

CONSUMER PREFERENCE REGARDING CAB AGGREGATOR SERVICES IN BANGALORE

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ABSTRACT

The growing on-demand economy has led to the development of Taxi-aggregator firms that have changed the way people view commuting within a city. Uber and Ola are perceived to be the 2 main competitors aiming to capture this market in India, backed by venture capital funds, and the plans of rapid expansion. It all started with online cab services which came as a disrupting technology in the transportation and communication business. Where in India it became famous with OLA then with coming of Uber into the business gave the customers an option which leads to this research project of ours that which is better and in which aspects. The new crop of taxi booking services start-ups like OLA and Uber has become the disrupting businesses in the transportation sector. The most vital thing to note is that these only provide platforms, and are a very asset-light business model where they don't own the cars and others but just the technology and the backend to link drivers with customers in the current market. With new and competing features in both apps there comes the gap for this research to say who does better and on which aspects. As online cab services came as a disruption in the transportation and communicating sector just like that Car and Bike Rental services came into the Online Cab Business as the new disruption. Now the competition is not just with other online cab services but now it is also with new players of the rental services like Zoom Car, Bounce, Drivezy, Lithium and the like

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