

A CASE STUDY ON CUSTOMER SATISFACTION TOWARDS UBER AND ITS CUSTOMER SERVICES

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Business Administration

By

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 11 **APRIL -
2022****



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of GUTTALA AKHILESHWAR RAO 39280011 who have done the Project work entitled "**A Case study on customer satisfaction towards Uber and its customer services**" under my supervision from November 2021 to March 2022.

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Submitted for Viva voce Examination held on .

Internal Examiner

External Examiner

DECLARATION

I, **GUTTULA AKHILESHWAR RAO 39280011** hereby declare that the Project Report entitled “**A Case Study on Customer satisfaction towards Uber and its customer services**” done by me under the guidance of Ms. SHEEBA T, M.Com., M.Phil., NET, MBA, SET at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: Chennai

G.AKHILESHWAR RAO

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G.AKHILESHWAR RAO

ABSTRACT

Uber Technologies, Inc. is an American mobility as a service provider. It is based in San Francisco with operations in approximately 72 countries and 10,500 cities. In 2009, Uber was founded as Uber cab by Garrett Camp, a computer programmer and the co-founder of StumbleUpon, and Travis Kalanick, who sold his Red Swoosh start up for \$19 million in 2007. After Camp and his friends spent \$800 hiring a private driver, he wanted to find a way to reduce the cost of direct transportation. This kind of companies require customer for their motion in the business so it becomes their main responsibility to maintain customer along with their business. Customer are the ones why run transportation industry and it is very important to maintain their satisfaction and their demand. This research is based on the study of customer service by uber, as uber is a customer based company its aim must be satisfying their customers and dropping them safely to their locations. So this research is to test the customer services of uber by surveying with the help of primary data which includes Google form with a questionnaire which includes personal questions and study based questions which are sent in online to the public and we collect their responses and analyse and make conclusion from them .After preparation of the questionnaire we visualised the data with the help if tables and charts like pie donut funnel bar graph etc. These charts and tables help us to understand the results in an easier manner. After interpretation of the results i understood that uber has best customer service department with best work and satisfaction of customers but it has to increase its advertisement of new upcoming service or existing service sib that the public can no about each and every service provided by then. As uber is know a RAIDE hailing service which is known as one of the best online booking service of the industry.

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CHAPTER : 1 : INTRODUCTION

1.1 Introduction

Uber is an on-demand cab aggregator that operates on a smartphone application and lets you book a cab to get from point A to point B, pre-calculating the fare, estimating the time of arrival, and offering an option to split the cost with co-riders, all with a few taps on the app. In other words we can also understand uber .Uber is a ride-hailing service that uses an app to allow customers to request a ride and drivers to charge and get paid. Uber is a ridesharing service that employs independent contractors as drivers. It's one of many services that contribute to the sharing economy today, giving away to link existing resources rather than providing physical goods.

Uber is known as This lightweight ridesharing app was designed to make booking rides easier and quicker for riders with Android phones and limited data. With Uber Lite, you can request a ride anytime, even in places with spotty connectivity and slower than average internet speeds. Why is Uber app know an as easier way of using, save storage space At only 5MB, it's the size of a few photos. Reliably request a ride Use Uber Lite without WIFI or a strong connection. Access in-app safety Track your ride and share your trip status with others. It also helps to choose a ride that fits your budget with its most affordable Uber options available via Uber Lite. And gives you a best option of payment in your own way. Uber is committing to becoming a fully electric, zero-emission platform by 2040, with 100% of rides taking place in zero-emission vehicles, on public transit, or with micro mobility. It is our responsibility as the largest mobility platform in the world to more aggressively tackle the challenge of climate change. We will do this by offering riders more ways to ride green, helping drivers go electric, making transparency a priority and partnering with NGOs and the private sector to help expedite a clean and just energy transition.

Any industry needs customers to meet their aims and objectives. For uber customer play a key role because if there are no customer there will not be any mobility in the company. As uber is based on transport industry customer control the cycle of the whole industry so to know the review and also the satisfaction of customer is very important. By know their review we can understand the internal problems and also the appreciation by then.

1.2.History

Uber explosive growth and constant controversy make it one of the most fascinating companies to emerge over the past decade. The global ride-sharing application, founded in 2009, disrupted modern transportation as we know it and at one point grew to become the highest-valued private start up company in the world. Ten years after its founding, Uber went public on May 9, 2019. Though the road has been bumpy, Uber remains a major company in the ride-sharing space. In its most recent quarterly earnings release, for Q2 fiscal year (FY) 2021, Uber reported a net income of \$1.1 billion, \$3.9 billion in revenue, and 1.5 billion trips on its platform.

In 2009, Uber was founded as Uber cab by Garrett Camp, a computer programmer and the co-founder of StumbleUpon, and Travis Kalanick, who sold his Red Swoosh start up

for \$19 million in 2007. After Camp and his friends spent \$800 hiring a private driver, he wanted to find a way to reduce the cost of direct transportation.

1.3.SERVICES PROVIDED BY UBER :

- Vehicle for hire is a vehicle providing private transport or shared transport for a fee, in which passengers are generally free to choose their points or approximate points of origin and destination, unlike public transport, and which they do not drive themselves, as in car rental and carsharing. They may be offered via a ridesharing company.
- Food delivery is a courier service in which a restaurant, store, or independent food-delivery company delivers food to a customer. An order is typically made either through a restaurant or grocer's website or mobile app, or through a food ordering company. The delivered items can include entrees, sides, drinks, desserts, or grocery items and are typically delivered in boxes or bags. The delivery person will normally drive a car, but in bigger cities where homes and restaurants are closer together, they may use bikes or motorized scooters. Recently, autonomous vehicles have also been used to complete deliveries. Customers can, depending on the delivery company, choose to pay online or in person, with cash or card. A flat rate delivery fee is often charged with what the customer has bought. Sometimes no delivery fees are charged depending upon the situation. Tips are often customary for food delivery service. Contactless delivery may also be an option.
- Package delivery or parcel delivery is the delivery of shipping containers, parcels, or high value mail as single shipments. The service is provided by most postal systems, express mail, private courier companies, and less than truckload shipping carriers.
- courier is a company, an employee of that company or a person who delivers a message, package or letter from one place or person to another place or person.
- Freight transport is the physical process of transporting commodities and merchandise goods and cargo.[1] The term shipping originally referred to transport by sea but in American English, it has been extended to refer to transport by land or air (International English: "carriage") as well. "Logistics", a term borrowed from the military environment, is also used in the same sense.

1.4 INDUSTRY PROFILE

An industry profile provides a snapshot of a specific business industry based on data that includes trends and areas of growth. It refers to clear and detailed analysis about one group of companies (businesses) carried out similar action, services or manufacturing similar product. Every business must study industry profile before incorporating business because this industry profile provide more information about that industry such as market size of industry, major companies, competitors, limitations

in industry, advantages of industry. This information helps new entrepreneur to make right decision.

As we know uber is providing services for transport industry, by providing offer to drivers and providing them with their own vehicles and also helps by providing rental vehicles.

Transport in India consists of transport by land, water and air. Road transport is the primary mode of transport for most Indian citizens, and India's road transport systems are among the most heavily used in the world. India's road network is the second-largest and one of the busiest in the world, transporting 8.225 billion passengers and over 980 million tonnes of cargo annually, as of 2015. India's rail network is the fourth largest and second busiest in the world, transporting 8.09 billion passengers and 1.20 billion tonnes of freight annually, as of 2020. Aviation in India is broadly divided into military and civil aviation which is the fastest-growing aviation market in the world (IATA data). India's waterways network, in the form of rivers, canals, backwaters and creeks, is the ninth largest waterway network in the world. Freight transport by waterways is highly under utilised in India with the total cargo moved (in tonne kilometres) by inland waterways being 0.1 percent of the total inland traffic in India. In total, about 21 percent of households have two wheelers whereas 4.70 percent of households in India have cars or vans as per the 2011 census of India. The automobile industry in India is currently rapidly growing with an annual production of over 4.6 million vehicles, with an annual growth rate of 10.5% and vehicle volume is expected to rise greatly in the future.

1.4.1 History of road transportation

As per 2017 estimates, the total road length in India is 5,603,293 km (3,481,725 mi);[29][30] making the Indian road network the second largest road network in the world after the United States. At 0.66 km of highway per square kilometre of land the density of India's highway network is higher than that of the United States (0.65) and far higher than that of China's (0.16) or Brazil's (0.20). India has a network of National Highways connecting all the major cities and state capitals, forming the economic backbone of the country. As of 2013, India has a total of 66,754 km (41,479 mi) of National Highways, of which 1,205 km (749 mi) are classified as expressways. Although India has large network of four or more lane highways of international quality standards, but without access control (entry/exit control), they are not called as expressways but simply highways.

1.4.2 Growth of road transport

As days pass on every industry started developing it's features and also made new modes of transport like taxi, cab, auto, bus etc. From 2000 we also started cab booking services on mobiles with helping of calls, slowly they beginner building digital platforms for transportation and now online booking industry is the biggest source of income to the country.

1.4.3 Online Booking Services

Put simply, an online booking system is a software solution used for reservation management. Before such systems were available, in order to track bookings and manage inventory, travel agents had to work with a series of spreadsheets and enter the information manually.

1.5 COMPANY PROFILE

A company profile is an introduction to your business that details what you sell, how you were founded, what your mission is, how you manufacture or source your products, and why you serve customers. A company profile is an introduction to your business that details what you sell, how you were founded, what your mission is, how you manufacture or source your products, and why you serve customers.

1.5.1 Uber company profile

Company name

- **UBER TECHNOLOGIES.INC**

Company description

- Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid. More specifically, Uber is a ridesharing company that hires independent contractors as drivers. It's one of many services today that contribute to the sharing economy, supplying a means of connecting existing resources instead of providing the physical resources themselves.

Company logo



Incorporated on ago	- October 28 2010 [11 years]
Founder	- TRAVIS KALANICK,GATTER CAMP
Type of services	- Vehicle For Higher, Food Delivery, Package Delivery, Courier Service, Freight Transport
Industry	- Transport Industry
Area served	- all over the world (globally)
Headquarters	- SAN FRANCISCO, CALIFORNIA,UNITED STATES
Products and services	- UBERX, UBER EATS, UBER POOL, UBER SUV
Current status	- active
Commercial	- yes
Slogan	- Move The Way you Want
Vision	- Ignite opportunity by setting the world in motion
Mission	-Transportation as reliable as running water, Every wear for everyone
Core values	- Go get it – Trip obsessed- Build with heart- Stand for safety- See the forest and the tree
Revenue	- 1,745.5 Crores \$ Annual Income
Available in	- multiple languages
Reason for starting maps	-Wanted to find a way to reduce the cost of production
No of employees' work	- more than 22,000
Programming language used	- Python, Node.js, Go, JAVA

Address	- 1455 Market St. Ste 400 San Francisco, CA 94103
URL	- https://maps.app.goo.gl/ttaXbAVSnip7tkCW7
Phone	- 352-325-1319
Head of UBER	- DARA KHOSROWSHAHI

Need for the study

- This study helps to identify how far uber users satisfied with the uber services
- It helps to convey drawbacks and issues are being faced by users in uber.
- This research helps to increase user satisfaction and to attract new customers with its updated interface and new updates which include major changes asked by its customers.
- This research is useful for uber to know how many customers are loyal to them
- • It helps cab drivers to come with new ideas by rectifying c
- The need of the study arises out of the importance that uber has gained in our life by revolutionising the way we travel. So it becomes important for me as a business student understand how a company is successful and the need of feedback.

Scope of the study

This research mainly focuses on the customer satisfaction of a company. This research helps the students of next generation to know what is customer satisfaction and also helps employees to understand what is consumer behaviour. It also helps the company management to know its drawbacks and internal problems. This study is used by the management for the development of the company. To know the customer satisfaction of customers is always helpful for analysing the demand and sales of its products. This study consists of survey on customer services provided by the uber which makes us understand the drawbacks and unresponsiveness of the management in some cases. Which becomes a patch on the company goodwill to clear these kind of patches we need to review the customers satisfaction frequently.

Objectives of survey

Primary objectives:

1. To assess how satisfied users are with different aspects of Uber and its Customers Services:
This study helps us to understand the customer behaviour of and industry and also . understanding of the demand of customer and wants of consumers is strategy of any company. Customer satisfaction is the key point of the customer service department. Uber helps public with the motion from point A to point B. this study helps us to analyse the review of the customer satisfaction toow the reliability of customer satisfaction towards uber costumers services I did survey o uber and its customer services, this survey is conducted on the google form platform. The survey helped me to understand the drawbacks and its advantages. The main objective of this research is to analyse the customers behaviour and customer satisfaction.

Secondary objectives

- Uber's key focus is to provide dependable and readily available transportation service.
- Uber's goal is to continually expand globally and bring its services to different cities to allow riders and drivers to connect.
- To take over the cab industry by being the most cheap, easy ride all over the world.
- To eliminate private car ownership.
- To provide all types of logistical and transportation services where it operates.

Limitations of study

1. limited sample size: Due to time constrain Though there are many uber users available I am able to collect only 182 samples from 152 respondents. Hence, we cannot say that this research is 100% correct. But 1502number is not Soo small. We can measure satisfaction by taking average of collected samples.
2. The survey samples are limited to some regions such as Telangana, andra Pradesh.+
3. The duration of research is restricted to three months. If there is some more time, we can collect many samples from different types of regions and different types of people like students, businesses, employees, etc. who uses uber regularly.
4. This research result is purely based on the samples collected from respondents, so we also can not sure about the conclusion of the research. Whatever the conclusion we gave is only based on the limited data from limited area. Hence the information may be subjected to personal bias.
5. The study is an opinion survey; caution may have to be exercised while extending the result to other areas.

6. The data collected and information written is purely based on the review of customers.
7. The suggestions and conclusions are limited to the respondents comment.
8. The analysis is based on the samples and not based on any other platform

CHAPTER: 2 : REVIEW OF LITERATURE

2.1 introduction

The literature review is a written overview of major writings and other sources on a selected topic. Sources covered in the review may include scholarly journal articles, books, government reports, Web sites, etc. The literature review provides a description, summary and evaluation of each source browsed in online by using different academic search engines like google scholar, Microsoft academy, permed I was able to find many researches which are already written by many authors. These are all researches gave me a chance to understand and to get a clear-cut picture of my research topic a study on customer satisfaction towards google maps and its navigation system.

in this process I have depended mostly on internet to refer previous research papers because now a days due to covid 19 pandemic situation the education system in India changed tremendously. Now everything from classes to exams is carrying out through online only. In the same way many researchers also started uploading their research papers online and keeping them available for new generation researchers. For this reason, I fully rely on internet for collecting, referring, summarizing journals, research papers. In this process I have used many websites to obtain research journals and papers, but some websites like research gate and google scholar helped me to do my research in better way by providing relevant information.

Ref. [1] Ruchi et al (2017) studied various factors of dynamics of Indian taxi markets such as pricing, their revenue models, market share etc. Utsav Pandya et al (2017) identified technology trends, safety, and price, ease of availability, comfort and payment options affecting public taxi market.

Ref. [2] A study by Kumar and Kumar (2016) showed that consumers were interested to redeem coupons while selecting cab services and were comfortable to redeem coupons through mobile apps while booking cab services.

Ref. [3] Sarit Prava Das et al (2017) identified convenience, quality services, transparency and safety as most important parameters for selecting pre booked taxis.

Ref. [4] Ruchika Malik (2017) identified that retaining drivers by initiatives like monetary awards of influence customer decision. Ola is using reward systems to motivate their drivers thus motivating them as well as involving them in resolving the customer grievances to build a loyal base of drivers. On other side Uber offers rewards and discounts under their Uber CLUB program. This program is not only design impact drivers but is also designed to help their family by providing them various offers related to automobile insurance, vehicle maintenance, lifestyle, health and wellness to their everyday life. There are three categories Silver, Gold and Diamond, based on the quality and performance of each driver.

Ref. [5] Alamedas Rohit H. (2017) suggested that as Indian consumers and highly price sensitive and very less brand loyal, companies need to design new packages to attract new customers and to keep existing customers.

Ref. [6] Nam avaram, Ramesh. (2016), The purpose of this paper is to study the factors influencing the consumers while selecting cab services. The dependent variable is 'coupon redemption behaviour' and independent variables are innovativeness and price consciousness.

Ref.[7] Remy A. (2016) states that —Call taxi have a greater value in the community, in the taxi industry is regulated in various ways by the state Governments through their respective Departments of Transport.

Ref. [8] Ruchi Shukla, Ashish Chandra & Himanshu Jain (2017) states that —Every other day in India, there is a new start up offering efficient cab service to the citizens operating in urban and rural lifestyles. This raises a question that is India going through a possible 'Taxi Revolution' In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily-Ola and Uber.

CHAPTER: 3 : RESERCH METHODLOGY

3.1 RESEARCH DESIGN:

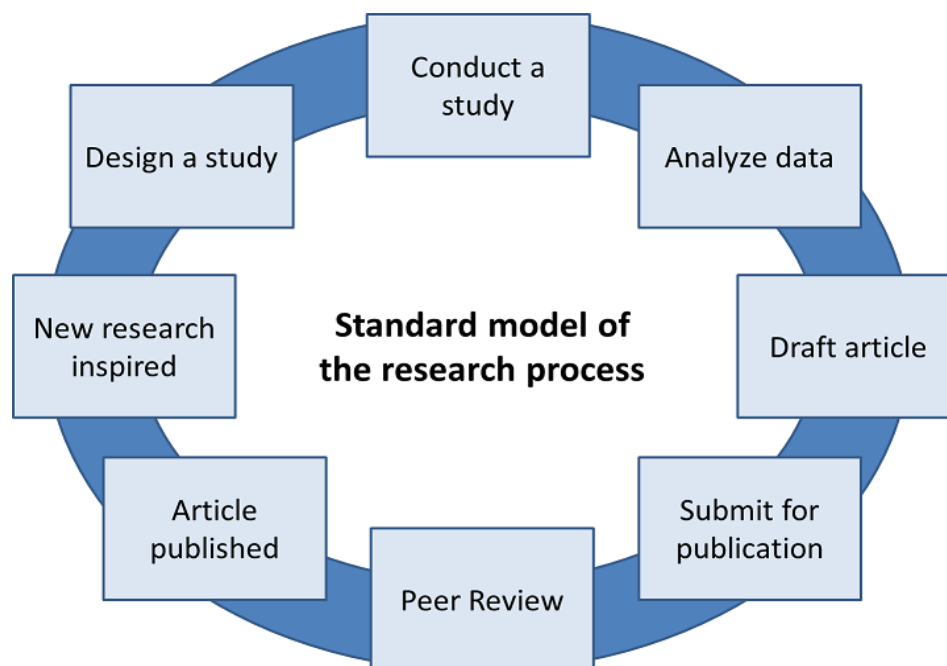
Research design refers to the framework of market research methods and techniques that are chosen by a researcher. The design that is chosen by the researchers allow them to utilize the methods that are suitable for the study and to set up their studies successfully in the future as well.

This research adopts the descriptive research design. Descriptive research design is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population. More specifically, it helps answer the what, when, where, and how questions regarding the research problem, rather than the why.

In this research data is collected from users and customers of google maps in their day-to-day activities.

3.1.1 Research Process:

Research Model is **a plan for conducting research** whereas theory/proposition is an outcome of research. Quantitative research, generally, work out a model based on which the researcher proceeds. The outcome is either approval or rejection of the hypothesis.



3.2 Sampling Technique:

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling or systematic sampling.

Sampling is the integral part of researches mainly in researches related to customer satisfaction. To know the opinion of the customers of particular service we need to collect samples from people.

3.3 Source of data :

3.3.1 Primary Data:

primary data means the data which is collected for the first time by researcher and this is the data which is collected and prepared by researcher himself. This is the data which is original in nature. In this research I used questionnaire to collect data from respondents in the form of doing online surveys. In online survey by preparing survey form and sent to respondents to fill it.

3.3.2 Secondary Data:

This is the data which is not collected for the first time and not in original nature. This data was collected by someone else in past. The source of this secondary data is different websites, magazines, articles and research papers.

3.4 structure of questionnaire:

In this study I used questionnaire to collect primary data from people in the form of doing survey. I had divided this questionnaire into 2 parts they are demographic questions and study related questions. In the demographic questions contain questions related to personal information of the respondents like Name, age, occupation, annual income, gender to analyse how different people are responding to different types of questions, for example, one age group people like one thing but the same thing won't be liked by different age group people. The second part of the questionnaire is study related questions which include questions to know their satisfaction levels and their opinion of different aspects of uber customer services, whether they are liking the services or not.

3.5 Sampling size:

The size of sample included in this study is about 152

3.6 Period of study:

The study is carried out for the period of 3 months from November 2022 to march 2022.

3.7 Table and graph representation:

After collecting the respondents answers, I made charts and tables to visualise the data gathered data and created tables and plotted charts for a better visualisation. As we know that theoretical analysis do not effect much but data visualisation makes the people understand and remember with an ease. I plotted graphs and charts like pie. Donut. Funnel etc.

CHAPTER: 4: DATA ANALYSIS AND INTERPRETATION

4.1 Percentage method

4.1.1 Table showing gender of respondents:

CATOGORY OF RESPONDENTS (Gender)	NO. OF RESPONDENTS	PERCENTAGES OF RESPONDENTS
Male	92	60.5%
Female	62	39.5%
Total	152	100%

Table 4.1.1

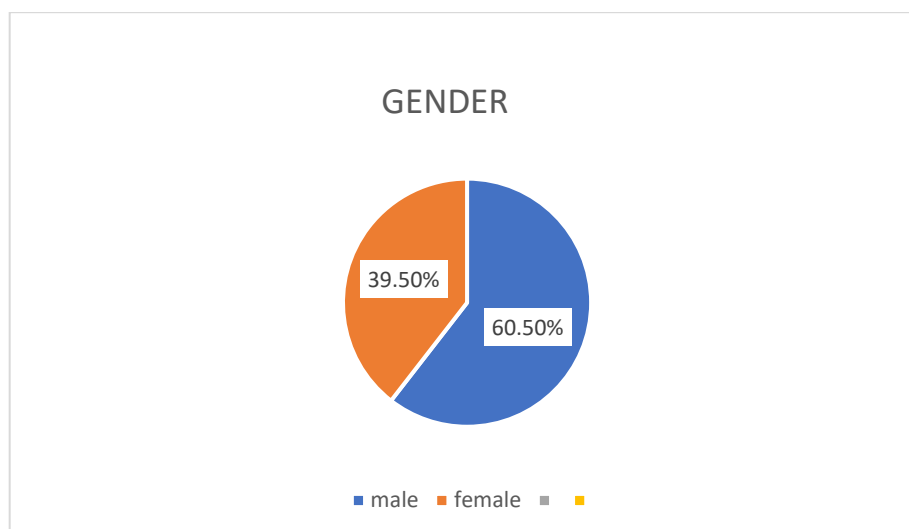


Fig 4.1.1

Inference

The above table and chart show the gender of respondents in their numbers and percentages. The male respondents are 92 and their percentages is 60.5%. the female respondents are 62 and their percentage is 39.5%. the total respondents are 149.

4.1.2 Table showing ages of respondents

CATEGORY OF THE AGE	NO. OF AGES OF RESPONDENTS	PERCENTAGE OF AGES RESPONDENTS
0-20	59	38.8%
20-30	70	46%
30-40	14	9.2%
40+	9	6%
TOTAL	152	100%

Table 4.1.2

AGE OF THE RESPONDENTS

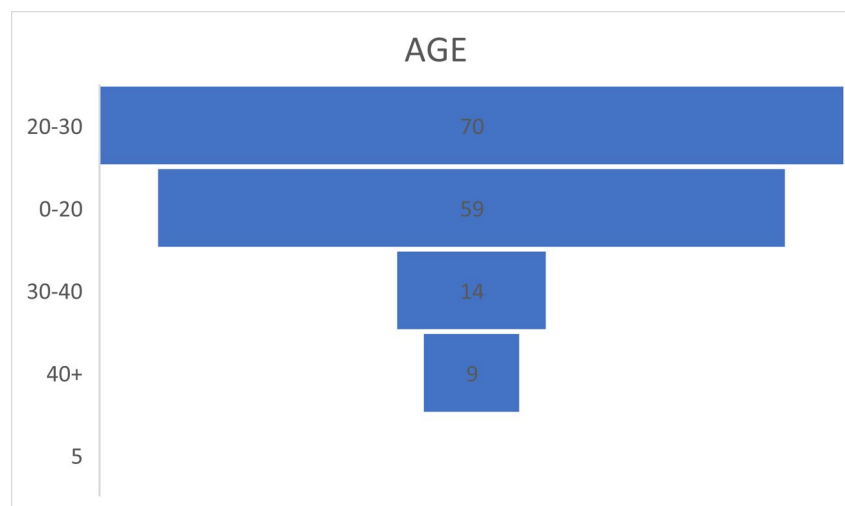


Fig 4.1.2

Inference

The above table and chart denote the ages of respondents. The category of the respondents are divided into 4 categories, they are 0 to 20, 20 to 30, 30 to 40 and 40 and above. The number respondents are respectively 59, 70, 14 and 9.

4.1.3 Table showing Occupation of the respondents

CATEGORY OF THE OCCUPATION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
----------------------------	-------------------	---------------------------

STUDENT	98	64.5%
EMPLOYEE	41	29%
OTHER	10	6.5%
TOTAL	152	100%

Table 4.1.3

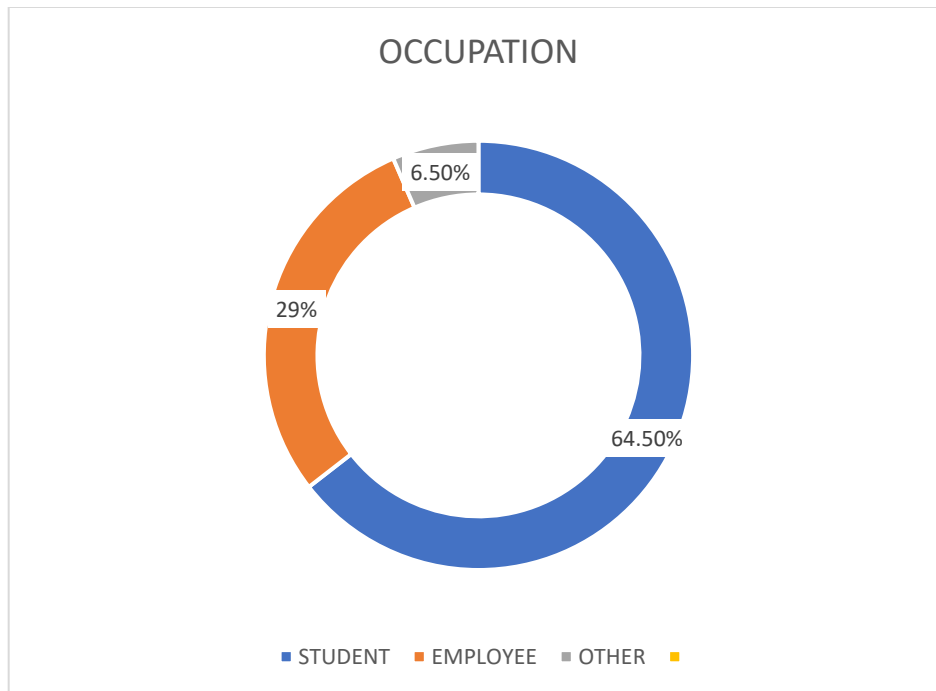


Fig 4.1.3

Inference

The table and graph are explaining us about the occupation of the respondents. The respondents are from 3 different categories they are Student, employee and other. Their numbers and percentages are respectively 98 students 64.5%, 41 employees 29% and 20 other respondents 6.5%.

4.1.4 Table showing use the respondents who use uber

CATEGORY	NO. OF RESPONDENTS	PERCENTAGES OF RESPONDENTS
YES	126	82.5%

NO	16	10.5%
MAY BE	9	7%
TOTAL	152	100%

Table 4.1.4

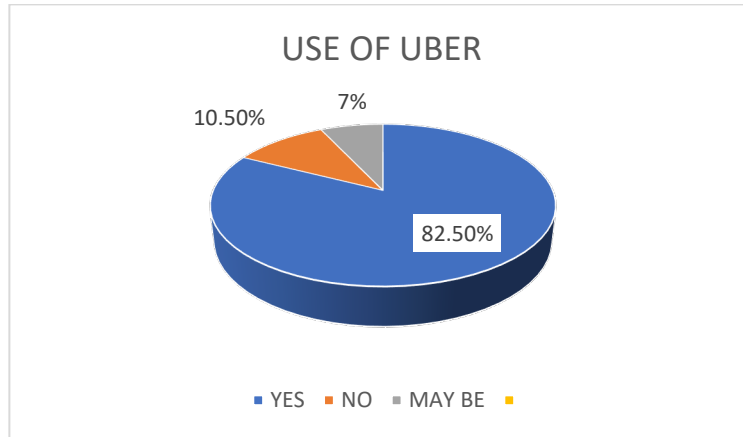


Fig 4.1.4

Inference

The above table and chart explain us the most of the respondents use uber.126 members among the respondents use uber in 82.5%. only 16 members in the respondents don't use uber. And some of them are aware of uber their count is 9 and their percentage is 7%%.

4.1.5 Table showing us the problems faced while using uber:

CATEGORY	NO. OF RESPONDENTS	PERCENTAGES OF RESPONDENTS
YES	38	25%
NO	114	75%
MAY BE	0	0
TOTAL	152	100%

Fig 4.1.5

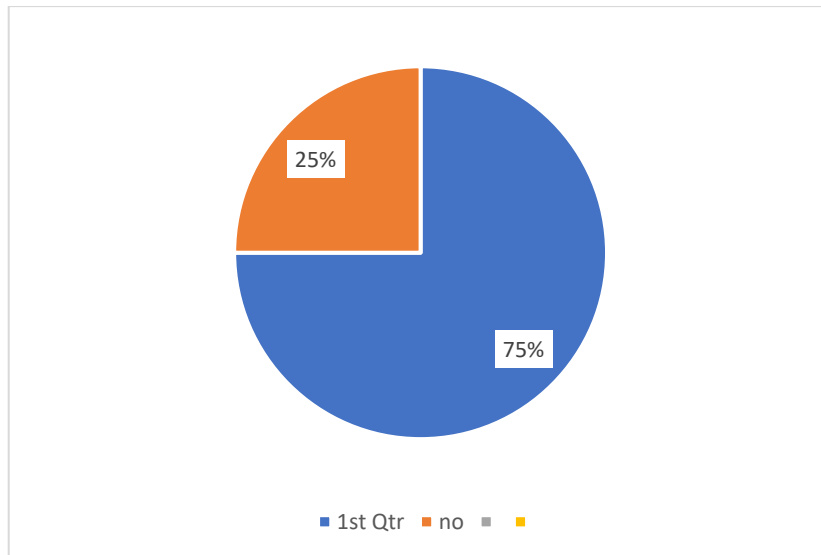


Fig 4.1.5

Inference

The above table and chart show us the efficiency of the uber because in a whole of 152 respondents only 38 respondents had faced some problems while using uber and 114 respondents had stated that they were well and good care in the whole ride.

4.1.6 Paste the comments:

- No some times I am not able to find auto near the bus stations.
- No fast booking.
- During the peak hours the driver prices are too high.
- Drivers do not switch on AC, If extra charges are not paid .

4.1.7 Table makes us understand the most travelled time in uber:

CATEGORY	NO. OF RESPONDENTS	PERCENTAGES OF RESPONDENTS
MORNING	56	39.8%
AFTERNOON	40	26.7%
EVENING	42	26.3%
NIGHT	11	7.2%
TOTAL	152	100%

Table 4.1.7

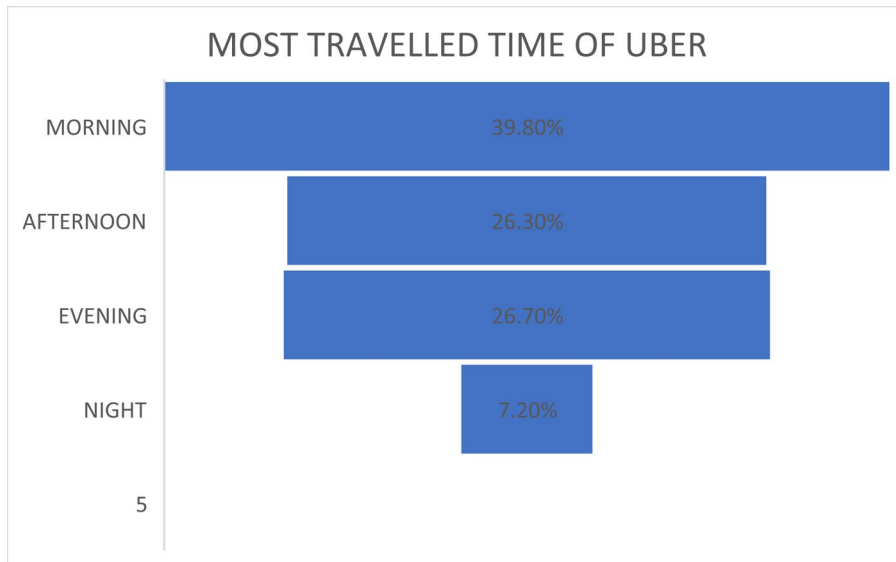


Fig 4.1.7

Inference

The above table and chart show the most travelled time of uber by the respondents. We categorised the timings of the day into morning afternoon evening and night. Most of the respondents travel morning afternoon evening their numbers and percentages of respondents are 5639.8%, 40 26.3%, and 42 26.7%. at the night the travelling would be a little bit which is 11 7.2%.

4.1.8 Table shows weather the charges of uber are reasonable or not:

CATEGORY	NO. OF RESPONDENTS	PERCENTAGES OF RESPONDENTS
STRONGLY AGREE	53	36%
AGREE	52	34.8%
MEUTRAL	27	17.8%
DISAGREE	17	11.1%
STRONGLY DISAGREE	3	1.9%
TOTAL	100	100%

Table 4.1.8

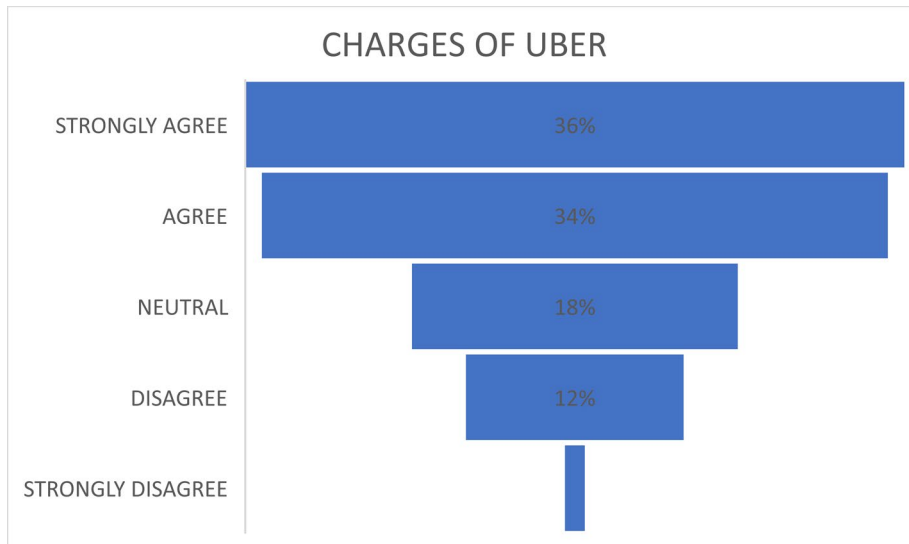


Fig 4.1.8

Inference

The above table and chart make us understand that the charges of the uber are reasonable this is stated by their percentages they are 38% for strongly agreeing and 34% for agreeing, and neutral for 18% disagreeing for 12%.

4.1.9 Table showing the most travelled vehicle in uber:

CATEGORY	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
BIKE	37	24.5%
AUTO	32	22.5%
CAR	71	47%
RENTALS	3	2%
SHARE	3	2%
PUBLIC TRANSPORTATION	6	4%
TOTAL	152	100%

Table 4.1.9

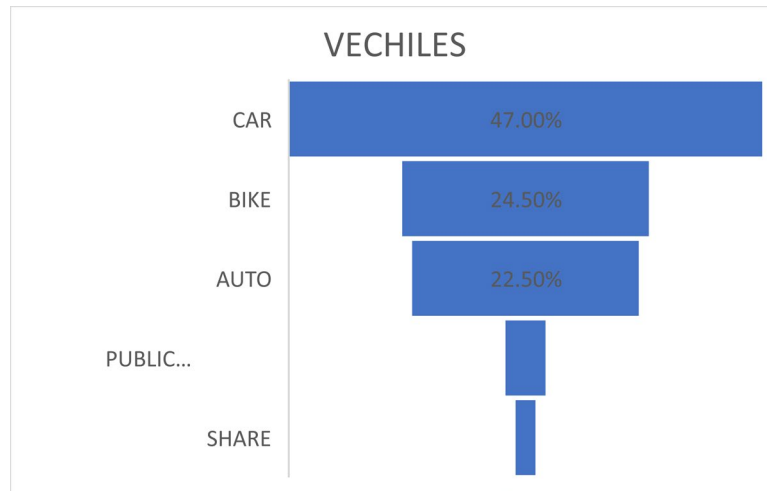


Fig 4.1.9

Inference

The table and chart show us the most travelled vehicle in car. Uber cars or cabs are the most preferred vehicles of uber with a percentage of 47%. Bikes are the at the second position of uber vehicles with a percentage of 24.5%. auto lies in the third position of the vehicles of uber with 22.% this is the new option of public transportation which started in the recent times and its percentage is 4%. Share rentals are at the same position in uber their percentage is 2%.

4.1.10 Table showing the safety of females while travelling in uber:

CATERORY	NO OF RESPONENDS	PERCENTAGE OF RESPONDENTS
YES	41	27%
NO	34	23%
MAYBE	77	50%
TOTAL:	152	100%

Table 4.2.0

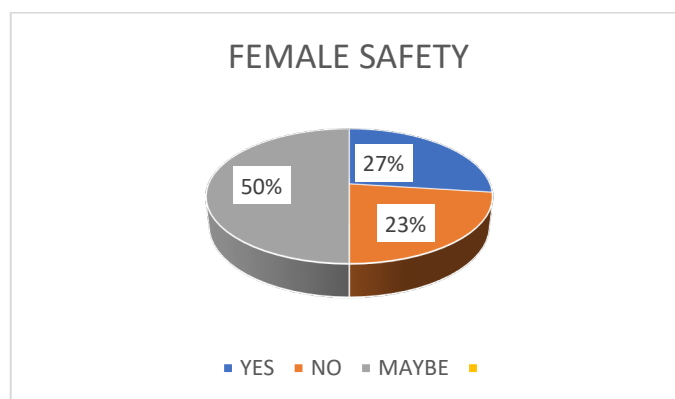


Fig 4.1.10

fig

Inference

The above table and chart explain us about the female's safety while travelling in uber vehicles. Most of the females feel safe and comfortable in travelling in uber this is mathematically proven by the table and chart as the percentage of yes and may be is 27% 50% respectively. And only some of them are at the position of no and its percentage is 23% and mostly uber gibes their best to make females safe and comfortable.

4.1.11 Table showing between premium cab services and normal cab are reasonable?

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
STRONGLY AGREE	38	25%
AGREE	56	37%
NETRUAL	41	27%
DISAGREE	14	8%
STONGLY DISAGREE	01	1%
TOTAL	152	100%

Table 4.1.11

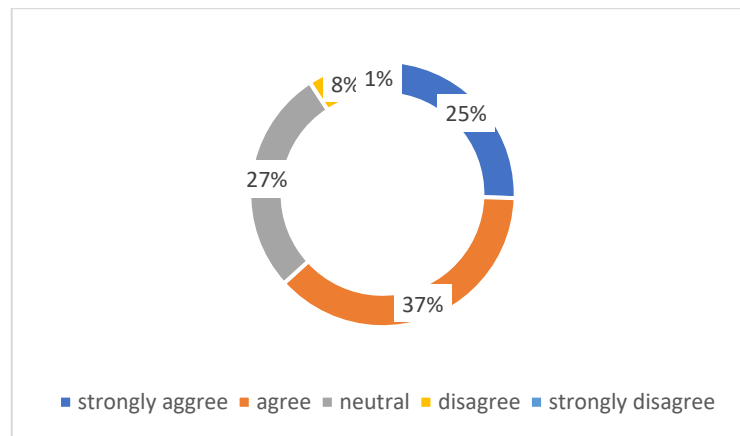


Fig 4.1.11

Inference

The table and chart show us the customers are satisfied by the premium cab services and ordinary cab services. This is proven by the chart and graph, their percentages are strongly agreed with 25%, agree with 37%, they are neutral with 27%, and disagreed with 8% and strongly disagreed with only 1%.

4.1.12 Table showing the need of women drivers in uber:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	125	84%
NO	19	12.5%
OTHER	5	3.5%
TOTAL	152	100%

Table 4.1.12

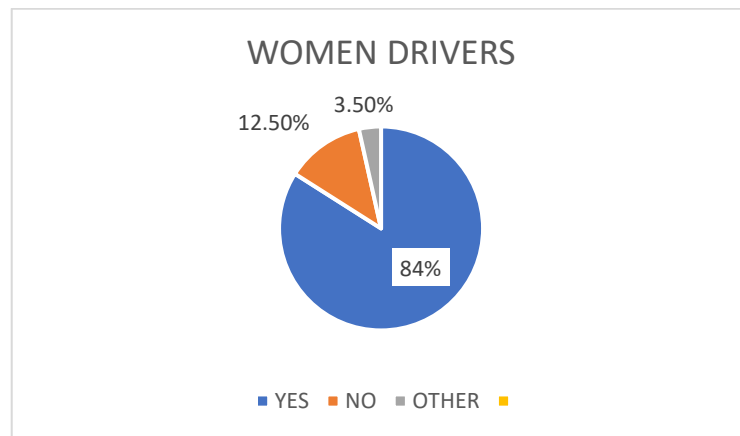


Fig 4.1.12

Inference

The above table and chart show us the need of women drivers is high this is stated by the respondents by choosing yes with 84% and only 12.5% of them declined and 3.5% of them took a other choice.

4.13 Table showing us the requirement of basic languages for the uber drivers:

CATES GORY	NO OF RESPONDENT	PERCENTAGE OF RESPONDENTS
TELUGU	98	64.5%
HINDI	13	9%
ENGLISH	33	22%
OTHER	7	4.5%
TOTAL	152	100%

Table 4.1.13

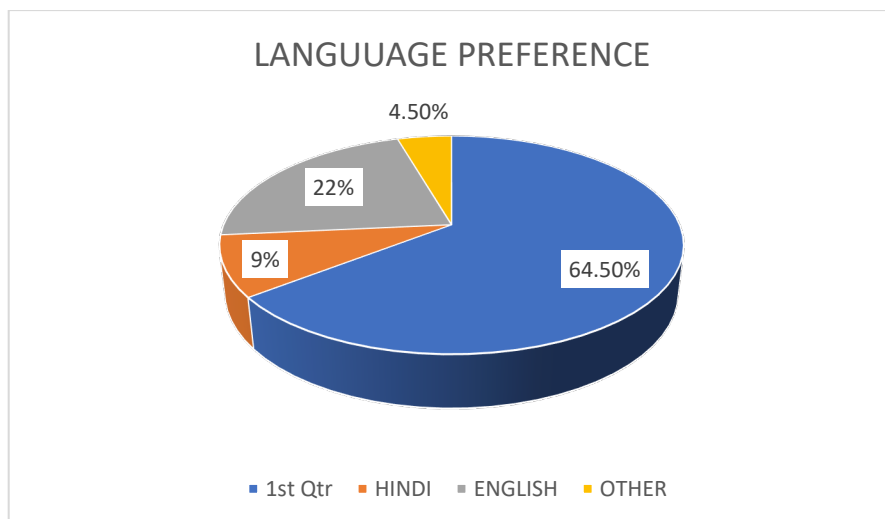


Fig 4.1.13

Inference

The table and chart explain us about the language preferred by the respondents by the drivers. This can be proved by the figures of table and chart they are 64.5% preferred Telegu, 9% preferred Hindi, 22% preferred English, and only 4.5% preferred other language.

4.1.14 Table showing us the reasonable prices for share and rentals options in uber:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
5	43	28.5%
4	37	24.5%
3	40	26%
2	18	12%%
1	12	9%
TOTAL	152	100%5

Table 4.1.14

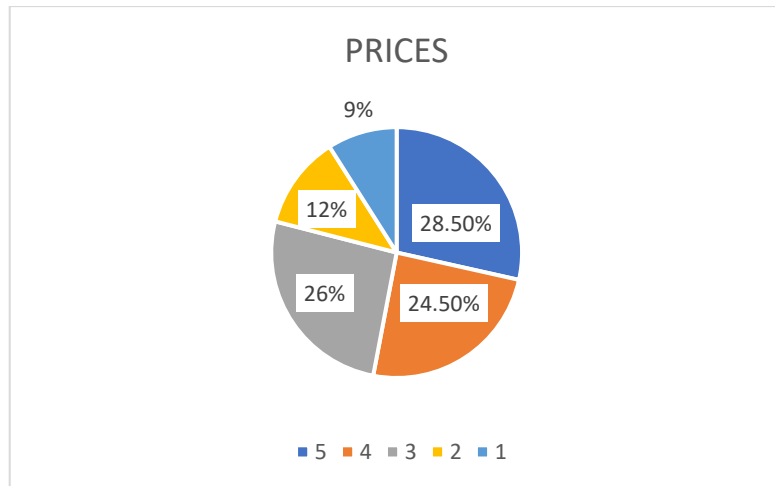


Fig 4.1.14

Inference

The table and chart show the pricing of share and rentals of uber services and the ratings are well high. They can be observed by their percentages and they are 28.5% 24.5% 26% 12.5% 9% respectively.

4.1.15 Table showing the cost reduction and time saving in share option:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	103	68%
NO	17	11%
MAY BE	31	21%
TOTAL	152	100%

Table 4.1.15

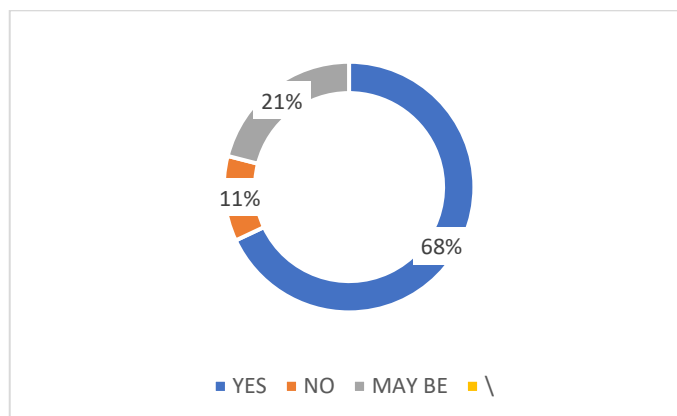


Fig 4.1.15

Inference

The above table and cart show us the liking of respondents towards the sharing option of uber. The percentages can prove the statement and they are, yes is 68%, no is 11% and may be is 21%.

4.1.16 Table show us the respondent ever met with an medical emergency while travelling in uber:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	31	20.5%
NO	110	72.5%
OYHER	11	7%
TOTAL	152	100%

Table 4.1.16

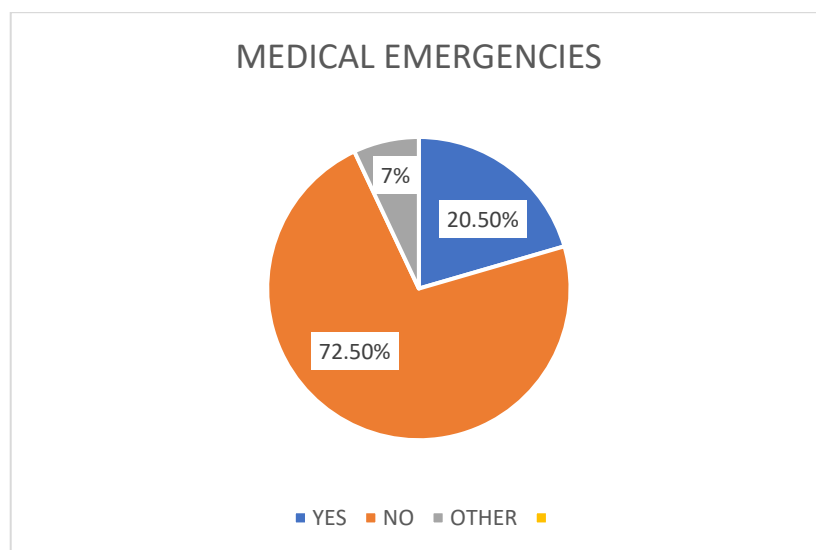


Fig 4.1.16

Inference

The above table and chart show us that the medical emergencies did not take place at the time travel in uber. This can be understood by the chart their percentages are yes 20.5% no 72.5% and other 7%.

4.1.17 Table showing us that the services provided by the uber are satisfactory or not:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	105	74%
NO	20	15%
OTHER	18	11%
TOTAL	152	100%

Table 4.1.17

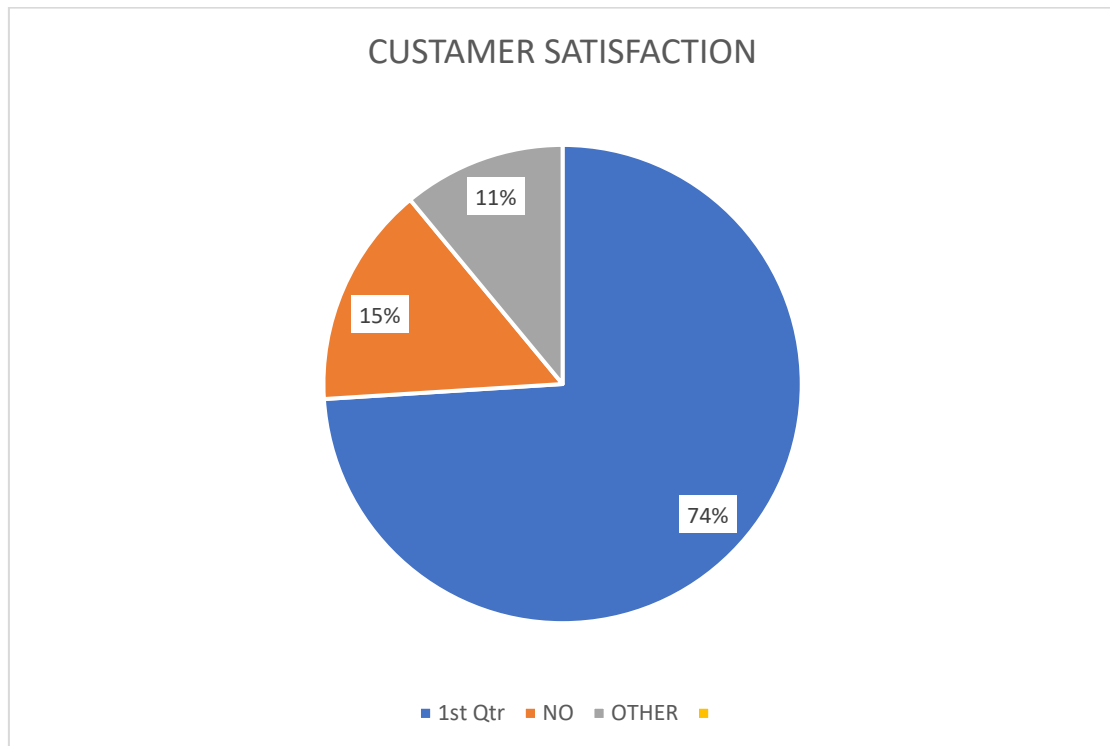


Fig 4.1.17

Inference

The above table and chart show us the customer satisfaction of the respondents. By observing the above, we can understand the service provided by the uber is satisfactory, their data is 74% for yes, 15% and 11%.

4.1.18 Table showing us the accident rate while travelling in uber bike ride:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	15	10%
NO	123	81%
OTHER	12	9%
TOTAL	152	100%

Table 4.1.18

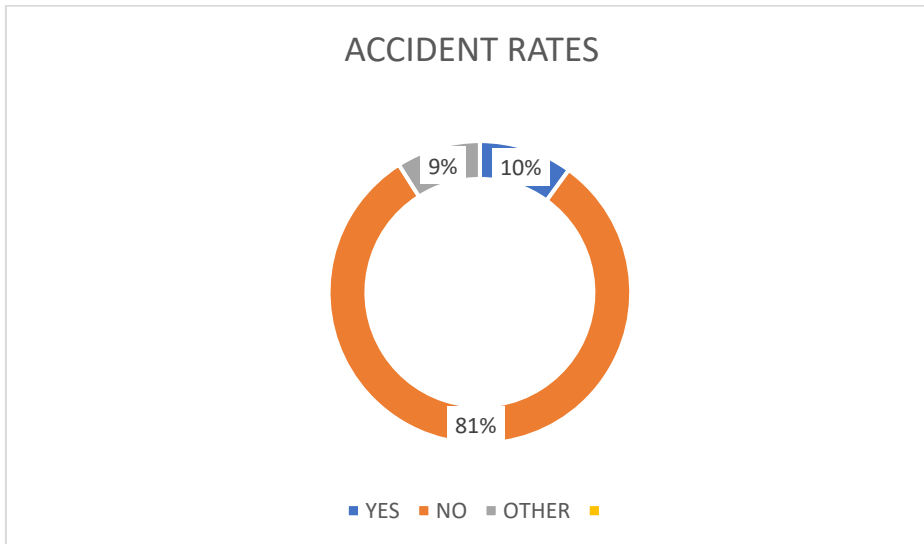


Fig 4.1.18

Inference

The above table and chart show us that there are not many accidents while travelling in uber. This can be proven through the percentages they are 10% of yes 81% of no and 9% other. By this can understand that the uber ride is safe.

4.1.19 Table showing us the response management of uber:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
VERY FAST	32	21%
FAST	51	35.5%
NEUTRAL	55	36.5%
NEVER	9	6%
TOTAL	152	100%

Table 4.1.19

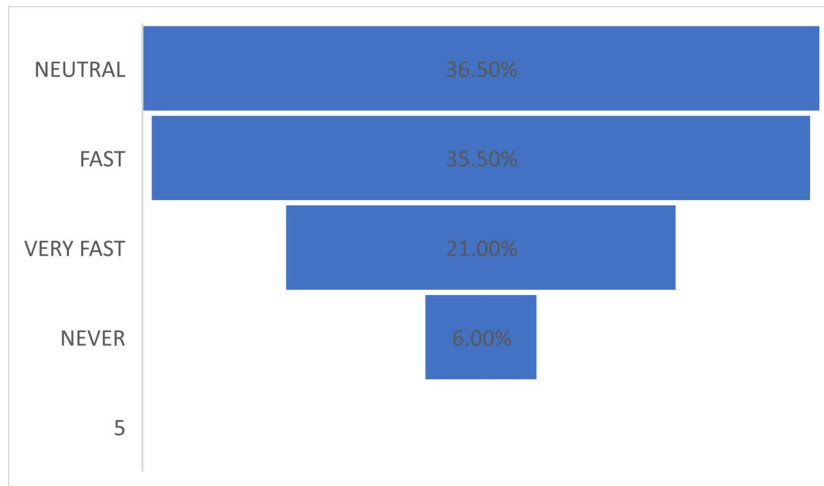


Fig 4.1.19

Inference

The above table and chart show us that response management of uber is doing a well and good job. This can be practically understood by 21% of very fast, 35.5% response of fast response, 36.5% response of neutral and 6% response of never.

4.1.20 Table showing us the emergencies services provided by the uber:

CATEGORY	NO OG RESPONDENTS	PERCENTAGE OF RESPONDENTS
STRONGLY AGREE	13	8.5%
AGREE	51	35.5%
NEUTRAL	56	38.5%
DISAGREE	9	6%
STRONGLY DISAGREE	18	12%
TOTAL	152	100%

Table 4.1.20

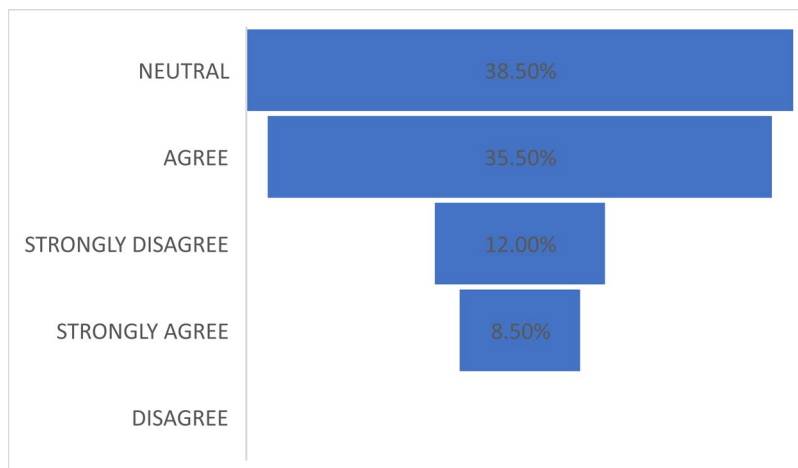


Fig 4.1.20

Inference

The above table and chart make us understand the most of the respondents know the emergencies provided by the uber, this can also be numerically the is 38.5% of the respondents choose neutral, 36.5% of the responses prove us by choosing agree and 12% of responses are strongly disagreeing and 8.5% strongly agree and only 6% of the respondents disagree them.

4.1.21 Table showing us ever the respondents tried the public transportation:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	62	41%
NO	67	44%
MAY BE	19	15%
TOTAL	152	100%

Table 4.1.21

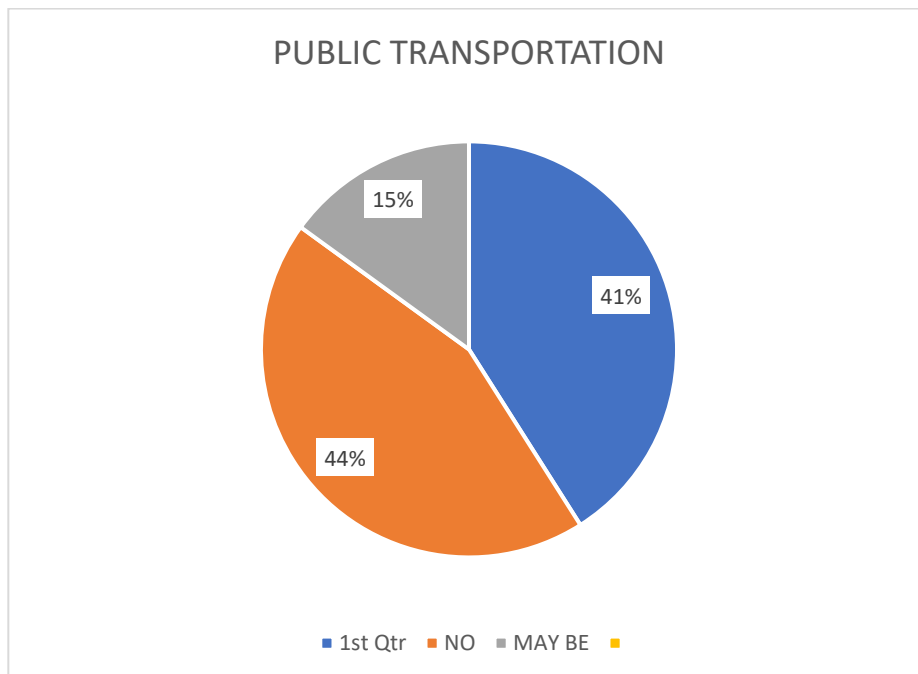


Fig 4.1.21

Inference

The above table and chart show us that how many of the respondents know about the public transportation of uber they can be mor closely understood by the

following figures they are 41% for knowing the transport, 44% for not knowing the option and 15% for may be.

4.1.22 Table showing the respondents feeling towards the worthiness of the public transportation:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	9	6%
2	11	7.5%
3	28	18.5%
4	36	24%
5	58	44%
TOTAL	152	100%

Table 4.1.22

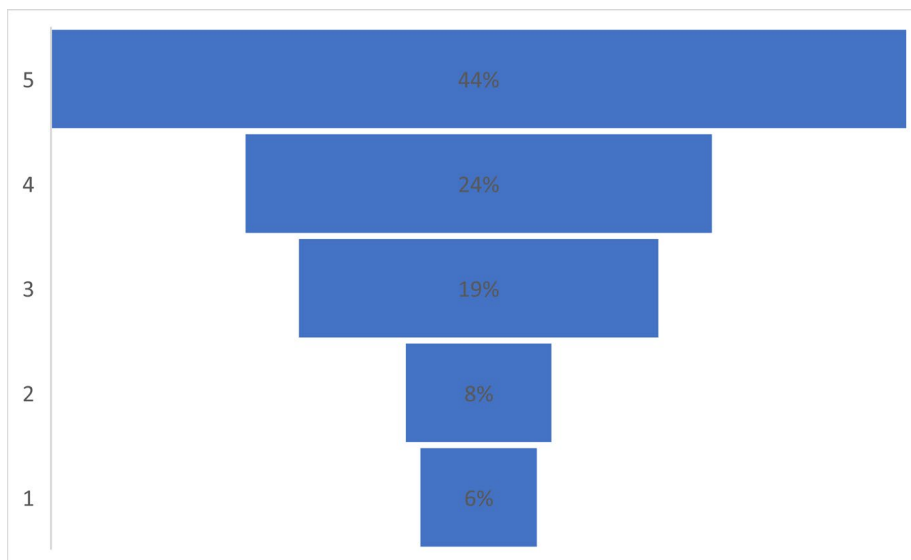


Fig 4.1.22

Inference

The above table and chart explain us that public transportation can be trusted and this can be understood by the following ratings given by the respondents. 44% for rating 5 on 5, 24% for rating 4 on 5, 18.5% for rating 3 on 5, 7.5 for rating 2 on 5 and 6% for rating 1 on 5.

4.1.23 Table showing us new option of uber courier services:

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	66	45.5%

NO	83	54.5%
TOTAL	152	100

Table 4.1.23

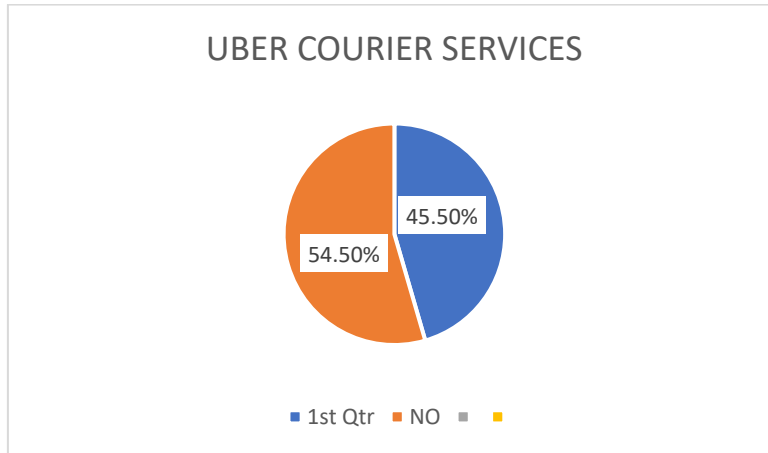


Fig 4.1.22

Interference

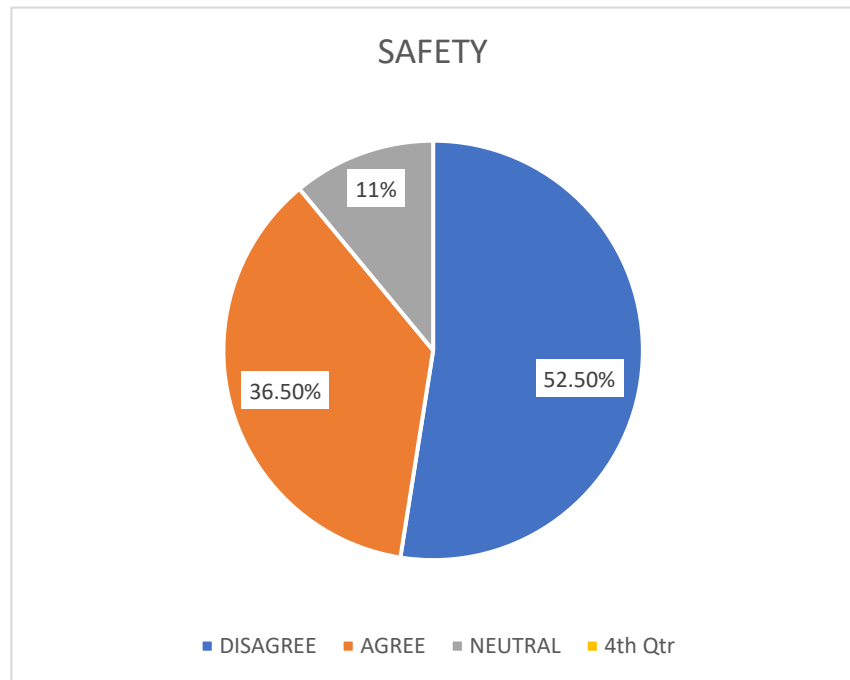
The above table and chart show the courier services of uber not so popular but their service is well and good. The respondents choose yes with a percentage of 45.5% and no with a percentage of 54.5%.

4.1.24 Table showing us the safety management of the uber courier services

TABLE 4.1.24

CATETORY	NO. OF RESPONENTS	PERCENTAGE OF RESPONENTS
DISAGREE	16	11%
AGREE	55	36.5%
NETRUAL	72	52.5%

FIGURE: 4.1.24



Inference

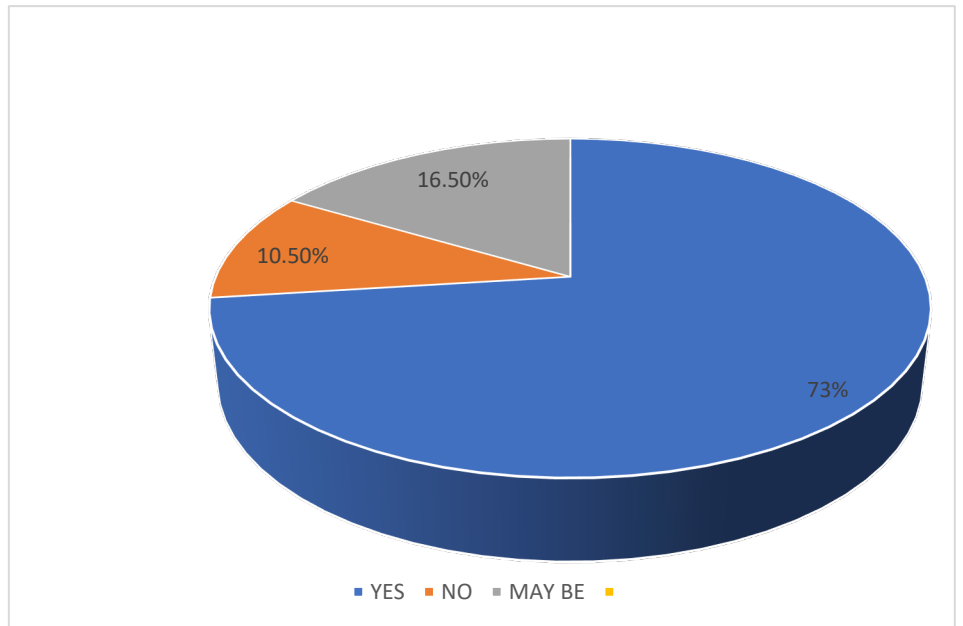
The table and chart show us that the respondents feel neutral about the uber courier services its percentage is 11%, as the management started this service recently the customers need more time to trust the courier services, they agreed with 36.5% and disagreed with 52.5%.

4.25 Table showing us weather there should be any specific department of women safety management:

TABLE:1.4.25

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
YES	108	73%
NO	16	10.5%
MAY BE	25	16.5%
TOTAL	152	100%

FIGURE:1.4.25



Inference

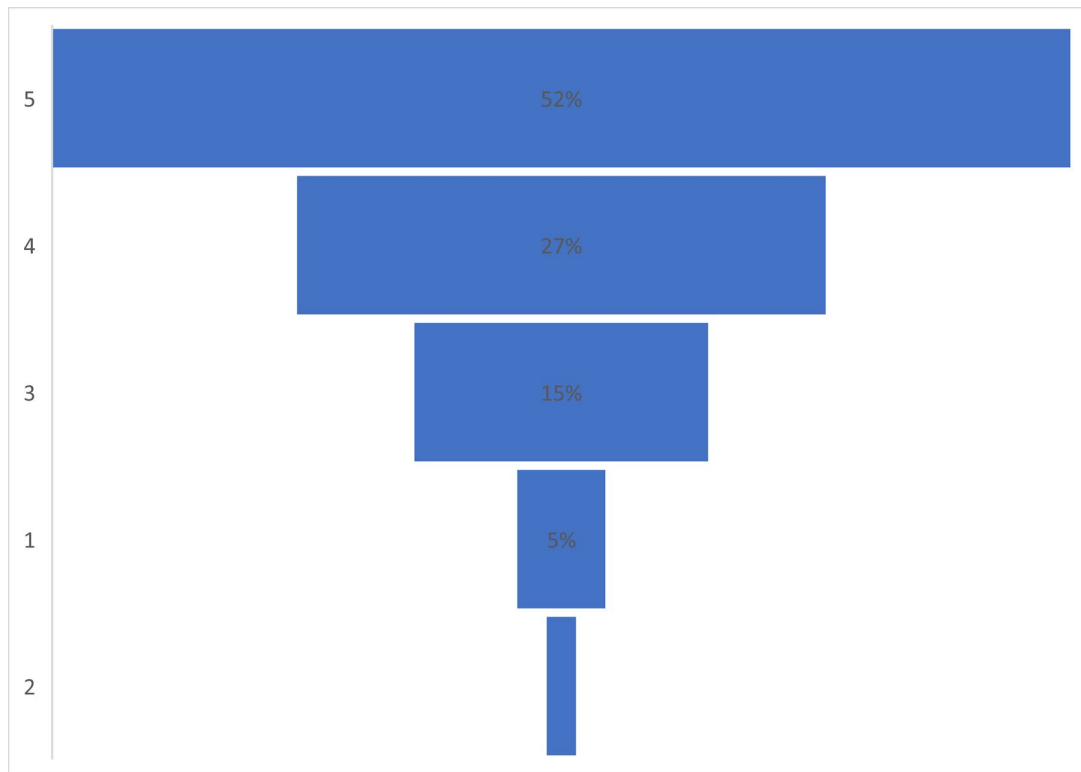
The above table and chart shows us the respondents want a specific department for women safety by the following figures, they have chosen yes 73%, no with 10.5% and neutral with 16.5%. these figures the respondents state that the women safety department is mandatory for any kind of companies.

4.26 Table showing able and chart shows us the liking or rating of the whole questionire:

TABLE:1.4.26

CATEGORY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	8	4.5%
2	5	1.5%
3	23	15%
4	39	27%
5	74	52%
152	152	100%

FIGURE:1.4.26



Inference

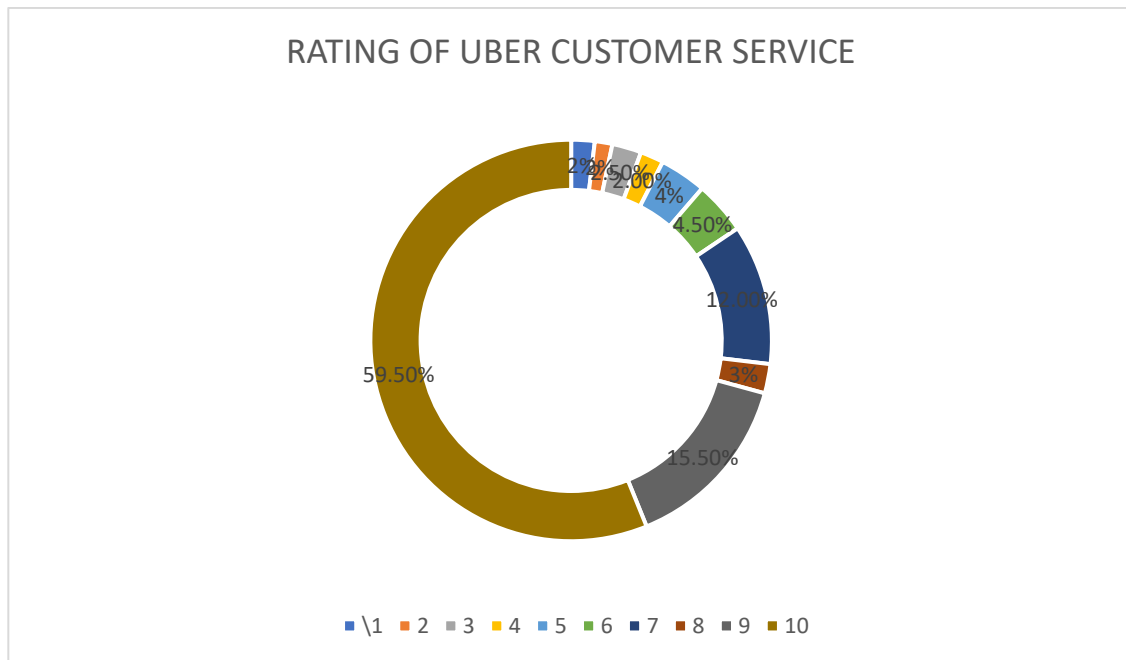
The above table and chart tell us above the whole questionnaire rating this results a high value by choosing 5 on 5 by 52%, 4 on 5 by choosing 27%, and 15% by choosing 3 on 5, and 4.5% for choosing 1 on 5 and 1.5% for choosing 2 on 5.

4.27 Table showing us the rating for the whole uber customer satisfaction:

TABLE:1.4.27

CATEGORY	NO OF RESPONDENS	PERCENTAGE OF RESPONDENTS
1	3	2%
2	2	1.5%
3	4	2.5%
4	3	2%
5	6	4%
6	7	4.5%
7	18	12%
8	4	2.5%
9	20	15.5%
10	54	59.5%?
TOTAL	152	100%

FIGURE:1.4.27



Inference

The above table and chart show us the whole rating of Uber customer care device they have chosen 59.5% for 10 points and 15.5% for 9 points 4.5 for 8 points so on and this states that the respondents are satisfied by the Uber customer management and they need little more improvement so that Uber can be more efficient and excellent.

CHAPTER: 5 : SUMMARY

Summary:

The research started with knowing about customer satisfaction, customer behaviour, customer demand etc. the anxiety of knowing about the reviewing of customers made me to research on this topic which is UBER AND ITS CUSTOMER SERVICES. Uber a ride hailing service is known in the whole world for the one of the best online cab services. Uber was started in 2010 October 28 its head quarters is California and it also continued to start with new services like food delivery, courier, freight transport, etc.

I started knowing about uber customer services and then thought about doing a research on uber customer services. Also thought of knowing with help of primary and secondary data. I used primary data by creating questionnaire in the form of online survey through google form and with secondary data by researching from the browser and also from other websites.

After creating questionnaire with different ways of questions like name, gender, education, occupation, and some questions like do you use uber? Do you think prices of uber are reasonable? Etc. after collecting the respondents answers I understood that uber is well and good in reviewing .

But as we know uber is coming with many new options like public transportation courier services etc. but most of the respondents did not even know about these thongs so my opinion is that the uber should at least advertise and should try to make their service reach public for their better development.

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8. Customer services of uber

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Questionnaire

1. NAME
2. GENDER
 - MALE
 - FEMALE
3. AGE
 - 0-20
 - 20-30
 - 30-40

- 40+
4. OCCUPATION
5. Did you ever used uber?
- Yes
 - No
 - Maybe
6. while booking uber did you face any technical issues in the application?
7. If you faced any issues during uber please comment below
8. How often do you travel uber in a day ?
- morning
 - afternoon
 - evening
 - night
9. Do you think the charges of uber in peak times are reasonable ?
- strongly disagree
 - disagree
 - neutral
 - agree
 - Other
10. which type of vehicle of uber do you mostly travel ?
- bike
 - auto
 - car
 - rentals
 - share
 - public transportation
11. If you are a female ? Do you feel comfortable in travelling on bike in uber ?
- yes
 - no
 - may be
12. Do you feel price differences between premium cab services and normal cab are reasonable ?
- strongly agree
 - agree
 - neutral

- disagree
- strongly disagree

13. Do you feel price differences between premium cab services and normal cab are reasonable ?

- strongly agree
- agree
- neutral
- disagree
- strongly disagree

14. So you feel uber has to start hiring women drivers as well ?

- yes
- no
- other

15. Which languages do you feel uber drivers should be good enough to speak fluently with the customers ?

- telugu
- hindi
- english
- other

16. If you travel with share or rentals in uber , do you feel prices are reasonable with all premium rides ?

- 5
- 4
- 3
- 2
- 1

17. Do you agree share option is helpful in uber for reducing cost and saving time?

- yes
- no
- may be

18. Did you ever meet with a medical emergency while travelling in uber ?

- yes
- no
- other

19. If yes, did uber services satisfy you ?

- yes
- no
- other

20. Did you ever meet with an accident while going on uber ride ?

- yes
- no
- other

21. Did uber management respond quickly ?

- very fast
- fast
- neutral
- never

22. In the time of pandemic uber came up with emergency services, how helpful were those services according to you ?

- strongly disagree
- disagree
- neutral
- agree
- strongly agree

23. Did you ever try the uber public transportation ?

- yes
- no
- may be

24. Yes did you feel that is worthy ?

- 1
- 2

- 3
- 4
- 5

25. Do you know about the uber courier services ?

- Yes
- No

26. If yes, do you feel safe in sending your things through the courier services ?

- disagree
- neutral
- agree

27. Do you think there should be a department for women safety and emergency services in uber ?

- yes
- no
- may be

28. Rate the whole questionnaire ?

- 1
- 2
- 3
- 4
- 5

29. Any suggestions for uber ?

30. Rate for the whole uber customer care services ? *

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

- 9
- 10