



Market Acceptance of Ola the Mobile based Cab Service in Patna

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Abstract : *The phenomenal growth of passenger vehicle market is vitally backed by the domestic taxi segment. The Indian passenger vehicle industry is expected to have a strong growth potential in the near future, whereas medium to long term growth will be supported by low car penetration level and increasing income level of the consumers. This research paper focuses on the customer satisfaction towards the Ola cab service providers in Patna. The study deals with the consumers mindset towards utilizing the Ola cab services, the level of comfort, ease of access, safety and convenience, and*

overall satisfaction towards the service quality of the service providers. The reasons that support and influence their choice, ascertain their views in enhancement in service and reasons behind their dissatisfaction are analysed by conducting the descriptive research, using convenience sampling, the data are so gathered with appropriate tools and provided with feasible suggestions. The outcome undoubtedly emphasize on the extremely good growth in the future.

Keywords: Consumer, Cab service, Taxi.

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Introduction :

India seems to be going through a 'Taxi' revolution. Every other day, there is a new start up offering efficient cab service to the both and rural people. The intra-city travel has always been a curse for many individuals, especially in crowded cities. In this time of taxi revolution various cab services like Ola, Uber, Mytaxi, Oneway were introduced. Market acceptance is a measure by which it is assessed whether the product or service is satisfying a large number of customer or not based on this assessment—service provides increase or decrease their service. Ola is an Indian origin online transportation company. It was founded as an online cab aggregator in Mumbai, but now is based in Bangalore. As of April 2017, Ola was valued at \$3 billion. Ola cabs