

Comparative Study Of Uber And Regular Taxi Service

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Comparative Study Of Uber And

The study also aimed to identify differences between expectations and perceptions of customers from service quality dimensions and compares differences between Uber and Ola. The objectives of this study were achieved by using the SERVQUAL questionnaire. A cluster sampling technique was also used for collecting the data. The questionnaires were distributed amongst 128 customers who had availed the services of Uber and Ola in Hyderabad.

Comparative Study of Service Quality of Uber and Ola ...

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The main purpose of the study is to systematically differentiate Uber with the conventional taxi in terms of categories mainly classified under user perception. Uber is analyzed in comparison to existing ridesharing models. A user perception survey was conducted online as well as through actual interviews.

Comparative Study of Uber and Regular Taxi Service ...

Comparative Study of Service Quality of Uber and Ola This study compares the two ride-sourcing applications available in Stockholm— Uber and Heetch, using a combined method of measuring desirability and usability to analyze which factors influence a user's choice of app. Uber or Heetch: A comparative study on desirability and ...

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Comparative study of Uber and taxi in Kuala Lumpur - NASA/ADS Uber is the dominant ridesharing company in the U.S. and has made huge inroads internationally. The company's advantages are significant and will likely help Uber continue to grow in the coming years.

Comparative Study Of Uber And Regular Taxi Service

ABSTRACT The study was undertaken for customers of Uber and Ola in India to assess the Service quality of Uber and Ola from the customer's perspective. The study also aimed to identify differences between expectations and perceptions of customers from service quality dimensions and compares differences between Uber and Ola.

Comparative Study of Service Quality of Uber and Ola

Abstract. This study was undertaken to assess customer satisfaction of Ola and Uber in India from customer's perspective. It tends to find out the differences between expectations and perceptions of customers from satisfaction point of view and compares them simultaneously. The objectives of

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this study were achieved through questionnaire.

A COMPARATIVE STUDY ON OLA AND UBER - JETIR

Uber service over Ola but while it comes to safety consumer feel more safe with Ola than Uber. Result of this study may help the taxi service industry to design their future marketing strategies.

(PDF) A Study on Consumer Perception of Ola and Uber Taxi ...

1. To study the satisfaction level of respondents for Comfort level and Waiting period after booking OLA/ UBER cab. 2. To study the overall analysis of OLA/UBER services and what exactly people think about OLA/UBER in Pune city. 3. To study the Motivational factors which drive people to use OLA/UBER cab services in Pune city. RESEARCH METHODOLOGY

A STUDY OF CUSTOMER SATISFACTION LEVEL OF OLA AND UBER ...

Uber uses noncommercial cars, its drivers avoid costly commercial insurance, taxi medallions and other expenses that provide Uber service a cost advantage over traditional taxi services.

What is Uber's competitive advantage?

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Comparative study of Uber and taxi in Kuala Lumpur Zulkifli, Malina; Yunus, Muhammad Yasir Mohammad; Abstract. Transportation is a major factor in influencing our daily lives to become more efficient and productive. The taxi had become the favourite of people in choosing public

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transportation because it personally brings us to the exact ...

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Uber Discloses Losses . 2011 was a crucial year for Uber's growth. Early in the year, the company raised an \$11 million Series A round of funding led by Benchmark Capital and it went on to ...

The Story of Uber - Investopedia

In Uber, the drivers are their own bosses and can work at their own comfort. 20% of the Uber drivers are under 30. Many find it an exciting and good way to earn money. The success of Uber can be better shown as a case study. Below are some of the points Uber did to disrupt the industry and opened a new market. Uber is the first of its kind

Case Study on How Uber Business Model and On Demand ...

This study compares the two ride-sourcing applications available in Stockholm— Uber and Heetch, using a combined method of measuring desirability and usability to analyze which factors influence a user's choice of app.

Uber or Heetch: A comparative study on desirability and ...

Revolution'? In this paper, an attempt has been made to do comparative study of two of such taxi aggregators that have radically changed the way "the great Indian middle class" commutes daily- OLA and UBER. Currently, both OLA and UBER cabs are following the strategy of expanding their operations and building

OLA VS UBER: The Battle of Dominance

Uber was founded in 2009 by Travis Kalanick and Garrett Camp. Dara Kosrowshahi is the current CEO of Uber. The headquarters of Uber are at San Francisco, California. Major US offices of Uber are

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located at New York City, Chicago, Washington D.C, Seattle, Los Angeles. Apart from them, it has international offices at London, São Paulo, Mexico ...

Uber Sources of Competitive Advantage

operation strategy of ola and uber. IT'S A COMPARATIVE STUDY OF BOTH THE TAXI SERVICES IN INDIA. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

TAXI WARS IN INDIA (OLA CABS VS UBER) - SlideShare

Uber's employees co-authored academic papers with brand name scholars that were then used to back the company's PR and lobbying strategy. Published in respected journals, those articles are based on proprietary data and non-replicable analysis. Moreover, they all don't discuss the subsidies that make it possible for Uber to pursue market dominance despite its endless [...]

Uber's "Academic Research" Program: How to Use Famous ...

What Is Cheaper - Travelling in Ola, Uber or Buying a Car - A Comparative Analysis We do a comparative analysis of Ride-hailing services vs owning a personal car to find out if Millennials really prefer Ola, Uber over buying a car.