight is crucial for both Uber and Ola when designing marketing strategies. For example, younger consumers who are more tech-savvy may appreciate digital advertising, app-based promotions, or social media engagement.
2. **Improving Safety and Trust Across All Demographics:** The perception of safety was found to have a weak relationship with age, with no significant differences between how younger and older customers feel about safety while using either Uber or Ola.
3. **Focus on User-Friendly Interfaces:** The weak relationship between age and the user-friendliness of the app interface suggests that while age may not heavily influence perceptions of the app's ease of use, improving app design for all age groups remains essential. For example, offering larger text options, clearer navigation, and voice command features could attract older users, while keeping the interface sleek and efficient for younger, tech-savvy users.
4. **Enhancing Perception of Pricing Fairness:** The study shows that both Uber and Ola have similar perceptions of pricing fairness across age groups, which is crucial for their ongoing competitiveness in the market.
5. **Promoting Customer Loyalty Through Referral Programs:** The study indicates that age does not significantly influence whether consumers would recommend Uber or Ola to their friends and family, which underscores the importance of customer satisfaction in driving word-of-mouth referrals.

6. **Catering to Different Expectations of Service Quality:** As the study reveals that both Uber and Ola customers, regardless of age, tend to rate the services similarly in terms of safety and pricing fairness, it is important for both companies to continue refining their service quality.
7. **Leveraging Technology for Improved Customer Experience:** Given that younger consumers may have more frequent interactions with app-based services like Uber and Ola, both companies should focus on leveraging emerging technologies such as artificial intelligence and machine learning to predict customer needs and enhance the user experience.

## CONCLUSION AND RECOMMENDATIONS

This study aimed to explore customer satisfaction levels between two major ride-hailing service providers, Uber and Ola, in the city of Ahmedabad. By examining various factors such as age, familiarity with services, app interface usability, safety perceptions, pricing fairness, and recommendation behavior, the study provided valuable insights into how consumers perceive and interact with these services.

In conclusion, while customer satisfaction is influenced by a range of factors, the study reinforces the need for both Uber and Ola to prioritize service quality, user experience, and personalization in their efforts to foster customer loyalty and satisfaction.

While this study has provided valuable insights into the customer satisfaction levels between Uber and Ola in Ahmedabad, there are several avenues for future research that can deepen our understanding of consumer behavior in the ride-hailing industry and further refine the strategies employed by service providers. Below are key recommendations and potential areas for future research:

1. **Expanding the Study to Multiple Cities:** This study focused on Ahmedabad, but customer satisfaction levels can vary significantly across different regions due to cultural, economic, and infrastructural differences.
2. **Investigating Other Demographic Factors:** While this study primarily focused on age as a demographic variable, future research could explore the impact of other demographic factors such as gender, income level, education, and occupation on customer satisfaction.
3. **Exploring Longitudinal Changes in Customer Satisfaction:** The current study offers a snapshot of customer satisfaction at a particular moment in time.
4. **In-depth Analysis of Service Quality Dimensions:** While this study touched on key factors like safety, pricing, and app usability, future research could conduct a more in-depth examination of the various dimensions of service quality as outlined in the SERVQUAL model (reliability, responsiveness, empathy, tangibility, assurance).
5. **Customer Expectations and Perceived Value:** Another important avenue for future research is to investigate customer expectations and how they influence perceived value and satisfaction.
6. **Exploring the Role of Technology in Customer Experience:** Technology plays a crucial role in the ride-hailing experience. Future research could explore the role of emerging technologies such as artificial intelligence, machine learning, and automation in shaping customer satisfaction.
7. **Comparing Customer Satisfaction in Other Transportation Modes:** To provide a broader context, future research could compare customer satisfaction between

ride-hailing services like Uber and Ola with other modes of transportation, such as traditional taxis, public transit, or even self-driving cars (in cities where they are operational).

8. Investigating the Impact of Environmental and Sustainability Factors: As consumers increasingly prioritize sustainability in their choices, future studies could explore how environmental factors (e.g., the use of electric vehicles, eco-friendly policies, or carbon footprint reduction) influence customer satisfaction in the ride-hailing industry.
9. Customer Retention and Brand Loyalty: Future studies could also delve deeper into factors that influence long-term brand loyalty and customer retention in the ride-hailing market.
10. Impact of External Factors on Customer Satisfaction: External factors, such as government regulations, competition, fuel prices, or economic downturns, can significantly impact the ride-hailing industry.

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