

Customer perceptions towards Namma Yatri: An empirical study

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Key words

App usability, Customer perceptions, Driver behavior, Mobility-as-a-service, Ride-hailing services, Service quality.

Abstract

This study examines customer perceptions of Namma Yatri, a ride-hailing service operating in Bengaluru, and compares it with competitors like Ola, Uber and Rapido. The research aims to understand key factors influencing customer preferences, including pricing, ride availability, driver behavior, app usability and overall service quality.

This study employs a survey-based quantitative research design to analyze customer perceptions in Bengaluru towards Namma Yatri. The primary data for this study was collected through a structured questionnaire, consisting of both closed-ended and Likert-scale questions. The survey was distributed through Google Forms to reach a diverse group of respondents. The data was collected from frequent ride-hailing users, including daily commuters, office-goers, students and tourists.

Findings indicate that price competitiveness, ride availability and driver behavior play a crucial role in shaping customer choices. While most users find Namma Yatri's pricing similar to competitors, a significant percentage perceive it as a cost-effective alternative. Additionally, ride availability and driver behavior were rated as better or similar to other services.

Safety and availability emerged as the most relevant factors in selecting a ride-hailing service, highlighting the need for reliable and secure transportation options. A majority of respondents expressed willingness to continue using Namma Yatri, with many considering it a viable alternative to other platforms. However, some areas, such as customer support and app usability, showed scope for improvement.

The study provides valuable insights into customer expectations and service gaps, offering recommendations to enhance user experience, trust, and market positioning for Namma Yatri. By addressing key customer concerns and strengthening its service offerings, Namma Yatri can further establish itself as a preferred ride-hailing choice in Bengaluru.

Introduction

The online taxi service industry is commonly referred to as the "Ride-Hailing Industry" or "Ride-Sharing Industry." It falls under the broader "Mobility-as-a-Service (MaaS)" sector and is a subset of the "Transportation and Logistics Industry."

Key segments within this industry include:

- Ride-Hailing Services (e.g., Uber, Ola, Lyft)
- Ride-Sharing / Carpooling (e.g., BlaBlaCar)
- Corporate Mobility Solutions (e.g., Uber for Business)
- Luxury / Premium Ride Services (e.g., Blacklane)
- Micro-Mobility Services (e.g., e-scooters, bike rentals)

The ride-hailing industry has undergone significant transformations in recent years, influenced by technological advancements, evolving business models and shifting market dynamics.

Market trends

- Global expansion: The ride-hailing sector has seen rapid global growth, with companies like Uber and Lyft expanding their services across continents. This expansion is driven by increasing urbanization and the demand for convenient transportation options.

- Technological integration: The integration of autonomous vehicles is reshaping the industry. For instance, Tesla plans to launch its autonomous robotaxi service in Austin, Texas, by 2025, directly competing with Uber and Waymo's self-driving initiatives (Higgins, 2025).
- Competitive pricing: Companies like Lyft have adjusted their pricing strategies to remain competitive, leading to reduced base prices and increased promotional offers (Loten, 2025).

Business Models

- Direct negotiation platforms: Some companies, such as inDrive, have adopted unique models where passengers and drivers negotiate fares directly, promoting transparency and fairness (Purdy, 2025).
- Autonomous vehicle partnerships: Ride-hailing firms are increasingly partnering with autonomous vehicle manufacturers to integrate self-driving cars into their fleets, aiming to reduce operational costs and enhance efficiency (Higgins, 2025).
- Diversified mobility services: Companies like Gojek have evolved into super-apps, offering a range of services beyond ride-hailing, including food delivery and digital payments, thereby increasing user engagement and revenue streams.

Valuation Approaches

- Market capitalization: Publicly traded companies like Uber are valued based on their market capitalization, which reflects investor perceptions of future growth and profitability.
- Funding rounds: Private companies often undergo multiple funding rounds, with valuations increasing as they demonstrate growth potential. For example, inDrive achieved unicorn status after closing a \$150 million investment round, valuing the company at \$1.23 billion (Purdy, 2025).
- Revenue multiples: Investors may use revenue multiples to value ride-hailing companies, considering factors like gross bookings, revenue growth rates, and market share.

Profile of the Company

Namma Yatri is a Bengaluru-based ride-hailing platform that offers a transparent, commission-free and driver-centric mobility solution. Designed to empower auto-rickshaw drivers while providing affordable and seamless transportation for passengers, the platform eliminates intermediaries, allowing direct driver-passenger interaction. Unlike traditional ride-hailing services that charge high commissions, Namma Yatri ensures that drivers take home their full earnings while passengers benefit from fair pricing.

The company's mission is to create a fair and transparent ride-hailing ecosystem that prioritizes both drivers and passengers. With a vision to be the most trusted and driver-friendly mobility service, Namma Yatri focuses on affordability, accessibility and efficiency. Key features of the platform include a zero-commission model, direct connections between drivers and passengers, UPI-based digital payments and a user-friendly interface. By removing hidden charges and offering fare transparency, Namma Yatri ensures a hassle-free experience for daily commuters, office-goers, students and tourists.

Namma Yatri stands out from its competitors like Ola, Uber and Rapido by eliminating commissions, resulting in better earnings for drivers and lower fares for customers. The company has also received strong community and government support as it aligns with open mobility initiatives to enhance driver welfare. With a growing network of auto-rickshaw drivers and a commitment to ethical ride-hailing, Namma Yatri is redefining urban mobility in Bengaluru. Through its customer-friendly approach, the platform continues to provide a reliable, efficient and cost-effective alternative for commuters in the city.

Literature Review

The online taxi services market in India has experienced significant growth over the past decade, driven by technological advancements and changing consumer preferences. This literature review synthesizes key studies and reports to provide an overview of the industry's evolution, market dynamics, consumer perceptions and challenges.

Evolution and Market Dynamics

The organized taxi market in India began with the introduction of Mega Cabs in 2000, transitioning from traditional car ownership to ride-sharing models. The advent of GPS and GPRS-enabled systems further propelled the industry's growth. In the fiscal year (FY) 2019, the organized taxi market constituted

approximately 11.5% of the total taxi market revenue in India. The online taxi services segment was valued at INR 29.75 billion in FY 2019 and is projected to grow at a compound annual growth rate (CAGR) of 16.60%, reaching INR 61.59 billion by 2024 (businesswire, 2020).

The market is predominantly led by two major players: ANI Technologies Private Limited (Ola Cabs) and Uber India Systems Private Limited. In FY 2019, Ola Cabs captured approximately 72.44% of the market share, while Uber India held around 21.01%. Other competitors, including Meru Mobility Tech Private Limited and Mega Cabs Private Limited, collectively accounted for the remaining 6.55% of the market (businesswire, 2020).

Consumer Perceptions and Satisfaction

Several studies have examined consumer perceptions of online taxi services in India. Rajesh and Chincholkar (2018) conducted a study focusing on the differences between Ola and Uber customers in Mumbai. The findings indicated that female passengers preferred Uber over Ola; however, Ola was perceived as offering greater safety.

Another study by Khan et al. (2016) identified key factors influencing customer satisfaction in the Indian taxi service market. The research highlighted that service quality, driver behavior and pricing significantly impacted customer satisfaction levels.

Challenges and Opportunities

Despite rapid growth, the online taxi services market in India faces several challenges. These include regulatory hurdles, driver dissatisfaction due to reduced incentives, and increased competition from affordable ride-sharing services. Additionally, issues such as extended wait times and surge pricing have affected customer satisfaction (businesswire, 2020).

Opportunities for growth lie in enhancing service quality, addressing regulatory concerns and leveraging technological advancements to improve customer experience. Focusing on safety measures, especially for female passengers, and ensuring fair compensation for drivers are critical for sustainable growth.

The online taxi services market in India has transformed the transportation landscape, offering convenience and flexibility to consumers. While dominant players like Ola and Uber continue to lead, addressing challenges related to customer satisfaction, regulatory compliance and driver welfare is essential for the industry's sustainable development.

Regulatory and Operational Challenges

Globally, online taxi services face challenges related to regulatory compliance, safety concerns and competition with traditional taxi services. Companies must navigate complex legal frameworks that vary by country and even by city. For instance, Uber's operations have been suspended or restricted in several markets due to non-compliance with local regulations (Rauch & Schleicher, 2015). Additionally, ensuring passenger and driver safety remains a critical concern, prompting companies to implement stringent background checks and safety features within their apps (Rayle et al., 2016).

Impact of the COVID-19 Pandemic

The COVID-19 pandemic significantly impacted the global ride-hailing industry, leading to decreased demand and operational challenges. Companies like Uber and DiDi diversified their services to include delivery options and introduced safety measures to regain rider confidence (Huang et al., 2021). The pandemic also accelerated the integration of digital payment systems and contactless services, reshaping consumer expectations and operational standards in the industry.

The global online taxi services industry continues to evolve, influenced by technological innovations, regulatory landscapes and changing consumer behaviors. Companies that adapt to local market dynamics, comply with regulatory requirements, and diversify their service offerings are more likely to achieve sustainable growth.

Research Methodology

Research Design

This study employs a survey-based quantitative research design to analyze customer perceptions in Bengaluru towards Namma Yatri. The survey method was chosen for its efficiency in gathering large-scale responses and providing measurable insights into customer opinions, experiences and preferences.

Data Collection Method

The primary data for this study was collected through a structured questionnaire, designed to capture various aspects of customer perceptions, including service quality, pricing, ride availability, driver behavior and overall satisfaction. The questionnaire consisted of both closed-ended and Likert-scale questions, allowing respondents to express their opinions numerically for easy analysis. The survey was distributed through Google Forms to reach a diverse group of respondents.

Sampling Method & Participants

Due to small size of respondents group, all respondents were included in the analysis.

- Sample size: 106
- Demographics considered: Age, gender, location, frequency of use and other relevant factors.

Data Analysis

The collected responses were analyzed using descriptive statistics, including percentages, mean scores and frequency distributions, to identify key trends and insights. Additionally, comparative analysis was conducted to evaluate how different customer segments perceive the service.

Ethical Considerations

The study adhered to ethical research practices:

- Participation was voluntary, and respondents provided informed consent before completing the survey.
- Responses were kept anonymous and confidential to ensure privacy.
- The data was used solely for research purposes without any commercial intent.

By following this methodology, the study aims to provide a clear and objective understanding of customer perception regarding Namma Yatri and its standing among competitors.

Data Analysis and Findings

Demographics of Respondents

The largest segment, making up 50%, belongs to the 18-24 age group, indicating that a significant portion of users are young adults. The 25-30 and 30-40 age groups each account for 17% of the respondents, showing a balanced representation of middle-aged users. The 40 and above category represents 9%, while the Below 18 category is the smallest at 7%. This distribution suggests that Namma Yatri is primarily used by younger individuals, with moderate engagement from middle-aged and older users. 70% of the respondents are female, while 30% are male. This indicates that the survey had a significantly higher participation from female users compared to male users.

The majority of respondents (67 individuals) are students, indicating that younger individuals, particularly those in educational institutions, form the largest user group of Namma Yatri. 24 participants are working professionals, making them the second-largest group. Homemakers (9 respondents), other occupations (3 respondents), and retired individuals (2 respondents) have lower representation in the survey. This data suggests that students and working professionals are the primary users of Namma Yatri, possibly due to their frequent commuting needs.

The largest group (38 respondents) uses taxi services occasionally, indicating that many users rely on taxis only when necessary. A significant number (31 respondents) use taxis daily, showing a strong dependency on ride-hailing services for regular commuting. 19 respondents use taxis 2-3 times a week, while smaller groups use taxis rarely (11 respondents) or once a week (6 respondents). This data suggests that while a large portion of users depend on taxis frequently, a considerable number use them only on an as-needed basis.

Namma Yatri app

A significant 83% of respondents have used the Namma Yatri app, indicating a high level of awareness and adoption. The high percentage of users reflects the app's popularity and acceptance among commuters, while the smaller group of non-users may represent those who rely on other transportation options or are unaware of the service.

The majority, 70 respondents, discovered the Namma Yatri app through friends and family, highlighting the strong influence of word-of-mouth recommendations. 30 respondents became aware of Namma Yatri via social media, indicating the effectiveness of digital platforms in spreading awareness. This data suggests that personal recommendations and online presence play a crucial role in promoting the app.

The largest segment, 37 respondents, indicated that they rarely use the Namma Yatri app, suggesting limited engagement. 25 respondents use it 2-3 times a week, showing a moderate level of usage. 24 respondents use it occasionally, while only 10 respondents use it daily, indicating that regular users are relatively low. This data suggests that while some users engage with the Namma Yatri app frequently, a significant portion of respondents use it infrequently or on an occasional basis.

The majority of respondents (82) rated their experience with Namma Yatri app as good, indicating a generally positive perception of the app. 11 respondents rated their experience as excellent, further reinforcing a favorable impression. This suggests that while most users are satisfied with the app, there are some areas that may require improvement to enhance user experience.

A significant number of respondents (40) rated the ease of booking at Namma Yatri app as excellent, followed by 34 respondents who rated it as moderate and 26 who rated it as good. This indicates that while most users find the booking process convenient, there is still a portion of users who face difficulties and may require improvements in the booking system.

The highest number of respondents (46) rated driver behavior as excellent, followed by 35 respondents who gave a neutral/average rating. 17 respondents rated it as good. This indicates that most users had a positive experience with driver behavior, but a portion of users faced issues, suggesting room for improvement in ensuring consistently good service.

The distribution of ratings for Pricing & Affordability of the Namma Yatri app are relatively balanced, with 34 respondents rating it neutral/average, followed by 33 giving a good and 32 giving an excellent rating. Overall, pricing is positively received, but there is room for improvement to satisfy users who rated it lower.

The distribution of ratings for Ride Availability on the Namma Yatri app indicates that ride availability is generally rated neutral to excellent by most respondents. Overall, the ride availability is well-received, but improvements could be made to ensure more consistent availability, especially for users who rated it lower.

The distribution of ratings for App Performance of the Namma Yatri app indicates mixed feedback, with a significant portion of users rating it as average or excellent. The high number of neutral 3 ratings suggests that while the app functions adequately, there may be room for optimization (e.g., faster loading times, fewer crashes). Improvements in speed, reliability and bug fixes could enhance user satisfaction and shift more ratings towards excellent.

Comparative landscape

Uber and Rapido dominate the competition, suggesting that customers prefer these services over Namma Yatri for various reasons such as availability, pricing or service quality. Ola's lower number indicates it may not be as popular as Uber or Rapido in this market.

Since most users (70%) see no major pricing advantage, Namma Yatri might not be perceived as a cheaper alternative. 24 users (minority) consider it better priced, which means some customers do find cost savings with Namma Yatri. The 11 users who find it worse could indicate inconsistencies in pricing, possibly due to dynamic pricing or surge fares.

Most users (58%) do not see a significant advantage in ride availability compared to other platforms. 40 users (a substantial number) believe ride availability is better, which is a positive indicator. Only 7 users feel it is worse, suggesting that ride availability issues are not a major concern.

Most users (67%) feel there is no major difference between Namma Yatri and its competitors regarding driver behavior. A good number (34%) see an improvement, which is a positive sign for Namma Yatri. The low dissatisfaction (4 users) suggests that driver behavior is generally not a major issue.

Most users (70) feel no major difference between Namma Yatri's app usability and competitors. A notable portion (30) finds it better, indicating a positive user experience. Very few users (5) have a negative experience, which suggests that app performance issues are minimal.

The users' preference for Namma Yatri over other taxi services indicates that a majority (52%) are flexible and will choose Namma Yatri based on factors like pricing, availability or convenience. A notable 26% show clear preference, indicating that Namma Yatri has a loyal customer base. 22% of users prefer other services, possibly due to issues like pricing, app usability or availability. This data suggests that while Namma Yatri has a decent user base, improvements can help capture more loyalty.

The most relevant factor affecting choice of taxi service provider based on user responses are availability, safety and price. Availability (42 votes) is the top factor – most users prioritize whether rides are easily accessible. Safety (31 votes) is the second most important – many users consider security a critical aspect. Price (14 votes) matters but is less dominant – suggests that affordability is important but not the primary driver. This data indicates that users prioritize reliability and security over cost and additional features when selecting a taxi service provider.

When asked about whether users would recommend Namma Yatri to others, the response was majorly in affirmative. 57% of respondents said "Yes" – indicating a strong positive perception of the service. 34% responded with "Maybe" – suggesting they have a neutral stance, possibly due to mixed experiences. Only 9% said "No" – a relatively small proportion of dissatisfied users. Overall, the high percentage of recommendations (Yes + Maybe = 91%) suggests a positive outlook, but addressing user concerns could further strengthen brand loyalty and advocacy.

Key improvement suggestions from respondents

The key improvements suggested for Namma Yatri include enhancing safety features, particularly for female passengers and increasing ride availability to ensure faster and more reliable service. Many users emphasized the need for better driver behavior, including preventing drivers from demanding extra money after accepting rides. Lowering ride fares and improving customer support were also common concerns. Additionally, some respondents suggested enhancing the app interface for a smoother user experience. However, a few users stated that they were satisfied with the service and did not see a need for any changes.

Conclusions

The study on customer perception of Namma Yatri in comparison with its competitors reveals that the platform is well-received for its pricing, ride availability and driver behavior. A significant portion of users find the service either better or similar to established players like Ola, Uber and Rapido. Key factors influencing customer choice, such as safety, affordability and availability, highlight Namma Yatri's competitive positioning in the market. However, aspects like customer support and app usability require further enhancements to ensure a seamless user experience. The research also indicates that while many customers are willing to continue using Namma Yatri, a portion remains undecided or reluctant to switch entirely from other platforms.

Suggestions

- Enhancing customer support – A more responsive helpdesk and grievance resolution system can improve user trust and satisfaction. Implementing live chat support or a dedicated helpline can address customer concerns more efficiently.
- Improving app usability – A more intuitive user interface, faster booking process and bug fixes will ensure a smoother experience for customers, reducing frustration and increasing retention.
- Strengthening driver training & incentives – While driver behavior is rated positively, further training programs on customer service and safety protocols will enhance the experience. Additionally, incentive programs can help retain quality drivers and encourage better service.
- Enhancing ride availability – Ensuring a larger and more reliable fleet of drivers, especially during peak hours and in high-demand locations, can help Namma Yatri compete more effectively with larger platforms.

- Promotional campaigns & awareness – Running targeted marketing campaigns, referral programs and discounts can encourage more users to try and stick with Namma Yatri.
- Focus on safety measures – Implementing advanced safety features, like emergency buttons, real-time tracking and background checks on drivers, will help build customer confidence.

By addressing these areas, Namma Yatri can solidify its market position, attract a loyal customer base and further differentiate itself from competitors in the ride-hailing industry.

Limitations

While the study provides valuable insights, it has some limitations.

- Self-reported data: Respondents' answers may be subject to personal bias.
- Sample representation: Despite efforts to ensure diversity, the sample may not fully represent the entire customer base.
- Time constraints: The study was conducted within a limited timeframe, which may impact the depth of analysis.

The key to enhancing the reliability of this study is to expand the scope of the study to more cities/states. The sample size should be increased, considering that the data was collected using Google Forms, the reach can be expanded. Some of the data points can be cross-checked using an experimental design, since the availability and pricing can be verified in real-time across ride-hailing platforms.

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