

# THE IMPACT OF MARKETING MIX STRATEGIES ON CONSUMER DECISIONS TO UTILIZE RAPIDO SERVICES

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**Abstract** - The marketing mix shape plays an important role in shaping consumers' decision-making, especially in the ride-hailing industry. This study investigates the effect of the marketing mix – product, price, place, and promotion– on the consumer choice to use Rapido, a leading bike taxi service. The findings will help businesses better understand their customer preferences and satisfaction and subsequently modify their marketing strategy to reach more consumers and achieve more user retention. The research indicated that price sensitivity, coupled with promotional offers, are the biggest factors seen as barriers to consumers' adoption of ridesharing services. This is especially highlighted by positive effects on service quality such as fast response times, vehicle professionalism and safety measures provided by car drivers. Consequences of these including traffic conditions, app reliability and regulatory constraints also pose challenges. To grow in the consumer market, Rapido will have to continuously improve its pricing strategy, expand its network of services, and execute targeted promotional strategies. Increasing brand awareness and solving operational issues will further create customer trust and increase revenue. In sum, an effective marketing mix is key for driving decision-making by consumers and maintaining competitive advantage in the ride-hailing space.

**Key Words:** Marketing mix, consumer choice, ride-hailing, Rapido, product, price, place, promotion, customer preferences, user retention, pricing strategy, promotions, service quality, fast response, safety, traffic issues, app reliability, regulations, brand awareness, competitive edge.

## 1. INTRODUCTION

The 9P's of marketing—Product, Price, Place, Promotion, People, Process, Physical Evidence, Performance, and Personalization—help improve customer experience, especially in services like transportation. Rapido, an app-based bike-taxi service in India, competes with Ola, Uber, and local transport by offering affordable, fast, and convenient rides. To succeed, it must focus on competitive pricing, expanding in high-demand areas, effective promotions, well-trained drivers, seamless booking processes, strong branding, reliable service, and personalized offers. By leveraging these strategies, Rapido can attract more customers, build trust, and stay competitive.

## OBJECTIVES OF THE STUDY

- To understand the factors, make customers choose Rapido over other options.
- To analyse how different pricing strategies affect customers.
- To assess how well our promotional campaigns work in bringing in new users and keeping them interested.
- To identify key challenges customer's facing during booking Rapido.

## SCOPE OF THE STUDY

This study will explore how various aspects of Rapido's service influence customer decisions. It will look at how the features and convenience of Rapido's two-wheeler rides meet customer needs, how its pricing affects customer choice, and how accessible Rapido is in different areas. The study will also assess how Rapido's advertising and promotions attract users, the impact of driver behaviour and customer service, and the ease of booking and using the service.

## STATEMENT OF THE PROBLEM

The rapid growth of the delivery market has led to intense competition, making it challenging for companies to differentiate themselves and achieve their marketing objectives. Traditional marketing strategies are no longer effective in this fast-paced environment, where customers demand speed, convenience, and personalized experiences. The rise of rapid delivery services, such as Rapido, has further accelerated this trend. To stay competitive, companies must adopt innovative marketing strategies that incorporate the 9P's of marketing (Product, Price, Place, Promotion, People, Process, Physical Evidence, and Performance). This will enable them to effectively utilize the Rapido and other rapid delivery services to drive business growth, customer satisfaction, and loyalty.

## RESEARCH METHODOLOGY

### SOURCE OF DATA

The source of data collected are primary and secondary data

### PRIMARY DATA COLLECTION

The method of collecting data was to google forms by using questionnaire. The questionnaire was filled only by the Rapido users.

### SECONDARY DATA COLLECTION

The secondary data was gathered from the journals, magazines and websites.

### AREA OF THE STUDY

This study covers Coimbatore only.

### SAMPLE SIZE

Sample size used for the study was 120 respondents from the customers of Rapido

### SAMPLING METHOD

The method of sampling used is convenient sampling for the research purpose

### TOOLS USED FOR THE ANALYSIS

The statistical tools used for the analysis of the study are

- Percentage Analysis
- Chi square
- Correlation

- One-way Anova

## REVIEW OF THE LITERATURE

**Gaffney, L., & Smit, C. (2020)** The paper explores how ride-sharing services, including Rapido, have evolved due to technological advancements in transportation. It discusses key trends such as urban mobility, the increasing popularity of alternatives like bike-taxis, and how these services cater to different market segments. It also covers the role of innovative product offerings in shaping consumer choices.

**Armstrong, G., & Kotler, P. (2020)** This textbook provides a comprehensive understanding of the 9P's of marketing, with a focus on physical evidence in service industries. It illustrates how branding elements such as uniformed bikes, consistent design, and an intuitive app interface play a role in enhancing consumer trust and experience in services like Rapido

**Das, M., & Yadav, S. (2020)** The study delves into the market entry strategies for ride-sharing platforms, particularly in emerging economies. It explores how Rapido has expanded in these regions by adapting its business model and service offerings, factoring in economic conditions, transportation challenges, and the local competitive landscape.

**Patel, A., & Agarwal, R. (2020)** Discusses the importance of employee and customer satisfaction in service industries like ride-hailing. It investigates Rapido's approach to driver training, customer interaction, and how employee satisfaction contributes to high-quality service delivery, ultimately improving the customer experience.

**Sharma, S., & Kapoor, S. (2021)** This paper analyses the promotional strategies that ride-hailing platforms, including Rapido, employ to engage and retain customers. It evaluates digital marketing campaigns, the use of social media for customer interaction, and the importance of referral programs in driving new customer acquisitions.

## III COMPANY PROFILE

Rapido, founded in 2015 in Bengaluru, is India's largest bike-taxi service, offering affordable and efficient urban transport via its mobile app. It provides bike taxis, auto-

rickshaw rides, and parcel delivery, with cashless payments and flexible earnings for drivers. Operating in 100+ cities with over 10 million users, Rapido has raised \$559 million, reaching a \$1.07 billion valuation in 2025. Despite regulatory challenges, the company continues to expand and advocate for supportive policies.

### Rapido Company Profile

Rapido is India's largest bike taxi service, offering quick and affordable last-mile connectivity. Established in 2015, the company has grown rapidly, serving millions of users across 100+ cities. It provides an alternative to traditional transport options with a focus on speed, convenience, and cost-effectiveness.

- **Founded:** 2015
- **Founders:** Aravind Sanka, Pavan Guntupalli, and SR Rishikesh
- **Headquarters:** Bangalore, India
- **Presence:** Over 100 cities across India
- **Services:** Bike taxis, auto-rickshaw hailing (Rapido Auto), logistics, and parcel delivery.

### Services Offered

- **Rapido Bike:** The core service, allowing users to book two-wheeler taxis.
- **Rapido Auto:** Auto-rickshaw service, introduced to compete with Ola and Uber autos.
- **Rapido Local Delivery:** A logistics service enabling businesses and individuals to send packages through Rapido Captains.
- **Rapido Rental:** Hourly rental bike services for multiple stops in a single trip.

## IV. ANALYSIS AND INTERPRETION SIMPLE PERCENTAGE

Table 1  
 FEATURE OF RAPIDO

Features of Rapido	Frequency	Percentage
Discounted rides	8	7
Loyalty programs	18	15
Referral programs	36	30
Seasonal offers	39	32
I am not interested in promotions	19	16

<b>Total</b>	<b>120</b>	<b>100</b>
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Source: primary data

### INTERPRETATION

The above table exhibits that 7% of the respondents are liked the feature of discount rides, 15% of respondents are liked the feature of loyalty programs, 30% of respondents are liked the feature of referral programs, and 32% of respondents are liked the feature of seasonal offers, and 16% of the respondents are not interested in any of the features.

**Most of the respondents like the feature of seasonal offers.**

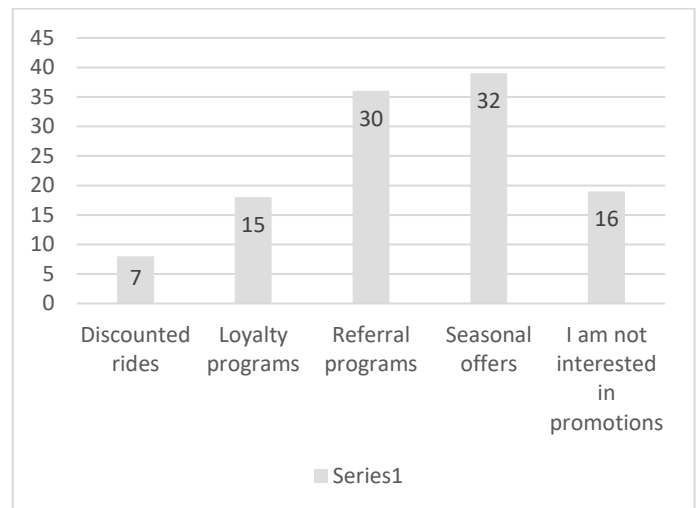


Table -2:  
 PRIMARY REASON FOR BOOKING RAPIDO

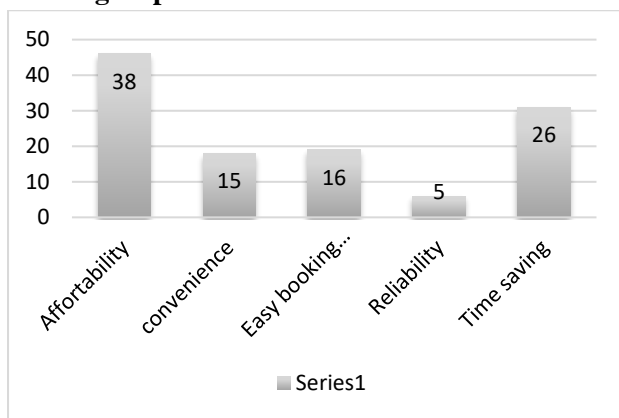
Primary reason for booking Rapido	Frequency	Percentage
Affordability	46	38
Convenience	18	15
Easy-booking process	19	16
Reliability	6	5
Time saving	31	26
<b>Total</b>	<b>120</b>	<b>100</b>

Source: primary data

### INTERPRETATION

The above table shows that 38% of the respondent's primary reason for booking Rapido was affordable, 15% of the respondent's primary reason for booking Rapido was convenience, 16% of the respondent's primary reason for booking Rapido was easy-booking process, 5% of the respondent's primary reason for booking Rapido was reliability, 26% of the respondent's primary reason for booking Rapido was time saving.

**Most (38%) of the respondent's primary reason for booking Rapido was Affordable.**



### CHI-SQUARE TEST

**TABLE 3**

**HOW SATISFIED ARE YOU WITH THE OVERALL EXPERIENCE OF USING RAPIDO'S DELIVERY SERVICES**

**Null Hypothesis (Ho)**

There is no significant relationship between gender of the respondents and satisfaction level of respondents in accessibility of sticky notes.

**Alternative Hypothesis (Ha)**

There is a significant relationship between gender of the respondents and satisfaction level of respondents in accessibility of sticky notes.

### CHI-SQUARE TEST

The table value showing the chi-square analysis

Calculated Value	Table value	Degree of freedom	Level of significance	Results
2.775	9.488	4	0.05	Accepted

### INTERPRETATION

The table deals with the calculated value of (2.77) is less than the table value (9.488) so the null hypothesis is accepted. Hence it can be concluded that there is no significant relationship between gender of the respondents and satisfaction level of respondents in accessibility of sticky notes.

### CORRELATION

**TABLE 4**

**RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND SATISFACTION LEVEL OF THE RESPONDENTS**

	PEARSON CORRELATION	SIGNIFICANCE (2-TAILED)
INTERPRETATION	0.071	0.471

Source: Primary data

### INTERPRETATION

The derived correlation result is **0.071** in Karl Pearson correlation with level of significance (2-tailed) is **0.471**. It can be concluded that there is **very weak positive** correlation between occupation of the respondents and satisfaction level of the respondents.

### ONE-WAY ANOVA

**TABLE-5**

**RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND SATISFACTION LEVEL OF THE RESPONDENTS**

**Null Hypothesis (Ho)**

There is no significant relationship between age of the respondents and satisfaction level of the respondents.

**Alternative Hypothesis (Ha)**

There is significant relationship between age of the respondents and satisfaction level of the respondents.

Source	Sum of squares	df	Mean Square	F	Sig.
Between Groups	0.808	2	0.404	0.172	0.844

Within Groups	275.559	117	2.355		
Corrected Total	276.364	119			

Source: Primary data

### INTREPRETATION

The calculated value (**0.844**) is greater than the significant value (**0.05**), so the null hypothesis is accepted. Hence it can be concluded that there is no relationship between age of the respondents and satisfaction level of the respondents.

### SUGGESTION

- Rapido should simplify the ride-booking process by optimizing the app interface, ensuring faster ride confirmations and seamless navigation.
- To build customer trust, Rapido should maintain clear and upfront pricing, minimizing unexpected fare fluctuations and ensuring affordability.
- A specialized support team should be established to handle ride-related complaints, cancellations, and refund inquiries, ensuring swift resolution and improved satisfaction.
- Rapido could introduce ride scheduling and priority booking features to cater to customers who prefer planned travel over on-demand bookings.
- Customizing promotional offers and discounts based on regional customer preferences (e.g., Coimbatore users) would improve engagement and brand loyalty.

### 3. CONCLUSIONS

Rapido's marketing strategy significantly impacts customer decisions, driven by affordability, convenience, and time efficiency. Easy booking enhances satisfaction, but challenges like ride availability, surge pricing, and safety concerns persist. Addressing these through better support, transparent pricing, and safety improvements can boost user experience. Frequent users report higher satisfaction, emphasizing service reliability's role in retention. Targeted promotions, including discounts and loyalty programs, can enhance engagement. Maintaining affordability, improving service quality, and strengthening customer relationships are key to

sustaining Rapido's competitive edge and expanding its market presence.

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