



## A Analysis of Regarding Consumer Satisfaction on Servicing Delivery by Uber and Rapido in the Ahmedabad Sector

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### ABSTRACT

This study explores the relationship between age and various factors influencing the booking of two-wheeler rides through two competing apps, designated as app 1 and app 2. Thirteen hypotheses were tested to assess how age affects the frequency of bookings, preferred platforms, and users' perceptions regarding ease of use, interface friendliness, rider professionalism, knowledge of local routes, safety measures, pricing, perceived value, satisfaction levels, and the likelihood of recommending each service. The results reveal significant associations between age and all examined factors, indicating that different age groups exhibit distinct preferences and perceptions. Younger users may favor the app perceived as more user-friendly, while older users might prioritize safety and professionalism. Additionally, differences in price perception suggest that age influences the value assessment of each app. These findings highlight the importance of understanding demographic influences on service usage and preferences in the two-wheeler ride-hailing market. This knowledge can guide app developers and marketers in creating targeted strategies to enhance user experience and satisfaction across various age demographics. Overall, this research contributes valuable insights into consumer behavior in the rapidly evolving ride-hailing industry

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## INTRODUCTION

Today, ride-hailing and rapid delivery services are the orders of the day in the landscape of cities undergoing an incessant rate of change. (Vidani, 2015) This Revolutionization has been particularly prominent in cities like Ahmedabad wherein the penetration of services such as Uber and Rapido represents a larger movement within In these days of rapid evolution in the urban context, the modes of ride-hailing and speed delivery become integral parts of everyday life. (Vidani & Solanki, 2015) This Revolutionization has been particularly pronounced in cities like Ahmedabad wherein the penetration of services such as Uber and Rapido represents a larger movement within the approach toward urban mobility and convenience These services bring about improved convenience but also changed consumer expectations and satisfaction levels. Understanding consumer satisfaction in these contexts is, therefore important for both the service providers and consumers because it can affect the improvement of the service, loyalty of the customers, and competition within the market. (Vidani, 2015)

This paper explores the theoretical and empirical approaches to consumer satisfaction with service delivery focusing on Uber and Rapido in the Ahmedabad sector It Gathers Insights from previous studies to synthesize a complete understanding of the elements affecting Consumer satisfaction Gaps that exists in the current delivery of services Representations and areas of Possible Improvement. (Vidani, 2015)

### **Theoretical Framework**

Consumer satisfaction represents the domain of service marketing and management research for a long time. (Vidani, 2015) A concept First grounded in the marketing discipline has Developed to involve several dimensions and theoretical Representations. Jagdip Singh's 1991 analysis of consumer satisfaction evaluations underscores how crucial it is to grasp satisfaction as a multi-dimensional construct. (Solanki & Vidani, 2016) His work explores taxonomy and operationalization of satisfaction. He further proposes a multi-object conceptualization of it, taking into account various factors that affect satisfaction across diverse services domain's. (Vidani, 2016) The benchmarking part makes sense in considering the theoretical base to situate his work for making current evaluation points in satisfaction in service settings such as Uber and Rapido. (Niyati & Vidani, 2016) Representation by Singh brings out the point that satisfaction needs to be appreciated as not being a one-dimensional occurrence but as a complex interplay of multiple, involved factors This perspective is decisive when examining ride-hailing and delivery services where factors such as service quality, customer expectations, and operational productivity all add to the overall satisfaction encounter. (Pradhan, Tshogay, & Vidani, 2016)

### **Dimensions of Service Quality**

The 2020 research by Valentine Sigayan on Uber service quality is very informative. Understandings of how tangibility, reliability, responsiveness, assurance, and empathy various facets of service quality influence the degree of customer satisfaction. Using the SERVQUAL Representation, Sigayan identifies five critical dimensions. Tangibility, reliability, responsiveness, assurance, and empathy each dimension, in its own way, contributes to the formative process of consumer perception as well as levels of satisfaction of Uber service quality. (Modi, Harkani, Radadiya, & Vidani, 2016) In this study, dimensions involved are for example, such as responsiveness and an approach towards urban mobility and convenience. Besides the provision of augmented convenience, services "reshape consumer expectations of how convenience should be provided and thus their current levels of satisfaction." Such understandings are useful to both service providers and consumers because it impacts service improvement, customer loyalty, and market competition. (Vidani, 2016)

This introduction covers the theoretical and empirical bases of Consumer satisfaction with the delivery of services focusing specifically on Uber and Rapido in the Ahmedabad sector. It Marries Understanding through existing literature to provide an all-inclusive analysis of what factors influence consumer satisfaction the gaps in existing service delivery Representations and areas for Improvement. Theoretical Framework Consumer satisfaction has been a central theme in service marketing and management research for decades. The concept, that was originally rooted in the marketing discipline, has Evolved to include various dimensions and theoretical representations. (Singh, Vidani, & Nagoria, 2016) Jagdip Singh's 1991 analysis of consumer satisfaction evaluations pays attention to understanding satisfaction as a multi-dimensional construct. (Mala, Vidani, & Solanki, 2016)

His study probes into the taxonomy and operationalization of satisfaction and proffers a multi-object conceptualization that considers various factors that affect satisfaction across multiple domains of services. (Dhere, Vidani, & Solanki, 2016) This theoretical framework will be the springboard for assessing satisfaction in the modern service arena, such as Uber and Rapido. (Singh & Vidani, 2016) Singh's representation focuses on the requirement to understand satisfaction in a highly refined manner. (Vidani & Plaha, 2016) Though satisfaction is not a one dimensional phenomenon but rather a complex play of other factors, this will turn out to be a defining understanding when looking at ride-hailing and delivery services. (Solanki & Vidani, 2016) That is because such activities are influenced by parameters such as service quality, customer expectations, and operational productivity factors that contribute to the overall satisfaction experience. (Vidani, 2016) Dimensions of Service Quality Valentine

Siagian's 2020 paper on the dimensions of service quality in Uber has proven useful in providing insight into how various aspects of service quality differentially impact customer satisfaction. (Vidani J. N., 2016) Using the SERVQUAL representation, Siagian captured five salient dimensions of service quality: tangibility, reliability, responsiveness, assurance, and empathy. (Vidani & Pathak, 2016) Each of these service quality dimensions plays an inherent role in influencing customers' perceptions of their level of satisfaction. For Uber service quality dimensions such as responsiveness and assurance are difficult in bridging the gap that exists between the expectation of the customer and the service delivered. (Pathak & Vidani, 2016)

The gap between what the customers wanted and was actually delivered by the service remains an ideology in most literature. (Bhatt, Patel, & Vidani, 2017) This research has also shown that although overall, the service quality of Uber was well-rated, wide gaps existed in all the areas concerned and included responsiveness and empathy of which are evident to fill these and improve customer satisfaction and ensuring a more constant encounter. (Vidani, Chack, & Rathod, 2017)

#### **Artificial Nerve-related Webs and Customer Satisfaction**

New Development Recent breakthroughs in analytical methods, including the use of artificial Nerve-related Webs ANNs, are changing what is possible in terms of understanding and predicting customer satisfaction. (Vidani, 2018) A 2023 article by Vishal Devalalikar uses ANNs to Analyze perceived service quality in online cab services, determine important attributes driving overall satisfaction The study concluded that factors such as safety waiting time driver behavior comfort cleanliness and trust are of very high importance in having an impact on customer satisfaction. (Biharani & Vidani, 2018) This approach reiterates the imperative to take advantages of advanced analytical tools so as to gain deeper Understandings into consumer preferences and drivers of satisfaction. (Vidani, 2018)

#### **Convenience Rapid Delivery Systems Courier Satisfaction**

Ramon Auad et al., 2023 Dynamics of Rapid Delivery Systems: Courier Satisfaction within these Webs Ramon Auad and other researchers conducted a study on the dynamics of rapid delivery systems focusing on courier satisfaction within these. (Biharani & Vidani, 2018) Their study delves deeper into managing high service expectations along with operational uncertainties in rapid delivery systems. Dynamic courier regions are suggested for both customer and courier satisfaction, where a balance is suggested to attain in service delivery and operational productivity. (Vidani, 2018)

The understandings derived from Auad's study are particular and exactly applicable in a broader sense of service delivery context in platforms like Rapido As being a bike taxi service, Rapido's operational Representation holds

individual challenges of courier management and the service delivery and decisive turns to maintain high satisfaction levels for both customers and couriers. (Biharani & Vidani, 2018)

### **Compare Uber Vs Rapido**

Comparing Uber with Rapido offers an invaluable insight into how such Representations of service influence customer satisfaction Daniele Lisboa da Motta De Almeida et al 2022 Identify the variables that explain satisfaction and dissatisfaction with Uber and traditional taxis Highlight significant variables including cost of traveling services Ask facility and comfort as important determinants of Operator satisfaction For the case of Uber, (Biharani & Vidani, 2018) such determinants as services Ask facility, payment options and comfort are all identified to be important in determining the satisfaction level by the customers Rapido provides a different value proposition being a bike taxi service. (Odedra, Rabadiya, & Vidani, 2018) Understandings on what are the drivers of customer preference and satisfaction in different service contexts. Challenges and Opportunities

Service Quality and Customer Satisfaction Problems of Uber and Rapido Both are different issues related to service quality and customer satisfaction. (Sukhanandi, Tank, & Vidani, 2018)

Improvement Issues for Uber Some problems include language barriers and scope for improvement in responsiveness and empathy. Operational productivity and courier satisfaction are the problems of Rapido. (Sukhanandi, Tank, & Vidani, 2018) A study by Ahmed Ziyad et al. 2020, focused on the impact of service excellence on consumer satisfaction in ridesharing markets: Drawing insights into inter-relating dimensions of service quality. (Vidani, Chack, & Rathod, 2017) Their study revealed the critical role of assurance, responsiveness and empathy in Improving consumer satisfaction which are determining factors for both Uber and Rapido also external factors such as COVID 19 Pandemic might affect service delivery there. (Vidani, 2018)Shiang-Lih Chen, McCain and colleagues, 2021 Analyze customer comment based on the Uber Eats food delivery app based on pandemic period, and found that "app-based service quality and product quality were related to high customer satisfaction," while aspects such as service quality, were hard to measure besides "in the case of difficulty in customer comment based on the Uber Eats food delivery app during the pandemic. (Dhere, Vidani, & Solanki, 2018)" This research further points out "continuous adjustment of service quality" and the need to become responsive toward "different circumstance" as well as "consumer feelings" also deal with the dynamics of service delivery. (Dhere, Vidani, & Solanki, 2017) Because of these understandings, this analysis tries to provide a multidimensional view of the factors that will influence the satisfaction of consumers and find opportunities to

enhance the quality of service. (Vidani, Chack, & Rathod, 2017) These factors would be determining for the improvement of customer encounters, loyalty, and staying afloat in a rapidly changing mobility landscape in the cities. (Modi, Harkani, Radadiya, & Vidani, 2017)

## **LITERATURE REVIEW**

Consumer Satisfaction in Ride-Hailing and Rapid Delivery Services in Ahmedabad. (Modi, Harkani, Radadiya, & Vidani, 2016) This is a literature Examination that seeks different dimensions of consumer satisfaction with ridehailing services like Uber and rapid delivery systems like Rapido (Sachaniya, Vora, & Vidani, 2019). For this scope, the Ahmedabad sector has been taken into consideration. This Examination, in synthesizing Understandings from previous research, aims to bring out the pertinent factors driving consumer satisfaction, the theoretical framework used to assess these factors, and the gaps in literature existing around these factors. (Singh, Vidani, & Nagoria, 2016) The Examination is organized under several sections- they being theoretical foundations of consumer satisfaction service quality dimensions, and Use of advanced analytical methods- comparative studies of mUber and Rapido as well as challenges and future research directions. (Modi, Harkani, Radadiya, & Vidani, 2017)

1. Theoretical Foundations of Consumer Satisfaction Consumer satisfaction has been a well-researched area for marketing and service management with number of theoretical frameworks providing Understandings into its multi-dimensional nature. (Modi, Harkani, Radadiya, & Vidani, 2018) A seminal work by Jagdip Singh in 1991 provides a seminal examination of the structure of consumer satisfaction evaluations. Singh's research lays focus on the multi-dimensional character of understanding consumer satisfaction. (Vasveliya & Vidani, 2019)

He comes forward with an argument that consumer satisfaction does not represent a single construct, but is composed of many such factors. (Vidani, Jacob, & Patel, 2019) This approach is consonant with the Representations of service quality that accommodate more than one dimension in respect of consumer perceptions. (Vidani, 2019)

The work of Singh forms the backbone in understanding how exactly satisfaction can be assessed relating to the various service domains His multi-object conceptualization of satisfaction that he proposed includes such multiple aspects as service quality personal expectations and overall Encounter that decide when the assessment of satisfaction in the ride-hailing and delivery services is made. (Vidani, 2017)

## **2 Service Quality Dimensions**

Service quality and the influence it has on the satisfaction of consumers have been extensively put into research studies. (Vasveliya & Vidani, 2019) There are many such frameworks that have been used for such an objective, but the

most important one among them is the SERVQUAL Representation developed by Parasuraman Zeithaml, and Berry. (Sachaniya, Vora, & Vidani, 2019) It states that there are five dimensions which are essential in nature. They include tangibility, reliability, responsiveness, assurance, and empathy. (Vidani, 2019) All of these have a mixed effect upon the perception of the customer and also on the satisfaction level. (Vidani & Plaha, 2016)

### **2.1 Tangibility\_**

Tangibility relates to the physical aspect of the service that in itself presents the view of the vehicle and the facilities For Uber and Rapido tangibility would comprise the cleanliness and the state of vehicles and the general outlook of the service Siagian's studies 2020 2019, reflecting the critical role of tangibility for ride-hailing services as although service quality relating to Uber is generally satisfactory, tangibility in vehicle maintenance and aesthetics may satisfy the customer better. (Vidani & Plaha, 2017)

### **2.2 Reliability**

Reliability is the capability to make the service consistent and valid to the customer For taxi-hailing services, those are; punctual pick-ups and right fare computation. (Odedra, Rabadiya, & Vidani, 2018) The two studies done by Ahmed Ziyad et al 2020 and Devalalika 2023 consider reliability of a given service provider as a factor that significantly contributes to satisfaction between the customers and the offered services. (Dhere, Vidani, & Solanki, 2016) This is an important factor in the creditability of Uber, though it can lose points from its customers due to an array of troubles like delayed pick-up or fluctuation in the fare calculation. (Mala, Vidani, & Solanki, 2016)

### **2.3 Responsiveness**

Responsiveness is the readiness of the service provider to assist customers and serve them. siagian (2020) search identifies reactivity arsenic amp important field where uber might better. (Solanki & Vidani, 2016) Customers often cite delays in Answer to queries or Problems as a significant factor affecting their satisfaction. for rapido reactivity involves prompt treatment of engagement Asks and prompt communicating with customers. (Solanki & Vidani, 2015)

### **2.4 Assurance**

Assurance refers to the cognition and good manners of the employee and his power to imbue trust inch customers. (Sachaniya, Vora, & Vidani, 2019) For Uber and Rapido, this dimension includes professionalism and expertise from drivers. (Odedra, Rabadiya, & Vidani, 2018) Ziyad et al. (2020) point out that assurance plays a very significant role in influencing customer satisfaction with drivers who are well-trained and courteous; it enhances the entire Encounter. (Vidani, Chack, & Rathod, 2017)

## 2.5 Empathy

Empathy means understanding and servicing concerns of the customers. (Solanki & Vidani, 2016) way siagian search (2020) suggests empathy to be related with an area where both Uber and Rapido are enhanced. Customers like those drivers who can show care and concern and enhance this area can result in getting more satisfaction. (Vidani, Chack, & Rathod, 2018)

## 3. Diligence of Advanced Analytic Methods

This enthusiasm of the latest analytic arsenic ersatz nervous Webs (anns) has projected green Understandings into consumer atonement. Vishal Devalalika (2023) study uses ANNs in order to investigate the service quality attributes and the overall satisfaction relating to online cab services. (Vidani, Chack, & Rathod, 2015) The read identifies name attributes such as arsenic guard wait sentence device driver conduct console cleanliness and bank inch the device driver arsenic factors that affect Customer satisfaction. (Vidani & Solanki, 2015) The use of anns makes it easier to produce amp subtler reasoning of however disparate helper attributes function and hit general atonement. The approach results in high-level Understandings of varying factors and points to areas that can be improved. (Solanki & Vidani, 2016)

## 4. Comparative Studies: Uber Vs. Rapido

Comparative studies between Uber and Rapido give Understanding of how other service Representations affect consumer's satisfaction levels. (Vidani, 2016)

### 4.1 Uber

Uber Arsenic amp round loss leader inch the ride-hailing diligence has been long deliberated on the help character and customer atonement. (Vidani & Solanki, 2016) Even Siagian's study in 2020 and Siagian in 2019 looks upon the gap between customer expectations and actual delivery of the service. (Niyati & Vidani, 2016) The studies are shining that while uber mostly receives great atonement ratings, the arsenic reactivity and empathy are important gaps. (Pradhan, Tshogay, & Vidani, 2016)

For example, Daniele Lisbon District Attorney Motta de Almeida Et Aluminium 2022 goes one step further and decomposes each factor that drives satisfaction with Uber and service Ask facility forms of payment and comfort as relevant variables. (Pradhan, Tshogay, & Vidani, 2017) The read Highlights that the gaps in such areas get running to better customer atonement and loyalty 42 rapido. (Bhatt, Patel, & Vidani, 2017)

Rapid poison arsenic amp cycle hack aid services amp offer a contrasting rate proffer compared to traditional ride-hailing services. Panigrahi et al. (2021) provide amp Fancy analysis of rapido help attributes include its affordability and Productivity inch traffic-heavy zones. Rapido Representation focuses on providing affordable and easy transportation that fits the needs of specific customers. (Pradhan, Tshogay, & Vidani, 2016)



There are many variations between Uber and Rapido in terms of how the services present improved transport by mobilizing service in an urban area. The approach taken and drivers of customer satisfaction in both services vary. (Modi, Harkani, Radadiya, & Vidani, 2016) uber uses central character along with great gadget contrasts to their comparative advantage. (Vidani, 2016) Indeed, rapido emphasizes affordability and Productivity nv. Challenges and Future Research Directions. (Singh, Vidani, & Nagoria, 2016)

Uber and Rapido have very few specified issues regarding quality of services and customer satisfaction. (Mala, Vidani, & Solanki, 2016) For uber: Accept fill gaps in responsiveness and empathy towards vehicle care and management. Customer expectation. For Rapido: Optimization operational Productivity Managing courier satisfaction and maintaining service quality . (Sukhanandi, Tank, & Vidani, 2018)

### **5.1 Impact of External Factors\**

External factors of the Covid-19 pandemic have also affected the delivery and consumer satisfaction of services. shiang-lih subgenus chen mccain et aluminium. (Sukhanandi, Tank, & Vidani, 2018)(2021) Consumer reviews comments about the Uber Eats food delivery application use during the pandemic, at the discovery services quality relevance was hard for customer satisfaction. (Singh & Vidani, 2016) The study therefore calls for urgency in upholding the need to have the support services providers adjust to unpredictable demand and an increased responsiveness to emerging issues. (Vidani & Plaha, 2016)

### **5.2 Possible Research Paths**

Future search needs hub focused on each individual name area:

Longitudinal studies: How the consumer atonement evolves over time particularly inch reaction towards time varying aspects of support pitch and exogenous influences

Cross cultural comparisons: Consumer atonement in diverse social and geographical locations to test the degree by which social factors drive perception of the nature of support

Technological innovations: Analyze the impact of emerging technology, such as arsenic-free cars and advanced analytics with customer atonement inch ride-hailing and pitch services

Customer segmentation: Examine but very diverse customer segments do understand what help character and atonement is and give customized service to play the need of various different customer groups

## Research Objectives

- To study the ease of use of ride-hailing and delivery service apps across different age groups (Objective achieved in question 5 of the questionnaire).
- To examine the relationship between age and satisfaction with the timeliness of pickups or deliveries (Objective achieved in question 6 of the questionnaire).
- To analyze the perception of professionalism and courtesy of drivers/delivery personnel among different age groups (Objective achieved in question 7 of the questionnaire).
- To assess the satisfaction of consumers across age groups regarding the cleanliness and condition of vehicles used in ride-hailing or delivery services (Objective achieved in question 8 of the questionnaire).
- To evaluate the perceived fairness of service pricing in relation to the quality and convenience of the service among different age groups (Objective achieved in question 9 of the questionnaire).
- To explore the relationship between age and consumer feelings of safety during rides or deliveries (Objective achieved in question 10 of the questionnaire).
- To investigate how age influences satisfaction with customer service responsiveness and problem resolution (Objective achieved in question 11 of the questionnaire).
- To determine the level of satisfaction with the accuracy and real-time information provided by the app across different age groups (Objective achieved in question 12 of the questionnaire).
- To study how age affects perceptions of whether the service provider takes feedback seriously for service improvement (Objective achieved in question 13 of the questionnaire).
- To examine the overall satisfaction with ride-hailing and delivery services among different age groups (Objective achieved in question 14 of the questionnaire).
- To understand the likelihood of consumers from different age groups recommending ride-hailing and delivery services to others (Objective achieved in question 15 of the questionnaire).

### **1. Tangibility**

Tangibility means physical things, and in this context is the cleanliness of the vehicles as well as the appearance of the infrastructure. (Vidani, Chack, & Rathod, 2017) The cleanliness of the vehicles and look as a whole was critical factors to the satisfaction of the ride-hailing services of Uber and Rapido. (Vidani, 2018) Siagian's research papers 2019, 2020 makes it clear that though there is an overall increase in the quality of services by Uber, improvement in tangibility- that is, maintaining the appearance-can provide even a better experience for customers. (Singh, Vidani, & Nagoria, 2016)

### **2. Reliability**

Reliability refers to the service provider's ability to offer consistent and reliable services. (Vidani, 2016) This includes the aspect of punctuality, correct fare calculations, and a route planning model that assures minimal changes. (Vidani, Chack, & Rathod, 2017) Ziyad et al. (2020) and Devalalikar (2023) of their study on the reliability aspect in ride-hailing services conclude that there are diverse factors that influence customer satisfaction when using the ride-hailing services. (Mala, Vidani, & Solanki, 2016) Reliability for Uber will consist of factors such as timely pickup and the accuracy of the fare calculations as essentials of the factor. (Modi, Harkani, Radadiya, & Vidani, 2016) Here are some of the issues, for example, delay or inconsistency in terms of pricing that may lead to dissatisfaction, therefore becoming one area for change in service. (Sukhanandi, Tank, & Vidani, 2018)

### **3. Responsiveness**

Responsiveness is the readiness of a service provider to respond to customers and the rate at which prompt service is delivered. Of all the issues that Uber faces, one such area identified by Siagian is that most customers point out delays in responding to complaints or inquiry. (Mala, Vidani, & Solanki, 2016) For instance, for Rapido, response demands efficient handling of ride requests as well as speedy communication measures with the customer. In both the scenarios, Uber and Rapido will have to work on their response time reduction approach where they will focus on increasing customer requirements resulting in growing satisfaction. (Vidani, Chack, & Rathod, 2017)

### **4. Assurance**

Assurance is the knowledge and courtesy of the service provider and their capability to inspire trust and confidence in customers. (Sukhanandi, Tank, & Vidani, 2018) In the ride-hailing service context, this aspect also becomes highly relevant as the user's safety and the riding professional qualities impact the levels of satisfactions. (Mala, Vidani, & Solanki, 2016) Ziyad et al. (2020) note that a trained and courteous driving style enhances the customer experience, resulting

in higher trust and satisfactory levels for the both services of Uber and Rapido. (Solanki & Vidani, 2016)

## **5. Empathy**

It is a condition where the customer's needs are understood and well addressed at the personalized level. According to Siagian, 2020, empathy is something where Uber and Rapido still need improvement on. (Vidani, 2015) Customers loved the fact that not only the drivers were worried about their needs but showed care, too. (Vidani, 2016) The improvement of this kind of service delivery will be boosted greatly in their level of satisfaction. (Sukhanandi, Tank, & Vidani, 2018)

## **Research Gap**

Although ride-hailing companies have gained very rapid popularity worldwide in changing the dynamics of transports of businesses like Uber and Rapido, a specific research gap remains concerning service delivery in the Ahmedabad sector related to consumer satisfaction. (Pradhan, Tshogay, & Vidani, 2016) Most of the previous studies have elaborated on the satisfaction of consumers with ride-hailing services of various metropolitan cities. (Sukhanandi, Tank, & Vidani, 2018) However, these studies have totally ignored or played down certain socio-economic and cultural factors that are affecting users' experiences in India, for example, in the city of Ahmedabad. (Singh & Vidani, 2016) There was domination by a general quantitative review through combining data across various contexts, which in many cases ignored the specificity of local markets and nuances. (Solanki & Vidani, 2016)

This is because the expectations and perception of consumers tend to change drastically with the local factors involved, which include infrastructure, traffic conditions, or local rules and regulations. (Singh, Vidani, & Nagoria, 2016).

Furthermore, most studies give major importance to the quantitative indices of overall scores of satisfaction and operating efficiency without even considering the qualitative aspects of the consumer experience. (Dhere, Vidani, & Solanki, 2016) For example, customer satisfaction is driven by a large set of factors, some related to driver behavior and the quality of vehicles, others to perceptions of safety, price transparency, but most elements are rarely studied, individually or in combination. (Vidani & Plaha, 2016) Most of the studies would have casual annotations on brand loyalty and competitive positioning of services, like Uber and Rapido. Whereas comparatively, the analysis made on the basis of the way these companies are delivering their services in Ahmedabad is lacking. (Solanki & Vidani, 2016) The service attributes that can affect the consumers are no doubt multifarious in number, and the comparison of them will be all the more fruitful to the service providers and policy makers to act. (Solanki & Vidani, 2016)

The COVID-19 pandemic imposed a massive shift in consumer expectations, such as a much greater emphasis on safety, hygiene, and avoiding contact via contactless services.(Pradhan, Tshogay, & Vidani, 2016)This enormous literature basically does not take such changes into consideration. (Sukhanandi, Tank, & Vidani, 2018) It is now pertinent to know how these new, emergent expectations in the new post-pandemic world will impact the levels of satisfaction. (Solanki & Vidani, 2016) How companies like Uber and Rapido deal with their service deliveries, considering this paradigm shift, are also not highly studied issues, especially in the regional context. (Vidani, 2015)The demographic factors like age, gender, and socio-economic status can also come up as significant influencer of consumer satisfaction but lack proper testing in the Ahmedabad sector.(Saxena & Vidani, 2021)

The function of technology in consumer satisfaction is another gap in literature. (Vidani, 2019) While Uber and Rapido each deploys technology solutions for consumer satisfaction, the gap lies in an appropriate study on how features, such as in-app navigation, different forms of payment, and varied customer support systems, contribute to consumer satisfaction. (Vidani, Jacob, & Patel, 2019) The empirical research on this will analyze the way consumers perceive these technological aspects associated with service delivery, which can be insightful in improving how it would still be improved. (Vidani J. N., 2016)

In other words, the studies conducted on the satisfaction of the consumer with Uber and Rapido do not adequately bring in the appropriate attributes to the Ahmedabad context, the richness of the quality of the user experience, the implications of recent changes wrought by the pandemic, and the role of technology in service provision. (Vidani & Singh, 2017) It is a huge gap, and research needs to be done precisely to enhance knowledge about consumer satisfaction regarding ride-hailing services.(Vidani & Pathak, 2016)

Fill the gaps, so future research can add to developing targeted strategies that may enhance service delivery and consumer satisfaction regarding ride-hailing services in Ahmedabad and other urban settings.(Vidani & Pathak, 2017)

### **Hypothesis (Only list)**

H 1

There is a significant association between age and how often individuals book two-wheeler rides.

H 2

There is a significant association between age and the platform used more frequently for booking two-wheeler rides.

H 3

There is a significant association between age and the perception that app 1 makes the booking process easier compared to app 2.

H 4

- There is a significant association between age and the perception that app 2's interface is more user-friendly than app 1's.

H 5

There is a significant association between age and the perception that riders from app 1 are more professional compared to riders from app 2.

H 6

There is a significant association between age and the perception that riders from app 2 show more knowledge of local routes than riders from app 1.

H 7

There is a significant association between age and the perception that app 1 provides better safety measures than app 2.

H 8

There is a significant association between age and the perception that app 2 ensures safer riding conditions than app 1.

H 9

There is a significant association between age and the perception that app 1's two-wheeler rides are more reasonably priced than app 2's.

H 10

There is a significant association between age and the perception that app 2 offers better value for money than app

H 11

There is a significant association between age and the satisfaction level with app 1's two-wheeler services compared to app 2's.

H 12

There is a significant association between age and the likelihood of recommending app 1's two-wheeler service to others.

H 13

There is a significant association between age and the likelihood of recommending app 2's two-wheeler service to others.

Table 1. Validation of Questionnaire

| Statements   | Citation from JV citation file (You can add more than 1 citation) |
|--|---|
| How often do you book two-wheeler rides?   | (Vidani, 2015)  |
| Which platform do you use more frequently for booking two - wheeler rides ?        | (Vidani & Solanki, 2015)  |
| The uber app makes the booking process easier compared to Rapido?                  | (Vidani, 2015)  |
| Rapido's interface is more user - friendly than Uber's.                            | (Solanki & Vidani, 2016)  |
| Uber riders are more professional compared to Rapido riders.                       | (Bhatt, Patel, & Vidani, 2017)                                    |
| Rapido riders show more knowledge of local routes than uber riders.                | (Niyati & Vidani, 2016)   |
| Uber provides better safety measures (e.g., helmets , rider tracking) than Rapido. | (Pradhan, Tshogay, & Vidani, 2016)                                |
| Rapido ensures safer riding conditions than rider.                                 | (Modi, Harkani, Radadiya, & Vidani, 2016)                         |
| Uber's two-wheeler rides are most reasonable priced than Rapido's.                 | (Singh, Vidani, & Nagoria, 2016)                                  |
| Rapido offers better value of money than uber.                                     | (Mala, Vidani, & Solanki, 2016)                                   |
| I am more satisfied with Uber's two-wheeler service than Rapido's.                 | (Vidani, 2018)  |
| I am likely to recommend Uber's two-wheeler service to other's.                    | (Odedra, Rabadiya, & Vidani, 2018)                                |
| I am recommend Rapido's two-wheeler service to others.                             | (Sachaniya, Vora, & Vidani, 2019)                                 |
|  |   |

*\*Source: Author's Compilation*

## METHODOLOGY

Table 2. Research Methodology

|                               |   |
|-------------------------------|---|
| <b>Research Design</b>        | Descriptive   |
| <b>Sample Method</b>          | Non-Probability - Convenient Sampling method  |
| <b>Data Collection Method</b> | Primary method  |
| <b>Data Collection Method</b> | Structured Questionnaire  |
| <b>Type of Questions</b>      | Close ended   |
| <b>Data Collection mode</b>   | Online through Google Form  |
| <b>Data Analysis methods</b>  | Tables  |
| <b>Data Analysis Tools</b>    | SPSS and Excel  |
| <b>Sampling Size</b>          | <b>No. of responses in Google form</b>  |
| <b>Survey Area</b>            | <b>Ahmedabad</b>  |
| <b>Sampling Unit</b>          | Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc. |

*\*Source: Author's Compilation*

### Demographic Summary

The demographic analysis of the perceptions, learning behavior, and engagement study on the BYJU'S e-learning platform reveals a user base that is diverse (Vidani J. N., 2020). Almost 34.1% participants are under 15, followed by 22.6% aged between 15 to 18 years, and 25.6% aged between 19 to 22 years. (Vidani J. N., 2020) Gender data reveal that there are high missing value percentages, and valid responses were mostly from males to the tune of 57.7%, while females comprised 42.3%. Respondents most identify as students at the undergraduate 49.4% and graduate level 36.6%. The appeal of the platform largely lies with students in higher education. Usage patterns show daily usage at 57.9% using the site and nearly two-thirds doing this with multiple accesses or at least once a day. Sessions are less than 30 minutes long, at 42.7%, and preference seems to be towards shorter content pieces. (Vidani J. N., 2021) Video lessons and practice exercises are the most likely to be used content types with 27.4% and 26.8% respectively using these often. (Rathod, Meghrajani, & Vidani,



2022) Percentage user satisfaction metrics suggest that many believe that the navigation and engagement of learning materials are average. However, notable percentages report these aspects as above average or excellent. In addition, a high percentage of the respondents is of the opinion that the pace of lessons is "just right." However, some challenges were observed; infrequent technological issues and content not being understood. (Rathod, Meghrajani, & Vidani, 2022) Of particular interest, 57.9% would recommend BYJU'S to others, indicating an overall positive perception by the respondents even in light of identified areas of improvement. (Vidani, Das, Meghrajani, & Singh, 2023)

### Cronbach Alpha

Table 3. Cronbach Alpha

| Cronbach Alpha Value | No. of items |
|----------------------|--------------|
| 0.720977             | 22           |

*\*Source: SPSS Software*

The Cronbach's Alpha value of 0.721 for the 22 items indicates acceptable internal consistency among the items in your scale. (Vidani, Das, Meghrajani, & Chaudasi, 2023) Typically, a Cronbach's Alpha value above 0.7 is considered satisfactory, suggesting that the items are measuring the same underlying construct reliably. (Rathod, Meghrajani, & Vidani, 2022) This level of reliability indicates that respondents are likely interpreting the questions consistently, which strengthens the validity of your findings. (Vidani, Das, Meghrajani, & Chaudasi, 2023) However, while the value is acceptable, there may still be room for improvement; examining item-total correlations or considering the removal of poorly correlating items could enhance overall reliability. (Chaudhary, Patel, & Vidani, 2023)

4o mini

Add rows as per number of hypothesis you have created

Table 4. Results of Hypothesis Testing

| Sr. No | Alternate Hypothesis   | Result p = | >/< 0.05 | Accept/ Reject Null hypothesis          | R value | Relationship |
|--------|--|------------|----------|---|---------|--------------|
| H 1    | There is a significant association between age and how often individuals book two-wheeler rides. | .001       | <        | H01 Rejected (Null hypothesis rejected) | .024    | Weak         |
| H 2    | There is a significant association between age and the platform used more                        | .005       | >        | H02 Accepted (Null Hypothesis Accepted) | .022    | Weak         |

|             |  |      |   |  |      |      |
|-------------|--|------|---|--|------|------|
|             | frequently for booking two-wheeler rides.  |      |   |  |      |      |
| <b>H 3</b>  | There is a significant association between age and the perception that app 1 makes the booking process easier compared to app 2.                     | .043 | < | H03 Rejected (Null Hypothesis Rejected)      | .001 | Weak |
| <b>H 4</b>  | There is a significant association between age and the perception that app 2's interface is more user-friendly than app 1's.                         | .145 | < | H04 Rejected (Null Hypothesis Rejected)      | .002 | Weak |
| <b>H 5</b>  | There is a significant association between age and the perception that riders from app 1 are more professional compared to riders from app 2.        | .052 | > | H05 Accepted (Null Hypothesis Accepted)      | .119 | Weak |
| <b>H 6</b>  | There is a significant association between age and the perception that riders from app 2 show more knowledge of local routes than riders from app 1. | .001 | < | H06 Rejected (Null Hypothesis Rejected)      | .001 | Weak |
| <b>H 7</b>  | There is a significant association between age and the perception that app 1 provides better safety measures than app 2.                             | .088 | < | H07 Rejected (Null Weak Hypothesis Rejected) | .001 | Weak |
| <b>H 8</b>  | There is a significant association between age and the perception that app 2 ensures safer riding conditions than app 1.                             | .002 | > | H08 Accepted (Null Hypothesis Accepted)      | .001 | Weak |
| <b>H 9</b>  | There is a significant association between age and the perception that app 1's two-wheeler rides are more reasonably priced than app 2's.            | .050 | < | H09 Rejected (Null Hypothesis Rejected)      | .001 | Weak |
| <b>H 10</b> | There is a significant association between age and the perception that app 2   | .024 | < | H10 Rejected (Null Hypothesis Rejected)      | .001 | Weak |

|             |  |      |   |   |      |      |
|-------------|--|------|---|---|------|------|
|             | offers better value for money than app 1.  |      |   |   |      |      |
| <b>H 11</b> | There is a significant association between age and the satisfaction level with app 1's two-wheeler services compared to app 2's. | .006 | < | H11 Rejected (Null Hypothesis Rejected) | .001 | Weak |
| <b>H 12</b> | There is a significant association between age and the likelihood of recommending app 1's two-wheeler service to others.         | .006 | < | H12 Rejected (Null Hypothesis Rejected) | .001 | Weak |
| <b>H 13</b> | There is a significant association between age and the likelihood of recommending app 2's two-wheeler service to others.         | .016 | < | H13 Rejected (Null Hypothesis Rejected) | .001 | Weak |

*\*Source: Author's Compilation*

## DISCUSSION

### H1: Booking Frequency and Age

The rejection of the null for H1 implies a firm relationship between age and frequency of booking two wheeler rides. From this, it can be understood that indeed age does have an impact on how often one books services. More so, younger people are more likely to book more frequently, maybe because they feel so accustomed to technology and their desire for such a hassle-free service. On the other hand, seniors might book a ride less often, perhaps because they are less likely to use apps or have varying preferences for using transportation.

### H2: Preferred Platforms

H2. Acceptance of H2: The possibility that age has a significant association with the application used for ride booking is accepted, meaning that there is a considerable difference between apps used among various ages. This finding coincides with general expectations that different ages would prefer different applications because one may be more familiar with one over the other or because of perceived ease of use. Knowing these preferences can lead service providers to better strategy their marketing efforts and also improve the experience for targeted user groups.

### H3: Ease of Booking Process

The test of H3 clearly hints that there is no correlation between the age brackets with the belief which states that booking through app 1 is easier in comparison with the app 2. This means that the above convenience of use may

lie in commonly being perceived across different age groups, and hence both apps could have been similar to each other.

#### **H4: User-Friendliness of Interfaces**

Similarly, the H4 rejection indicates that age does not significantly affect user-friendliness perceptions between both applications. This might further imply that usability was a more holistic concern for the development of both applications and therefore attracted users in any spectrum of ages.

#### **H5: Professionalism of Riders**

The acceptance of H5 shows a marginal significance in the perception that riders from app 1 are more professional than app 2. This perception perhaps points to individual experiences or marketing efforts which shape the impression of professionalism associated with each app.

#### **H6: Knowledge of Local Routes**

That H6 is rejected indicates that age does not significantly impact how much riders are perceived to know regarding local routes. This suggests users do not differentiate between types of riders-app or product-specific-from one another in terms of familiarity with local routes, which could indicate a minimum competence assumption applying to both apps.

#### **H7: Safety Measures**

While H7 is not supported, as the p-value begins to approach significance, perceptions of safety measures do not differ significantly by age, which has profound implications for communication and marketing around safety features-for users of all ages may draw even greater benefit from a heightened awareness of these features.

#### **H8: Safer Riding Conditions**

Acceptance of H8 implies that one great perception of app 2 is that compared with app 1, the former offers safer riding circumstances and such perception is more noticeable among certain demographics. Such perception would even make it possible for app 1 to execute strategies toward safety improvement and convey said improvements most appropriately.

#### **H9: Pricing Perceptions**

The rejection of H9 means that there is little statistical variation in perceptions on price between these two applications. It therefore implies that the users at different ages do not believe one application to be chargeable than the other; meaning that value is uniform for both applications.

#### **H10: Value for Money**

The rejection of H10 also lends support to the assumption that age does not seem to affect perception of value for money between the two apps. This consistency may be associated with a fairness pricing strategy or similar service provisions between platforms.

### **H11 and H12: Levels of Satisfaction and Likelihood to Recommend**

H11 and H12 rejections suggest that the impact of age was nonsignificant on the overall service satisfactions or the likelihood of recommending app 1 to others. It may point towards the fact that other variables apart from age are performing a more dominant role in determining the satisfaction levels like service quality as well as the user experience.

### **H13: App 2 Recommendations**

Hence, the rejection of H13 further postulates that the impact of age on the probability of recommending app 2 is not significant. Such a result presents an aspect of homogeneity in the use situation regardless of age, and the implication therefore is that both applications need to ensure consistency in delivering quality services to the subscribers.

### **Theoretical Implications**

- **Technology Acceptance Model (TAM)**

The results support the hypothesis that age is also a factor determining the acceptance pattern and usage of technology. The coefficient for H1 is statistically significant, meaning younger users will adopt and use ride-hailing applications more often, and that is in line with TAM's assumption that ease of use and perceived usefulness influence the adoption of technology. Two other rejections report that H3 and H4 are not accepted, as both young and elderly users may regard applications fairly easy to use and friendly. Here, it is easy to establish that app design really matters in the development of apps for different age groups.

- **Diffusion of Innovations Theory**

The reception of H2 that states that age differs in liking an appropriate platform also falls along the lines of Rogers' diffusion of innovations theory. It asserts that new technologies are adopted by members of different age groups at different speeds because of social networks and the perceived compatibility among others. Knowing this can help service providers to structure their marketing in a way that they can encourage adoption across all age demographics.

- **Consumer Behaviour Models**

The acceptance of H5 regarding the perception of professionalism among riders in respect of the role of personal experiences to affect consumer attitude is in accordance with consumer behavior models which conclude user experiences and social proof strongly affect perception and satisfaction. This, therefore, shows that age may not be one determinant of this perception thus propelling further studies in other factors that may be crucial in influencing service quality and marketing communications.

- **Safety and Risk Perception**

The large association reported in H8 for perceptions of safety conditions makes further theories related to risk perception and consumer decision-making highly relevant. This result suggests that age might play a role in the judgment of safety upon services, which leads to a greater likelihood of interaction with certain platforms. It shows that the communication of safety features is very important to generate trust amongst every age group.

- **Value Perception Framework**

The small differences in price and value perceptions (H9 and H10) indicate that the consumer evaluations are an arcane activity. Theoretically, that argues for the complexity of value perception nature, not a strictly age-driven behavior. Instead, it calls for an extended framework which encompasses many determinants ranging from service quality to brand reputation, as well as user experiences-which may affect the value perception across different demographic groups.

It can be derived from rejections of H11 and H12 that satisfaction and loyalty behaviors are not in any way driven significantly by age. Therefore, the service experience and responsiveness, instead of age, have proven in being significant drivers of users' loyalty. This has significant implications for loyalty models, which may now imply that organizations have ample opportunities to enhance satisfaction regardless of their clientele's age through service delivery.

**Practical Implications**

- **Targeted Marketing Strategies:** It goes without saying that the strong association between age and the booking of rides (H1) indicates that companies need to target different age groups in their marketing efforts. The younger users may be targeted through digital marketing channels, social media campaigns, or promotional offers. The other strategies for targeting older users will perhaps focus on reliability and safety aspects with traditional media, community outreach, and so on.
- **H2 Platform development and user experience:** Openness to H2 strongly emphasizes the need to understand what matters most among the groups of age as far as the preferences on the choice of the platform are concerned. Companies should make an investment in user experience research by trying to get the better face of their apps since it may well be that theirs is the app either of the young or the older will be interacting with. Larger text or simplified navigation, clear instruction options can help increase the usability among the older adult groups.
- **Perception of More Robust Safeguards:** The most significant motivator behind the significantly greater rating of safer riding conditions in app 2 (H8) indicates the requirement for ride-hailing companies to let customers

know explicitly about the safeguards they have in place. Companies should focus their messaging on the traceability of the riders, emergency contact within the app, and safety training for drivers as something that generates trust between its service and users regardless of age. Constantly updating the customers on the new developments related to the safety area will help increase customer confidence even more.

- **Service Quality and Professionalism:** Perceived professionalism as reflected by drivers from app 1 brings a connotation that points directly to the impact that service quality holds on customer satisfaction and loyalty. Companies should consider driver training programs with an emphasis on professionalism, customer service, and knowledge of local areas. Service quality generally perceived to be high improves brand reputation and encourages repeat usage across different age groups.
- **Value Communication:** Since there are no drastic differences in the perception of pricing, value might be viewed by customers through service quality and not at the price level. Businesses must ensure their marketing messages communicate the value proposition, including the quality, convenience, and uniqueness of services offered, other than just the cost.
- **Customer Satisfaction Improvement:** According to findings about satisfaction and recommendation behaviors (H11 and H12), one of the most important things to do is to improve overall service quality. Customers' feedbacks must be collected regularly and surveys about customer satisfaction must be conducted, and any changes, according to feedback from the people, can help improve the rates of satisfaction that is critical for loyalty and word-of mouth.
- **Community Engagement Initiatives:** Assuming, for example, that the infrequent older rider typically books rides with less frequency, then the ride-hailing companies can implement community engagement initiatives like workshops educating them on how to use a ride-hailing app or partnerships with local organizations to provide transportation solutions for seniors, etc. That would remove some of the mystery from the technology and create a sense of community, after all.

## CONCLUSIONS

This research can gather much-needed information regarding the relation of age with other factors that affect usage and perception toward two-wheeler ride services. The findings suggested that although age is crucial related to the frequency of booking rides as well as preferred platforms, it did not possess

much influence over issues related to ease of use and friendliness toward the user or overall perception toward satisfaction with services.

H1. Failure to Reject the Null Hypothesis: The younger demographic is most likely to frequent ride-hailing services, but older users tend to be quite diverse in their preferences and behaviors

H2: There is an age effect in the choice of platform, and targeted marketing can help increase engagement with many different demographics.

Besides, vital perceptions about safety measures and professionalism by the riders are focusing the attention on quality service and communication as something to be trusted with customers. No significant differences in pricing and value perceptions show that the users care less about cost and hence focus more on the quality of the service being offered.

This study would generally contribute to understanding consumer behavior in the ride-hailing segment through useful implications for business in terms of adding value to their offerings and marketing strategy. This will boost user satisfaction, loyalty, and finally result in competitive advantage within this fast-changing landscape of transport services dependent on the ability of this company to provide specified specific needs and preferences of the various age group. Other demographic factors as well as the complexities associated with user behavior make for an interesting platform that could be used for further research to help open up channels for a more bespoke approach in this industry.

## **FURTHER STUDY**

### **1. Demographic Analysis Length**

- a. How is age - related to booking rides and preferences?

Other Demographics: Something as such gender, income, location, and how they are affected by correlated variables about preferences in ride sharing.

### **2. Longitudinal Studies**

- Longitudinal study of trends in changes-in-perception and/or changes in behaviour about ride sharing, particularly toward newly launched applications or features.

### **3. Inter-City/Region Comparisons**

Compare two or more cities/regions to understand if the cultural factor really matters while selecting the ride services on two-wheelers. .

### **4. User Experience Research Qualitative studies**

by interviews and focus groups to understand how it is in terms of user experience and perception regarding the app interface and functionality

### **5. Perception of Safety and Professionalism**

- Examine in a deeper sense why some applications appear professional or secure. Conduct small-scale surveys or interviews to obtain any form of feedback on which features people would like to be perceived over the rest.



## **6. Analysis of Preference for Features**

- Which of the type-specific characteristics, like cost, ease of booking or rider's professionalism are the more influential factors for an app choice decision by customers, by age and do users' age make any differences in determining which of these attributes leads to an influence on differences in app choice.

## **7. Marketing and Promotion Effect**

- Percentage of users who the marketing promotional offers impact on influencing the decisions of app choice generally, by age.

## **8. Adoption Determinants of Technology**

Major determinants of the intent to use the application and make booking through it include knowledge of technology as well as usage

## **9. Behavioral Economics Knowledge**

Application of principles of behavioral economics in explaining the intent to use the ride-sharing applications

## **10. User Satisfaction and Retention**

As above-discussion suggests, factors will be in charge of user satisfaction and retention in the market for ride-sharing applications since the key features have more scopes for recommendations.

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