



# A study on customers preference towards carpooling apps with specific reference to Quick Ride App in Hyderabad city.

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## Abstract

This report examines customer preferences toward carpooling apps, with a specific focus on Quick Ride in Hyderabad. The study aims to understand the factors influencing user adoption, including cost savings, convenience, environmental concerns, and promotional strategies. Through a structured survey of 110 respondents, key insights were gathered on consumer behaviour, awareness levels, and the challenges associated with carpooling services.

Findings reveal that young professionals, particularly in the 25-35 age group, are the primary users of Quick Ride. While adoption rates are typically driven by cost-savings and a commitment to environmental sustainability, major barriers include safety concerns as well as scheduling conflicts and lack of awareness. The study also reveals that digital marketing, social media campaigns and referral programs are contributing to user engagement

Based on the analysis, recommendations have been made to improve safety features as a precautionary measure and also enhance scheduling flexibility, increase promotional efforts and make more corporate partnerships available. Overall, the report suggests that while Quick Ride enjoys a strong market presence, addressing key consumer concerns can further boost adoption and retention, making carpooling a more viable and sustainable commuting option.

## Key Words

Marketing Strategy , Brand Awareness , Advertising , Sales Promotion , Public Relations, Personal Selling , Direct Marketing, Customer Engagement

## I. Introduction

As the cities face traffic congestion, high fuel prices, and environmental concerns, urban mobility is changing. Carpooling is considered an alternative to traditional transport with cost savings, convenience, and much lesser emission of carbon. Growth in demand from India for sustainable

transportation solutions has driven the growth of carpooling services, with Quick Ride emerging as a market leader.

Shared rides like carpooling and bike-pooling are good for the environment, economy, and society. They provide fuel and money saved on parking, reduce pollution, and facilitate social interaction. Other ways they ease traffic congestion and improve urban life include reduced traffic and emission, increased social interaction, flexibility, and technology-enabled matching.

On the other hand, shared rides face challenges too. These include issues of flexibility—that is, it's hard to make quick stops or change plans when carpooling because it depends on everyone in the car agreeing and being able to adjust their schedules. It also means it can be difficult to find other people who are going to the same place at the same time and are willing to share a ride, cancellations at the last minute, safety concerns associated with riding with strangers, technological challenges, whereby not everyone uses or finds the apps easy to use and questions about whether carpool lanes are effective.

It covers the exploration of customers' preferences towards carpooling applications, specifically targeting Quick Ride in the context of Hyderabad. The framework of this research identifies what must influence the choice of using carpooling services: convenient access, cost savings, environmental awareness, and user experience. Beyond this, it also examines the challenges and barriers that may impede wider adoption, such as safety concerns, scheduling conflicts, and lack of awareness.

This research is designed to offer a complete analysis of the behaviour of the customers, as it incorporates data collected from 110 respondents in Hyderabad. The research study deals with the effect of digital marketing, word-of-mouth promotion, and corporate partnerships on user adoption and engagement of Quick Ride. It also elaborates on the impact of such factors on customer trust, usage



frequency, and overall satisfaction regarding the carpooling service.

## II. Research Methodology

### Objective of the study:

- To explore customer perceptions and preferences regarding Quick Ride as carpooling service.
- To analyse the factors influencing customer satisfaction and adoption of Quick Ride, such as convenience, cost, and environmental impact.
- To evaluate customer-driven suggestions for improving the Quick Ride service and enhancing its overall user experience.

### Data collection source:

**Primary Data** - The primary data was collected by using a Google Forms survey sent to Quick Ride users, including daily passengers, working professionals, and potential users in Hyderabad. A mix of open-ended and close-ended questions was used in the questionnaire to understand user preferences, challenges, and adoption factors in detail.

**Secondary Data**- The secondary data is collected from the internet, journals, research papers, books, newspapers, websites, various publications, etc.

**Sample Size:** A sample of minimum respondents were selected from various areas of Hyderabad. An effort was made to select respondents evenly. The survey was carried out with 110 respondents.

**Sampling Techniques:** Random Sampling Technique.

**Statistical Tool:** The data is calculated by the help of simple percentage method, average method and ranking method in google form and MS Excel analysed by using percentage method.

### Scope of the Study

The study focuses on understanding customer preferences towards carpooling apps, with a specific emphasis on Quick Ride in Hyderabad. The scope includes:

1. **Geographical Coverage:** The study is limited to Hyderabad, analysing the adoption and effectiveness of Quick Ride among users in this metropolitan city.
2. **Target Audience:** The research primarily targets young professionals, corporate employees, and daily commuters who use carpooling services for their daily travel.
3. **Key Areas of Analysis:**
  - Customer perceptions and preferences regarding Quick Ride.
  - Factors influencing adoption and satisfaction, such as cost, convenience, and environmental impact.
  - Effectiveness of promotional strategies in increasing awareness and user engagement.
  - Challenges faced by users, including safety concerns, scheduling conflicts, and lack of awareness.

## III. Data collection and analysis

**Data Collection:** The study is based on primary data collected through surveys from 110 respondents in Hyderabad, complemented by secondary data from journals, research papers, and online sources.

**Practical Implications:** The findings aim to provide recommendations for improving Quick Ride's service quality, marketing strategies, and user experience to enhance adoption and retention rates.

To collect the primary data Questionnaire tool is used for the empirical research on "A study on customers preference towards carpooling apps with specific reference to Quick Ride App in Hyderabad city". In this study, the collected primary data and secondary data with the self-made questionnaire. This study used both primary and secondary data collection methods. Primary data was gathered through a Google Forms questionnaire distributed to 110 respondents in Hyderabad. The survey, comprised of open and closed-ended questions, explored customer preferences and experiences with Quick Ride. Respondents from diverse occupational backgrounds were selected using a random sampling technique.

### Analysis

Survey Question	Key Findings	Percentage Breakdown & Insights
1. Age of Respondents	Majority of respondents belong to the 25-35 age group, indicating that young professionals form the primary user base of carpooling services.	<ul style="list-style-type: none"> <li>• <b>25-35 years:</b> 57% (largest group)</li> <li>• <b>35-44 years:</b> 21%</li> <li>• <b>18-20 years:</b> 19%</li> <li>• <b>45+ years:</b> 3%</li> </ul>
2. Occupation of Respondents	Most respondents are professionals, which aligns with	<ul style="list-style-type: none"> <li>• <b>Professionals:</b> 84% (dominant group)</li> </ul>



	carpooling usage being popular among office-goers.	<ul style="list-style-type: none"> <li>• <b>Business owners:</b> 13%</li> <li>• <b>Homemakers:</b> 2%</li> <li>• <b>Students:</b> 1%</li> </ul>
<b>3. Current City of Residence</b>	Majority of respondents are from Hyderabad, followed by Delhi. Carpooling is more popular in metro cities due to heavy traffic and long commute times.	<ul style="list-style-type: none"> <li>• <b>Hyderabad:</b> 74%</li> <li>• <b>Delhi:</b> 20%</li> <li>• <b>Chennai:</b> 3%</li> <li>• <b>Mumbai:</b> 3%</li> </ul>
<b>4. Mode of Transportation Used for Daily Commute</b>	Carpooling is the preferred choice for the majority, highlighting its role in reducing commute costs and traffic congestion.	<ul style="list-style-type: none"> <li>• <b>Carpooling:</b> 74%</li> <li>• <b>Public transport:</b> 11%</li> <li>• <b>Personal vehicle:</b> 11%</li> <li>• <b>Ride-sharing app (e.g., Uber, Ola):</b> 4%</li> </ul>
<b>5. Average Daily Commute Time</b>	Most respondents commute for <b>30 minutes to 1 hour</b> , indicating that carpooling is used for moderate-distance travel.	<ul style="list-style-type: none"> <li>• <b>&lt;30 min:</b> 29%</li> <li>• <b>30 min - 1 hr:</b> 66% (majority)</li> <li>• <b>1-2 hrs:</b> 6%</li> <li>• <b>&gt;2 hrs:</b> 0%</li> </ul>
<b>6. Have You Ever Used a Carpooling Service?</b>	A significant majority have used carpooling services, demonstrating strong adoption.	<ul style="list-style-type: none"> <li>• <b>Yes:</b> 96%</li> <li>• <b>No:</b> 4%</li> </ul>
<b>7. Motivation for Choosing Carpooling</b>	Environmental concerns are the top reason, followed by cost savings and convenience.	<ul style="list-style-type: none"> <li>• <b>Environmental impact:</b> 56% (top reason)</li> <li>• <b>Cost savings:</b> 15%</li> <li>• <b>Convenience:</b> 19%</li> <li>• <b>Social interaction:</b> 10%</li> </ul>
<b>8. Awareness of Quick Ride App</b>	The majority of respondents are aware of the Quick Ride app, but some still need more exposure.	<ul style="list-style-type: none"> <li>• <b>Aware:</b> 95%</li> <li>• <b>Not aware:</b> 5%</li> </ul>
<b>9. How Did You First Hear About Quick Ride?</b>	Social media plays the biggest role in promoting Quick Ride, followed by word of mouth.	<ul style="list-style-type: none"> <li>• <b>Social media:</b> 58% (largest source)</li> <li>• <b>Word of mouth:</b> 20%</li> <li>• <b>Corporate communication:</b> 15%</li> <li>• <b>Online ads:</b> 6%</li> </ul>
<b>10. Perception of Quick Ride as a Carpooling Option</b>	The perception is highly positive, with most respondents rating it 4 or 5 stars.	<ul style="list-style-type: none"> <li>• <b>5-star rating:</b> 69% (very positive)</li> <li>• <b>4-star rating:</b> 25%</li> <li>• <b>3-star rating:</b> 5%</li> <li>• <b>2-star rating:</b> 2%</li> </ul>
<b>11. Frequently Used Digital Platforms</b>	YouTube and Facebook are the most used platforms, making them ideal for digital promotions.	<ul style="list-style-type: none"> <li>• <b>YouTube:</b> 82% (most used)</li> <li>• <b>Facebook:</b> 77%</li> <li>• <b>LinkedIn:</b> 77%</li> <li>• <b>Instagram:</b> 36%</li> <li>• <b>Twitter:</b> 14%</li> </ul>
<b>12. Frequency of Noticing Carpooling Ads on Social Media</b>	Many respondents see carpooling ads frequently, but occasional visibility suggests scope for increased advertising.	<ul style="list-style-type: none"> <li>• <b>Occasionally notice ads:</b> 42%</li> <li>• <b>Very often:</b> 39%</li> <li>• <b>Rarely:</b> 19%</li> <li>• <b>Never:</b> 1%</li> </ul>
<b>13. Likelihood of Downloading a Carpooling App Based on</b>	A strong inclination towards downloading apps due to social media ads.	<ul style="list-style-type: none"> <li>• <b>Very likely:</b> 47%</li> <li>• <b>Likely:</b> 32%</li> <li>• <b>Neutral:</b> 17%</li> </ul>



<b>Social Media Ads</b>		<ul style="list-style-type: none"> <li>• <b>Unlikely:</b> 3%</li> <li>• <b>Very unlikely:</b> 1%</li> </ul>
<b>14. Type of Marketing That Influences Users Most</b>	Online ads and event promotions are the biggest influencers for app adoption.	<ul style="list-style-type: none"> <li>• <b>Online advertisements:</b> 72%</li> <li>• <b>Event promotions:</b> 72%</li> <li>• <b>Corporate partnerships:</b> 43%</li> <li>• <b>Word of mouth:</b> 41%</li> <li>• <b>Influencer recommendations:</b> 27%</li> </ul>
<b>15. Incentives That Encourage Users to Try or Continue Using Quick Ride</b>	Discounts and loyalty programs are the biggest motivators.	<ul style="list-style-type: none"> <li>• <b>Discounts &amp; promo codes:</b> 75%</li> <li>• <b>Loyalty program:</b> 70%</li> <li>• <b>Referral bonuses:</b> 17%</li> <li>• <b>Environmental impact awareness:</b> 49%</li> <li>• <b>Social rewards:</b> 8%</li> </ul>
<b>16. Importance of Environmental Impact in Commuting Choices</b>	Most respondents prioritize the environmental benefits of carpooling.	<ul style="list-style-type: none"> <li>• <b>Very important:</b> 93%</li> <li>• <b>Somewhat important:</b> 6%</li> <li>• <b>Neutral:</b> 2%</li> </ul>
<b>17. Challenges Faced in Carpooling</b>	Safety and scheduling issues are the biggest concerns.	<ul style="list-style-type: none"> <li>• <b>Safety concerns:</b> 30%</li> <li>• <b>Scheduling conflicts:</b> 30%</li> <li>• <b>Lack of awareness:</b> 27%</li> <li>• <b>Lack of convenience:</b> 25%</li> </ul>
<b>18. Satisfaction with Current Transport Options</b>	Most respondents are satisfied with available transport options.	<ul style="list-style-type: none"> <li>• <b>Very satisfied:</b> 37%</li> <li>• <b>Satisfied:</b> 32%</li> <li>• <b>Somewhat satisfied:</b> 24%</li> <li>• <b>Dissatisfied:</b> 5%</li> <li>• <b>Very dissatisfied:</b> 2%</li> </ul>

#### IV. Findings and Conclusions

##### 1. Carpooling Adoption & Demographics :

- The majority of respondents (57%) belong to the 25-35 age group, indicating that young professionals are the primary users of carpooling services.
- Most respondents (84%) are working professionals, showing that carpooling is primarily used by corporate employees.
- Hyderabad has the highest adoption rate of Quick Ride compared to other cities.

##### 2. Usage Trends :

- Around 74% of respondents use carpooling for their daily commute.
- 96% of respondents have used carpooling services, indicating a high awareness and adoption rate.
- The main motivations for using carpooling are:
  - Cost savings (56%)
  - Environmental concerns (19%)
  - Convenience (15%)

##### 3. Marketing & Awareness

- 95% of respondents are aware of the Quick Ride

app, showing strong brand awareness.

- Social media plays a crucial role in brand discovery:
  - 58% of respondents heard about Quick Ride through platforms like Facebook and LinkedIn.
- 47% of respondents are likely to download a carpooling app based on social media ads, highlighting the effectiveness of digital marketing.

##### 4. Challenges & Barriers

- The major challenges faced by respondents when considering carpooling include:
  - Safety concerns (30%)
  - Scheduling conflicts (30%)
  - Lack of awareness (27%)
  - Lack of convenience (25%)
- 42% of respondents occasionally notice ads for ride-sharing apps, indicating room for more effective marketing strategies.

##### 5. Customer Preferences & Incentives

- The top incentives that encourage continued use of Quick Ride include:
  - Discounts and promo codes (75%)
  - Loyalty programs (70%)



- Referral bonuses (17%)
- Environmental impact awareness (49%)
- 93% of respondents consider the environmental impact of their commuting choices to be very important.

#### 6. Satisfaction Levels

- A majority of respondents (37%) are very satisfied with their current commuting options.
- Some dissatisfaction exists due to safety concerns and limited flexibility, which are barriers to wider adoption.

#### 7. Potential for Growth

- There is significant scope for increasing adoption by addressing safety concerns and improving scheduling flexibility.
- Expanding incentives and promotional campaigns could attract more users and enhance retention.
- Corporate partnerships and word-of-mouth marketing are major factors influencing adoption.

#### V. Conclusion

In conclusion, respondents found carpooling to be a popular and widely accepted commuting option, particularly among young professionals in Hyderabad. Financial savings and environmental benefits are the primary motivators for using services like Quick Ride, which enjoys high awareness and positive perception. However, challenges such as safety concerns, scheduling conflicts, and lack of awareness must be addressed to further increase adoption. Leveraging social media, promotional activities, and emphasizing sustainability will be key strategies for enhancing the appeal and growth of carpooling services. Overall, the findings suggest that there is significant potential for the continued expansion of carpooling, provided these challenges are effectively managed.

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