

Auto Drivers' Preferences towards leading Ride Hailing Companies in Bangalore

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Abstract

This research article explores the preferences of auto drivers in Bangalore towards leading ride-hailing companies, focusing on the factors that influence their engagement and satisfaction. Through a descriptive research approach and sample survey of 200 auto drivers, the study identifies that overall satisfaction, financial incentives, and company policies significantly impact driver preferences. The findings emphasize the need for ride-hailing companies to improve the overall experience, convenience, and financial incentives to enhance driver preferences. Additionally, policymakers should implement supportive regulations and policies. These insights contribute to attracting and retaining drivers, ensuring a thriving ride-hailing ecosystem in Bangalore.

Keywords: Ride hailing, Auto drivers, Satisfaction, Driver's preference

Introduction

Ride-hailing services have become increasingly popular around the world in recent years, with many people opting to use these services over traditional taxi services. According to projections, the market for ride-hailing services would be valued US\$ 109.3 billion by the end of the fiscal year 2023, up from US\$ 97 billion in the previous year. (Rockville, March 01, 2023 GLOBE NEWSWIRE)

The expert from Fact. MR states that "Ride-hailing services that are digitally enabled effectively manage requirement while also providing an easy and cost-effective alternative to private vehicle ownership, which is expected to drive market expansion over the forecast period.

India's economy is expanding quickly, and many new job possibilities are appearing all around the country. But the majority of these occupations are concentrated in metro areas or, at most, Tier 1 cities. Mobility becomes a challenge for authorities and governments due to the enormous number of migrants moving from rural to urban areas. Not everyone prefers public transport. Ride-hailing services like Rapido, Ola, Uber, and many more enter the market as bike taxis before expanding their company to include auto services in numerous locations.

The southern state of Karnataka is one among the largest markets for ride-hailing services in India. Among the cities in Karnataka, Bangalore is one of the largest markets for ride-hailing services, with a market size of around \$1.5 billion in 2020 (source: RedSeer Management Consulting).

Despite the significant growth of ride-hailing services in Bangalore, there is limited research on the preferences of auto drivers towards leading ride-hailing companies in the city. This is an important area of research as auto drivers are an important stakeholder in the ride-hailing ecosystem and their preferences can have a significant impact on the growth and sustainability of ride-hailing services in the city.

In general, auto-rickshaw drivers in Bangalore have had a mixed relationship with ride-hailing companies. Some drivers have found that partnering with companies like Ola and Uber has increased their earnings and provided a more stable source of income. However, others have complained about low fares, long waiting times, and commission fees charged by the companies.

One factor that may influence auto driver preferences towards ride-hailing companies is the availability of incentives and bonuses. For example, companies may offer sign-up bonuses or referral bonuses to drivers who bring in new riders or complete a certain number of trips.

Another factor may be the quality of the ride-hailing app and the overall user experience. Drivers may prefer companies with easy-to-use apps, clear payment systems, and good customer support.

Lastly, the overall market competition may also play a role. If one ride-hailing company dominates the market and has a large customer base, drivers may be more inclined to partner with that company in order to maximize their earnings potential.

Auto driver preferences towards leading ride-hailing companies in Bangalore can be influenced by a variety of factors, including incentives, user experience, and market competition.

Therefore, this research aims to investigate the preferences of auto drivers towards leading ride-hailing companies in Bangalore. By understanding the preferences of auto drivers, ride-hailing companies can design more effective strategies to engage with auto drivers and improve their overall experience with the platform.

Literature review

1. The study by S. S. Sharma and S. Gupta (2021) discusses the issues and challenges of ride-hailing services in India. The study emphasizes the need for regulatory reforms, improved infrastructure, and innovative solutions to address the challenges faced by ride-hailing services in India.
2. The study by A. G. Venkatesh and S. Saha (2019) examines the impact of ride-hailing companies on taxi drivers in India. The study found that while some taxi drivers reported a decline in earnings, others were able to adapt and continue to compete in the market.
3. The study by N. Akbari and M. C. Bellemare (2021) provides an overview of the impact of ride-hailing services on the urban transport ecosystem and suggests a research agenda to address knowledge gaps. The study highlights the need for further research on the social, economic, and environmental impacts of these services on urban mobility.
4. The study by Kala Seetharam Sridhar and Prithvi Yadav (2019) examines the competitive landscape between ride-hailing services and auto-rickshaws in Bangalore, India. The study found that while some auto-rickshaw drivers benefit from partnering with ride-hailing services, others express dissatisfaction with low fares and commission fees, indicating a mixed relationship between the two transportation modes.
5. The study by Nirmala Devi and D. S. Venkatesh (2019) examines the perceptions of auto-rickshaw drivers towards Ola and Uber in Bangalore. The study found that while most drivers preferred working with Ola over Uber due to higher earnings and better incentives, some expressed dissatisfaction with Ola's commission fees and low fares.
6. The study by Sneha Rajagopal and Anirudh Krishna (2018) investigates the impact of ride-hailing companies on auto-rickshaw drivers in Bangalore. The study found that while some drivers experienced a decline in earnings due to increased competition, others benefited from partnering with companies like Ola and Uber, with higher earnings and improved working conditions.
7. The article by Sambrani and Sarode (2017) explores the impact of the "uberisation" of auto-rickshaws in India, which refers to the increasing use of ride-hailing platforms like Uber and Ola to book auto-rickshaws. The study provides a qualitative analysis of the perspectives of auto-rickshaw drivers on this phenomenon and its implications for their livelihoods.
8. The article by Hariramani (2016) investigates the acceptance of cab services and the popularity of cab brands in Ahmedabad city, India. The study finds that easy availability, comfort, convenience, and easy booking procedures are factors that attract people to hire a cab service, with Ola and Meru being the most preferred brands.
9. The article by Mishra (2021) examines the impact of ride-hailing services on the informal sector in India. The study provides empirical evidence that the emergence of ride-hailing platforms like Uber and Ola has disrupted the traditional informal sector and has led to a shift towards more formalized employment in the transportation industry.

10. The article by Jindal and Goyal (2019) investigates the attitudes and practices of auto-rickshaw drivers towards ride-hailing services in India, particularly Uber and Ola. The study finds that auto-rickshaw drivers have mixed feelings towards ride-hailing services, with some perceiving it as a threat to their livelihood while others view it as an opportunity for additional income.

Research gap

There is a research gap in understanding auto drivers' preferences towards leading ride-hailing companies in Bangalore, despite the significant impact of these services on the transportation landscape. Limited studies have focused on the factors influencing driver choices and satisfaction levels with different ride-hailing platforms. This gap hinders a comprehensive understanding of the dynamics between auto drivers and ride-hailing companies, impeding the development of effective strategies for driver engagement and support.

Research Questions

This research focuses on answering the following questions:

1. What factors influence auto drivers' preferences for ride-hailing companies in Bangalore?
2. What are the potential benefits and challenges of integrating auto-rickshaws with ride-hailing platforms in Bangalore?
3. How satisfied and engaged are auto drivers with different ride-hailing companies operating in Bangalore?
4. What recommendations can be provided to ride-hailing companies and policymakers to improve engagement and support for auto drivers in Bangalore?

Research Objectives

- To identify the factors that influence auto drivers' preferences for ride-hailing companies in Bangalore.
- To explore the potential benefits and challenges of integrating auto-rickshaws with ride-hailing platforms in Bangalore.
- To determine the level of satisfaction and engagement of auto drivers with different ride-hailing companies operating in Bangalore.
- To provide insights and recommendations to ride-hailing companies and policymakers on how to improve engagement and support for auto drivers in Bangalore.

Research Methodology

The research is based on the descriptive mode of research as well as the non-doctrinal method by way of sample survey.

Population: Auto Drivers from Bangalore

Sample size: The sample size chosen for this research is 200 Auto Drivers from Bangalore. The sample is chosen from the diverse population of Auto Drivers from different regions in Bangalore.

Data collection: Both primary and secondary data are collected for this study. Primary data is collected from a questionnaire through surveys and personal interviews and secondary data is collected from Journals, books, and the internet in achieving the research objective. The findings are based on an in-depth analysis of the data obtained and will be useful for future references.

Hypothesis

1. **H₀:** There are no specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore.
H₁: There are specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore.
2. **H₀:** The current engagement and support for auto drivers in Bangalore by ride-hailing companies and policymakers is sufficient.

H1: The current engagement and support for auto drivers in Bangalore by ride-hailing companies and policymakers is insufficient and needs improvement.

3. **H0:** Auto drivers in Bangalore do not have a preference towards any specific ride-hailing company.

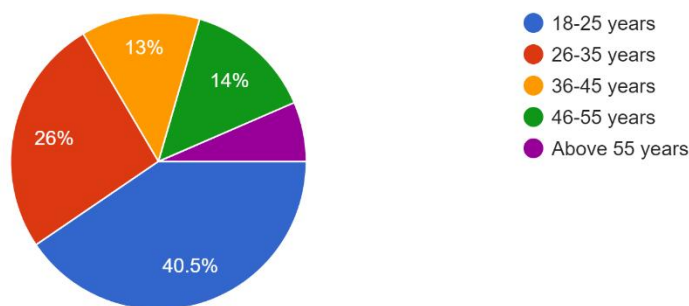
H1: Auto drivers in Bangalore have a preference towards a specific ride-hailing company.

Data analysis and Interpretation

Graph 01

1. What is your age?

200 responses

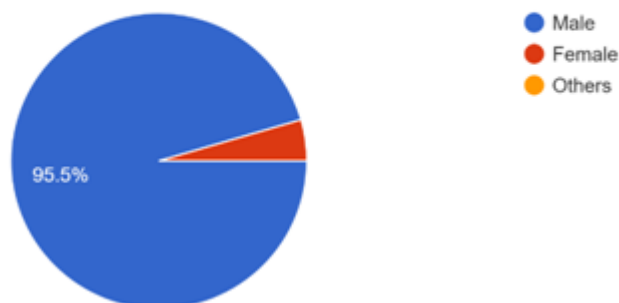


The analysis of 200 responses from auto drivers in Bangalore regarding their preferences towards leading ride-hailing companies reveals that a substantial portion of the respondents are young, with 40.5% falling within the age group of 18-25 years and 26% belonging to the 26-35 years category. This suggests that ride-hailing companies may need to consider the preferences and needs of this younger demographic, as they form the majority of the surveyed auto drivers. Additionally, smaller proportions of drivers were observed in the age groups of 36-45 years (13%), 46-55 years (14%), and above 55 years (6.5%). These findings highlight the importance of tailoring strategies and offerings to meet the preferences of different age groups within the auto driver community in Bangalore.

Graph 02

2. What is your gender?

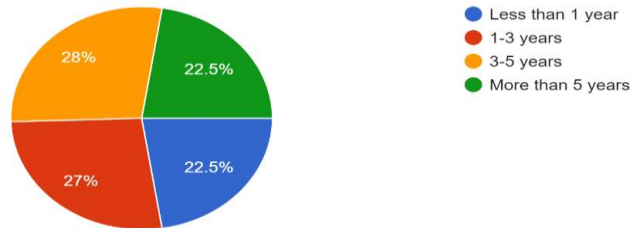
200 responses



The data shows that there is a significant gender imbalance among the respondents. Out of the total population, only 9 respondents (4.5%) identified as female, while the majority, 191 respondents (95.5%), identified as male. This indicates that the auto driver population participating in the research is predominantly male.

Graph 03

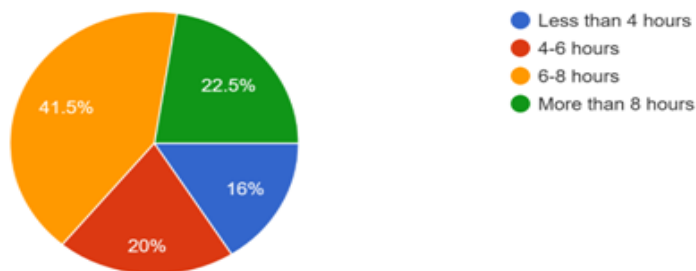
3. How many years have you been driving an auto-rickshaw in Bangalore city?
200 responses



Among the 200 respondents, 45 individuals (22.5% of the total population) have been driving an auto-rickshaw in Bangalore for less than 1 year, indicating a significant proportion of relatively new drivers. Additionally, 54 respondents (27%) have a driving experience of 1-3 years, while 56 respondents (28%) have been driving for 3-5 years. Furthermore, 45 respondents (22.5%) reported having more than 5 years of experience in driving auto-rickshaws. The data highlights the presence of both new drivers and those with several years of experience, suggesting a need to consider the preferences and perspectives of drivers across different experience categories when analyzing their preferences towards leading ride-hailing companies in the city.

Graph 04

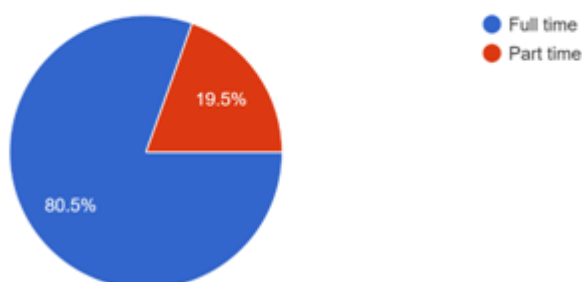
4. How many hours a day do you drive your auto-rickshaw on average?
200 responses



Among the 200 auto drivers surveyed in Bangalore for their preferences towards leading ride-hailing companies, 45% reported driving their auto-rickshaws for more than 8 hours daily, while 41.5% drove for 6 to 8 hours. A smaller portion, 20%, drove for 4 to 6 hours, and 16% drove for less than 4 hours. This data illustrates varying levels of engagement and time commitment among auto drivers in Bangalore.

Graph 05

5. Are you doing part-time driving work or full-time?
200 responses

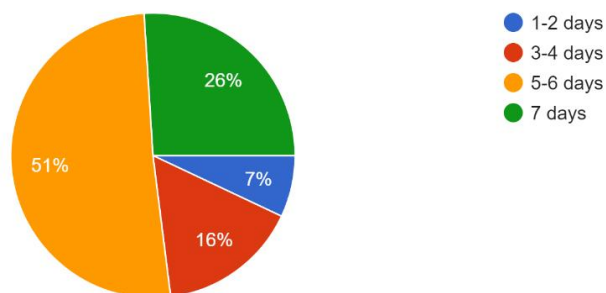


Out of the 200 auto drivers surveyed in Bangalore for their preferences towards leading ride-hailing companies, the majority (80.5%) reported engaging in full-time driving work. This indicates that 161 drivers dedicate their entire work schedule to driving auto-rickshaws. On the other hand, 19.5% of the respondents (39 drivers) stated that they are involved in part-time driving work, suggesting that they allocate only a portion of their time to this occupation. These findings highlight that a significant majority of auto drivers in the study are full-time professionals in the ride-hailing industry in Bangalore.

Graph 06

6. How many days a week do you work?

200 responses

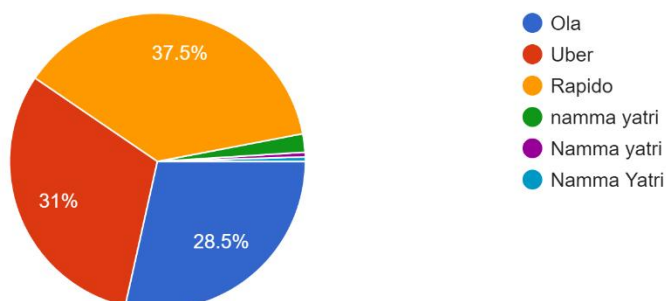


Among the 200 auto drivers surveyed in Bangalore regarding their preferences towards leading ride-hailing companies, it was found that the majority (51%) work for 5 to 6 days per week. Additionally, 26% of the drivers reported working 7 days a week, indicating a high level of commitment to their profession. A smaller proportion (16%) worked for 3 to 4 days, while a minority (7%) worked for only 1 to 2 days. These findings reveal the diverse work schedules of auto drivers in Bangalore and provide insights into their availability and dedication towards their occupation.

Graph 07

7. Which ride-hailing companies do you currently use to get ride requests?

200 responses



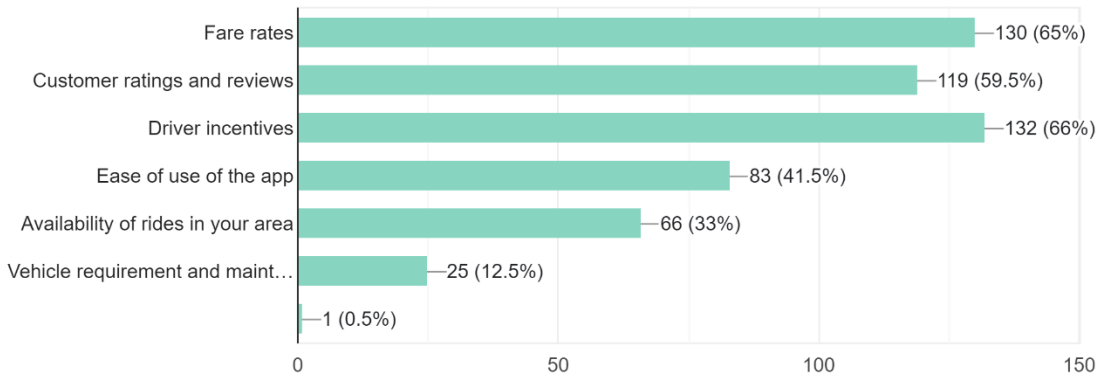
Based on the responses from 200 auto drivers in Bangalore regarding their preferences towards leading ride-hailing companies, the findings indicate that the most commonly used ride-hailing service among the drivers is Rapido, with 37.5% of respondents (75 drivers) using it to receive ride requests. Uber follows closely behind with 31% (62 drivers) using their platform. Ola, another prominent player in the ride-hailing industry, was used by 28.5% (57 drivers) of the respondents. Interestingly, a smaller portion of the drivers, 3% (6 drivers), reported using Namma Yatri for receiving ride requests. These results highlight the varying levels of utilization among different ride-hailing companies by auto drivers in Bangalore.

Graph 08

From the data collected from 200 auto drivers in Bangalore regarding their preferences towards leading ride-hailing

8. What factors do you consider when choosing a ride-hailing company to use? (Select all that apply)

200 responses

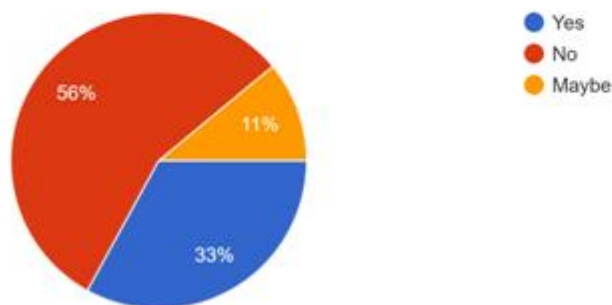


companies, the analysis reveals several key factors that influence their choice of a ride-hailing company. The most significant factor reported by the drivers is fare rates, with 65% (130 drivers) considering it when selecting a ride-hailing company. Customer ratings and reviews closely follow, with 59.5% (119 drivers) taking them into account. Driver incentives were deemed important by 66% (132 drivers), while 41.5% (83 drivers) mentioned the ease of use of the app as a deciding factor. Additionally, 33% (66 drivers) considered the availability of rides in their area, and a smaller subset of drivers, 12.5% (25 drivers), factored in vehicle requirements and maintenance policies. These findings highlight the diverse factors that auto drivers in Bangalore consider when choosing a ride-hailing company, emphasizing the importance of fare rates, customer reviews, and driver incentives.

Graph 09

9. Have you ever faced any issues with the ride-hailing companies you use? (e.g., payment issues, safety concerns, unresponsive customer support, etc.)

200 responses

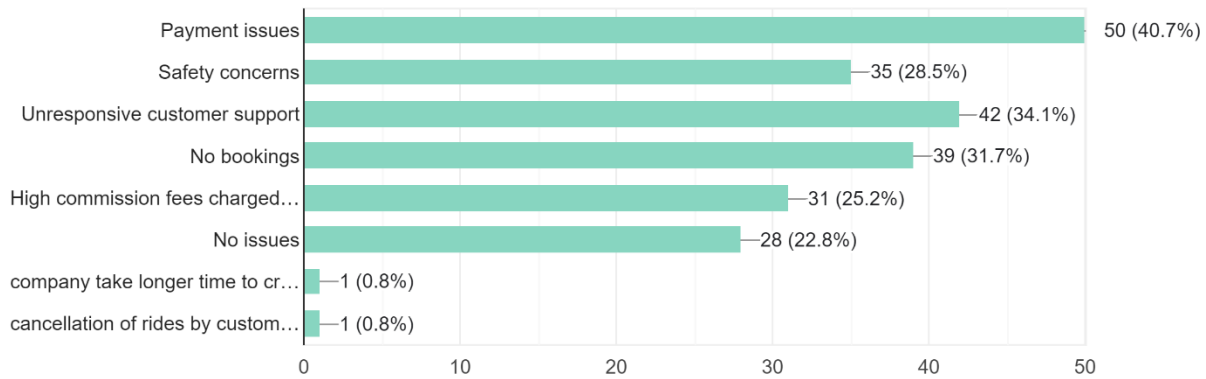


Among the 200 auto drivers surveyed in Bangalore, majority of drivers (56%) reported not facing any issues with the ride-hailing companies they use. However, a significant proportion (33%) of drivers did report encountering issues, such as payment problems, safety concerns, or unresponsive customer support. A smaller subset of drivers (11%) expressed uncertainty, suggesting that they may have experienced some issues but were unsure. These results highlight the presence of challenges faced by a notable portion of auto drivers when interacting with ride-hailing companies in Bangalore, emphasizing the need for effective resolution mechanisms and improved service experiences.

Graph 10

10. If yes, what are the issues you are facing?

123 responses

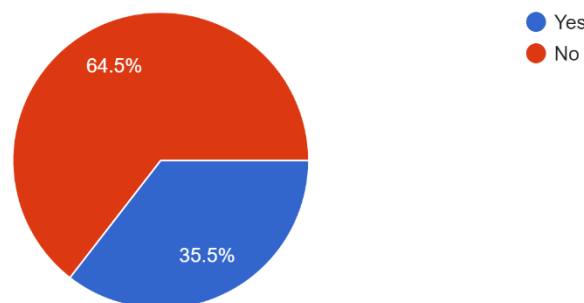


Based on the 200 responses collected from auto drivers highlights several important insights. Firstly, a significant number of drivers (50 out of 200) expressed concerns regarding payment issues, indicating that this is a prevalent issue affecting their experience with these companies. Additionally, safety concerns were reported by 35 drivers, suggesting that ensuring driver and passenger safety is an important area for improvement. The study also revealed that 42 drivers faced challenges with unresponsive customer support, potentially impacting their ability to resolve issues effectively. Furthermore, a considerable number of drivers (39) reported experiencing no bookings, which could have implications for their earnings. Finally, it is noteworthy that 28 drivers indicated having no issues, indicating a subset of drivers who were satisfied with their experiences with leading ride-hailing companies in Bangalore.

Graph11

11. Have you ever considered switching to a different ride-hailing company?

200 responses

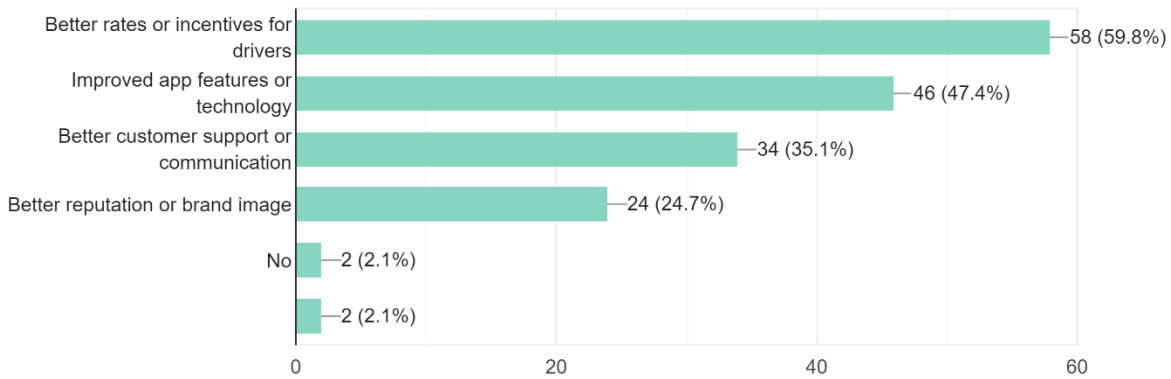


The data indicates that a majority of drivers (129 out of 200) have not considered switching to a different ride-hailing company. This suggests that the current leading companies are generally meeting the needs and expectations of these drivers. However, a notable number of drivers (71) have expressed interest in switching to a different company, indicating that there may be certain aspects or opportunities offered by other ride-hailing providers that attract their attention. This finding implies that there might be room for competition and improvement in the ride-hailing market to cater to the preferences and requirements of a subset of auto drivers in Bangalore.

Graph 12

12. If yes, why?

97 responses

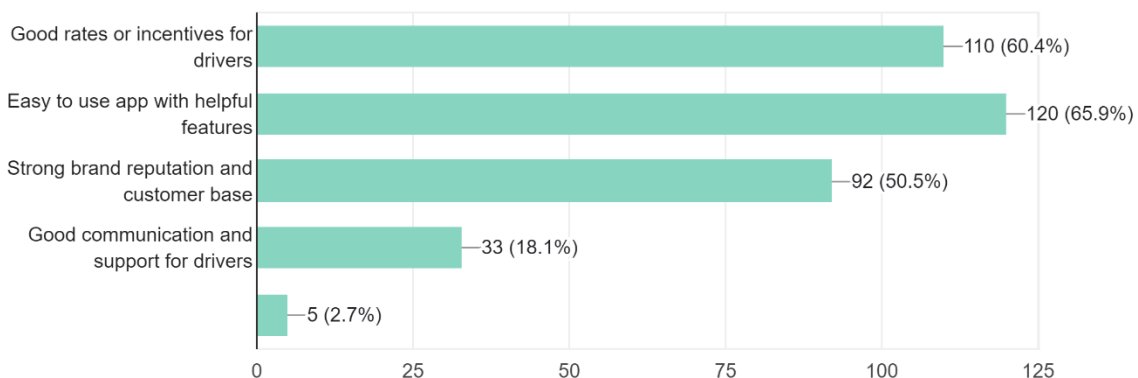


Based on the 200 responses collected from auto drivers in Bangalore regarding their reasons for considering switching to a different company, several key insights emerge. Firstly, a significant number of drivers (58 out of 200) cited better rates or incentives for drivers as a primary factor influencing their decision to switch. This suggests that drivers prioritize opportunities for higher earnings or more attractive benefits. Secondly, improved app features or technology were cited by 46 drivers, indicating that technological advancements play a crucial role in attracting drivers to alternative ride-hailing platforms. Additionally, 34 drivers expressed a desire for better customer support or communication, highlighting the importance of responsive and helpful assistance in their decision-making process. Lastly, 24 drivers considered a better reputation or brand image when contemplating a switch, indicating that a company's overall standing and perception among drivers can impact their loyalty. Overall, these findings emphasize the significance of competitive rates, technological advancements, customer support, and brand image in attracting auto drivers to different ride-hailing companies in Bangalore.

Graph 13

13. If no, what you liked most about the current company that you are working?

182 responses



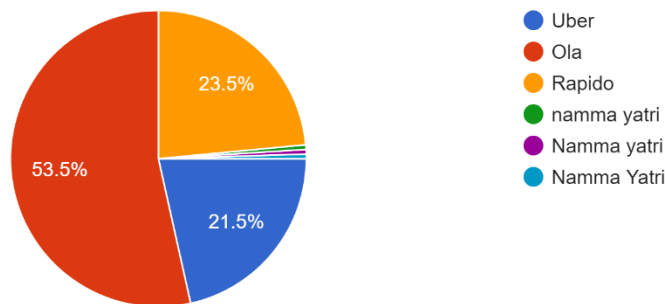
Based on the responses from auto drivers regarding what they liked most about their current company, several key findings emerge. Firstly, a significant number of drivers (110 out of 200) appreciate the company's good rates or incentives, indicating that competitive compensation plays a crucial role in driver satisfaction. Secondly, a majority of

drivers (120 out of 200) value the easy-to-use app with helpful features, highlighting the importance of user-friendly technology in their day-to-day operations. Additionally, a notable proportion of drivers (92 out of 200) appreciate the company's strong brand reputation and customer base, suggesting that the company's market standing positively impacts driver preferences. Furthermore, a smaller group of drivers (33 out of 200) mentioned good communication and support as a favorable aspect of their current company. Lastly, a few drivers (5 out of 200) cited other reasons beyond the provided options. These findings underscore the significance of competitive rates, user-friendly technology, brand reputation, and driver support in shaping auto drivers' preferences towards leading ride-hailing companies in Bangalore.

Graph 14

14. If you ever considered switching to a different ride-hailing company, which company are you willing to join?

200 responses

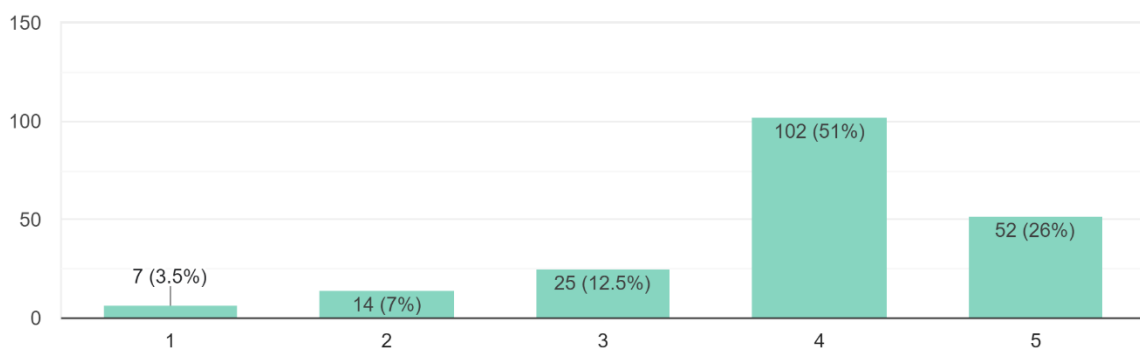


Based on the responses of 200 auto drivers in Bangalore regarding their preferences towards leading ride-hailing companies, it was found that Ola was the most preferred choice for switching companies, with 107 responses. Rapido and Uber were also considered as alternatives, with 47 and 43 responses respectively. A smaller number of drivers (3 responses) expressed a willingness to join Namma Yatri. These results suggest that Ola holds a prominent position among auto drivers as a preferred ride-hailing company, followed by Rapido and Uber, while Namma Yatri has relatively limited appeal.

Graph 15

15. On a scale of 1 to 5, how satisfied are you with the ride-hailing company you use the most?

200 responses



Based on the responses of 200 auto drivers in Bangalore regarding their satisfaction with the ride-hailing company they use the most, it can be inferred that a majority of drivers (102 responses) are fairly satisfied, rating their experience with

a 4 out of 5. Furthermore, 52 drivers expressed a high level of satisfaction, giving a perfect rating of 5. A smaller number of drivers (25 responses) indicated a moderate level of satisfaction with a rating of 3, while a minority expressed lower levels of satisfaction with ratings of 2 (14 responses) and 1 (7 responses). Overall, the findings suggest that the majority of drivers are satisfied with the ride-hailing company they use, with a significant portion being highly satisfied.

Hypothesis testing

- **H0:** There are no specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore.
- **H1:** There are specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore.

ShowingtheresultsofHypothesistesting

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.554	25.896	25.896	1.554	25.896	25.896	1.534	25.560	25.560
2	1.372	22.863	48.759	1.372	22.863	48.759	1.392	23.199	48.759
3	0.988	16.460	65.218						
4	0.785	13.083	78.301						
5	0.710	11.833	90.134						
6	0.592	9.866	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Fare rates	-.233	.704
Driver incentives	.366	.566
Ease of use of the app	.482	.284
Availability of rides in your area	.786	-.067
Vehicle requirement and maintenance Policies	.641	.139
Customer ratings and reviews	-.322	.672

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
Fare rates	.014	.741
Driver incentives	.533	.412
Ease of use of the app	.549	.108
Availability of rides in your area	.720	-.324
Vehicle requirement and maintenance Policies	.651	-.083
Customer ratings and reviews	-.080	.741

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 a. Rotation converged in 3 iterations.

Interpretation

The factor analysis results indicate that there are specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore. These factors explain a substantial portion of the variance in the data. The first component explains 25.896% of the variance, representing the overall satisfaction and experience of auto drivers. It includes variables such as availability of rides, customer ratings, and ease of use of the app. The second component explains an additional 22.863% of the variance and primarily captures the influence of financial incentives and policies, including fare rates and driver incentives.

In the rotated component matrix, the variables load predominantly on either the first or second component, indicating their stronger associations. Variables like "Availability of rides in your area" and "Customer ratings and reviews" have higher loadings on the first component, representing the significance of factors related to the overall satisfaction and experience of auto drivers. On the other hand, variables such as "Fare rates" and "Driver incentives" have higher loadings on the second component, emphasizing the importance of financial incentives and policies.

In conclusion, the result supports the alternative hypothesis H1 that, there are specific factors that significantly influence auto drivers' preferences for ride-hailing companies in Bangalore.

Hypothesis testing

- **H0:** The current engagement and support for auto drivers in Bangalore by ride-hailing companies and policymakers is insufficient and needs improvement.
- **H1:** The current engagement and support for auto drivers in Bangalore by ride-hailing companies and policymakers is sufficient.

ShowingtheresultsofHypothesistesting

7. Which ride-hailing companies do you currently use to get ride requests? * 15. On a scale of 1 to 5, how satisfied are you with the ride-hailing company you use the most? Crosstabulation

Count		15. On a scale of 1 to 5, how satisfied are you with the ride-hailing company you use the most?					Total
		1	2	3	4	5	
7. Which ride-hailing companies do you currently use to get ride requests?	Ola	3	9	9	23	13	57
	Uber	2	4	12	27	16	61
	Rapido	1	1	3	53	18	76
	Namma Yatri	1	0	0	0	5	6
Total		7	14	24	103	52	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.221 ^a	12	<.001
Likelihood Ratio	42.156	12	<.001
Linear-by-Linear Association	10.990	1	<.001
N of Valid Cases	200		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .21.

Interpretation

The chi-square test reveals a significant association ($p < .001$) between the ride-hailing companies used by auto drivers in Bangalore and their satisfaction levels. This suggests that the current engagement and support for auto drivers in Bangalore may be insufficient, requiring improvement. The variations in satisfaction ratings among different companies indicate the need for targeted efforts to enhance driver satisfaction.

Hypothesis testing

- **H0:** Auto drivers in Bangalore do not have a preference towards any specific ride-hailing company.
- **H1:** Auto drivers in Bangalore have a preference towards a specific ride-hailing company.

Showing the results of Hypothesis testing

7. Which ride-hailing companies do you currently use to get ride requests? * 11. Have you ever considered switching to a different ride-hailing company? Crosstabulation

Count		11. Have you ever considered switching to a different ride-hailing company?		Total
		No	Yes	
7. Which ride-hailing companies do you currently use to get ride requests?	Ola	29	28	57
	Uber	30	31	61
	Rapido	66	10	76
	Namma Yatri	5	1	6
Total		130	70	200

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.532 ^a	3	<.001
Likelihood Ratio	30.838	3	<.001
Linear-by-Linear Association	20.717	1	<.001
N of Valid Cases	200		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.10.

Interpretation

The chi-square test reveals a significant association ($p < .001$) between the ride-hailing companies used by auto drivers in Bangalore and their consideration of switching to a different ride-hailing company. This indicates that auto drivers in Bangalore have a preference towards specific ride-hailing companies, with varying levels of consideration for switching

observed among different companies. Hence, we reject the null hypothesis and conclude that auto drivers in Bangalore have a preference towards specific ride-hailing companies.

Suggestions

Based on the research findings, ride-hailing companies in Bangalore can consider the following suggestions:

To improve driver preferences and satisfaction, companies should focus on enhancing the overall experience by ensuring availability of rides, improving customer ratings and reviews, and optimizing the app's ease of use. Offering competitive fare rates and attractive driver incentives can also help in retaining drivers and attracting new ones. Companies should pay attention to customer feedback, address concerns, and provide quality service. Engaging and supporting drivers through effective communication, driver-centric policies, and addressing their needs is crucial. Tailoring strategies to the specific market dynamics in Bangalore and staying updated with market trends will contribute to overall success.

Conclusion

In conclusion, the research findings indicate that auto drivers in Bangalore have specific preferences towards leading ride-hailing companies. Factors such as overall satisfaction, financial incentives, and policies significantly influence their preferences. The satisfaction levels and consideration of switching vary across different companies. To enhance auto drivers' preferences and satisfaction, ride-hailing companies should focus on improving overall experience, convenience, and financial incentives. Policymakers should also implement supportive regulations and policies. Understanding and addressing these factors will contribute to attracting and retaining drivers and maintaining a thriving ride-hailing ecosystem in Bangalore.

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