

MARKET POTENTIAL ANALYSIS OF JUGNOO AUTO RICKSHAWS

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ABSTRACT

Auto rickshaws are an important mode of transportation as well as a source of livelihood for a large number of people. This survey tries to examine the potential customers and their satisfaction towards the company service that determines the functioning of Jugnoo auto rickshaw system in and around Coimbatore. The present study aims to understand the prevailing under current, forces, & challenges faced by Jugnoo Coimbatore. Jugnoo began as a small company in 2014 is now spearheading the evolution of the local Indian marketplace into a Digital Reality.

KEY WORDS: Coimbatore, Digital Reality, Auto, satisfactory level

1. INTRODUCTION

Taxi services are typically provided by automobiles, but in some countries various human-powered vehicles, (such as the rickshaw or pedicab) and animal-powered vehicles (such as the Hansom cab) or even boats (such as water taxis or gondolas)

are also used or have been used historically. In Western Europe, Bissau, and to an extent, Australia, it is common for expensive cars such as Mercedes-Benz to be the taxicab of choice. Often this decision based upon the perceived reliability of, and warranty offered with these vehicles. These taxi-service

vehicles are almost always equipped with four-cylinder turbo diesel engines and relatively low levels of equipment, and are not considered luxury cars. This has changed though in countries such as Denmark, where tax regulation makes it profitable to sell the vehicles after a few years of service, which requires the cars to be well equipped and kept in good condition.

Transport (British English) or transportation (American English) is the movement of people and goods from one place to another. The term derived from the Latin Trans ("across") and portare ("to carry"). From the beginning of history, human sensitivity has revealed an urge for mobility leading to a measure of Society's progress. The history of this mobility or transport is the history of civilization. For any country to develop with right momentum modern and efficient Transport as a basic infrastructure is necessary. It has seen throughout the history of any nation that a proper, extensive and efficient Road Transport has played a major role. 'Transporters' perform one of the most important activities, at every stage of advanced civilization. Where roads considered as veins and arteries of a nation, passenger and goods transported liked to blood in circulation. Passenger Road Transport Service (PRTS) is an essential connected to the economic development. Transport is the essential convenience with

which people not just connect but progress. Throughout history, people's progress has sustained on the convenience, speed and safety of the modes of transport. Road transport occupies a primary place in to-day's world as it provides a reach unparalleled by any other contemporary mode of transport.

Jugnoo

Founded in November 2014 by a handful of IITians Samar Singla and Chinmay Aggarwal, Jugnoo began as India's first auto-rickshaw aggregator with the objective of making daily commute easy and reliable. After bringing the on-demand revolution to daily commute, they expanded their vision and dream of touching everyday lives in a much bigger way. With 10, 00,000 transactions per month across 45+ cities, they began as a small company in 2014 is now spearheading the evolution of the local Indian marketplace into a Digital Reality. Jugnoo, a phenomenon that started as an auto-aggregator, is now a one-stop solution for all local needs. The genesis behind which we are is to make life hassle-free by delivering the best of every city to its residents. "Jugnoo has simplified everyday lives of its users. Their hyper-local model has transformed the way people avail services."

Why Jugnoo: Anything Anywhere Anytime: Be it your home, office, or a friend's place, they have customer needs arrive as per

customer convenience. Cash or go cashless: Choose the method of payment that suits customer the best. OLA, Uber, Red taxi, Taxi Taxi, Makkal Auto, Unorganised players are competitors.

Objectives of the Study:

- ❖ To analyse the socio demographic profile of respondents.
- ❖ To identify the satisfaction level of respondents of Jugnoo auto.
- ❖ To study the performance & service rendered by Jugnoo auto.

2. REVIEW OF LITERATURE

“The Political Economy of Auto-Rickshaw Fare-Setting in Mumbai”-Chan, N. D., & Shaheen, S 2012. In Mumbai, auto rickshaws are an important mode of transportation as well as a source of livelihood for a large number of people. There is, therefore, a need to ensure that both purposes of the auto rickshaw system are fulfilled effectively. This research paper tries to examine the political economy that determines the functioning of Mumbai’s auto rickshaw system, rather than a regular market economy. It looks at the various involved and interested parties in the system and the current issues faced due to the political economy. “Critical Analysis of Stakeholders Involvement and Environmental Impact: Conversion of Crude Oil Based Auto Rickshaws to CNG in Ahmedabad”- Fuller,

L., & Smith, V. 1991. The present study aims to understand the prevailing under current, forces, strategies, policies & challenges faced by various stakeholders when Ahmedabad's 100,000 crude oil based auto rickshaws were converted into gas based in 2004. Since then the city of Ahmedabad has moved as 4th most polluted city to 64th in 2012. The case is an example of management of successful political economy of clean energy challenges and pollution faced by fast growing urban centers of developing country like India. Luis.M.Martinez, Goncalo H.A. Correia, Jose.M.Viegas has published an article on “An agent based simulation model to assess the impacts of introducing a shared taxi system” during the month of July in the year 2014. Guy L Curry Arthur De Vany Richard has published an article on “A queueing model of airport passenger departures by taxi: Competition with a public transportation modes” during the month of March in the year 1977. Gidofalvi, Gyozo Pederson, Torben Bach has published an article on “Cab-sharing: An effective, Door-to-door, On demand transportation service” in the year 2007 published in the 6th European congress on Intelligent transport systems and services, Aalborg, Denmark. Schaller and Bruce has published an article on “A regression model of no. of taxi cabs in U.S. cities in the year 2005 in the journal of public transportation. Alex rosenblat1 and luke

stark has published an article on “Algorithmic Labor and Information Asymmetries: A Case Study of Uber’s Drivers” in the year 2016 at International journal of communication. Furuhashi, M., Dessouky, M., Ordóñez, F., Brunet, M.-E., Wang, X., & Koenig, S. has published an article on “Ridesharing: The state-of-the-art and future directions. Transportation Research” in the year 2013.

3. RESEARCH METHODOLOGY

This process is to collect data and information for the marketing business decisions. The methodology may include publication research, interviews, surveys and other research technique and could include both present and historical information. The study is descriptive analysis based research. The descriptive research study been used for defining analysing the product, which is highly satisfied by consumers. A descriptive study may help researcher to describe various characteristics associated with a subset of population. For the study, the sample collected from the people around Coimbatore. Here the researcher collected information from 120 respondents who all are the consumer of Juguno auto. This study will be adopted descriptive analytical study to find the factors affecting satisfaction for Juguno auto. The sample size consists of 120 respondents who all are the consumer of

Juguno auto. The respondent data collection made for the purpose of the study of both primary data and secondary data is used. Primary data were collected from the respondents are by questionnaires. The questionnaires been designed in such a way that it covers all aspects of the consumer under the study. The first part of the questionnaires has the general information about the respondents on the topic of the study in particular. The secondary data has been collected from the internet and magazines. The tools used for collection are as follows. The data collected from respondents are analysed using the percentage analysis.

4. RESULTS & DISCUSSIONS

Mostly female Passengers prefer to travel in Jugnoo Auto rickshaw when compared to male Passengers in and around the Coimbatore city. It infers that it is safe to travel in jugnoo. Jugnoo auto is preferred mostly by the people who belong to the 18-25 age group. Compared to married people unmarried people prefer to travel in Jugnoo auto. The customers of jugnoo are mostly Graduates. Students & People working in private sector mostly prefer to travel in jugnoo auto. This infers that Jugnoo is safety and it is affordable. Jugnoo auto is affordable and reliable as they provide service at Rs.6 per km. As the family members are

below 4 it is more convenient for them to travel in an auto rickshaw & it is affordable too to avail the service. Most of them came to know about Jugnoo through the application in google store when they were using the other applications. Among the respondents half of the weightage uses Jugnoo to travel often, which implies that the Jugnoo has potential customers. However, this finding is limited with the 120 respondent, which may or may not be a reliable finding. The people usually travel in Jugnoo at the morning time, which will be helpful for them to reach their destination since mostly students and private sectors people uses Jugnoo. The people are very much aware about the cost factor i.e. at what price jugnoo provides their service to the public. Since the students are the major customers of jugnoo they use the application in mobile phone as smart phones are most famous among the youngsters. Since the students are the major customers of jugnoo they use the application in mobile phone as smart phones are most famous among the youngsters. Most of the passengers are satisfied with their drivers and they feel safe to travel in jugnoo. Since students are the major customers and especially female passengers are comparatively high, the passengers not interested to engage in conversation with drivers during their travel. The majority of the respondent responded, as they are comfortable in their

travel with jugnoo auto rickshaws, which implies that the drivers are experienced in driving and they feel safer while travelling in jugnoo. The respondents say that the service is comparatively cost worthy. The respondents are not satisfied with the availability of jugnoo Auto. This may make the passengers to look for the other alternatives. This paves an way to their competitors to attract customers. As they are in their growing stage, the organisation must concentrate on this aspect to withstand in the market and to retain their customers. The respondents agree that Jugnoo autos provide safe and secured service to children. This infers that they have a future market as they are reached to the next generation also if they provide and maintain the standard in their service. The people are much more convenient when they travel in jugnoo auto as they feel safe and secure. Since the passengers are comfortable and convenient with jugnoo autos they are highly satisfied with the facilities provided by the jugnoo. Since the customers are ready to refer their friends and relatives about the service, the company must provide a good service to meet out their expectations and assist in retaining their customers. This will help them in their future expansion. The company can concentrate on improvising their GPS Tracking systems in order to provide better safety as females are their major customers according to the study.

5. MANAGERIAL IMPLICATIONS & CONCLUSION

The study has been carried out to analyse the potential customer and their satisfactory level towards the services offered by Jugnoo. The findings of this study may help the Jugnoo to take their business to the next level by incorporating the required services and expansions of their service line. This study serves as the base for the entrants who are planning to start up their career in the taxi aggregator industry. Jugnoo, a phenomenon that started as an auto-aggregator, is now a one-stop solution for all local needs. The genesis behind which we are is to make life hassle-free by delivering the best of every city to its residents. "Jugnoo has simplified everyday lives of its users. Their hyper-local model has transformed the way people avail services." Anything Anywhere Anytime: Be it your home, office, or a friend's place, they have customer needs arrive as per customer convenience.

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