CONSUMER PERCEPTION TOWARDS APP BASED TAXI SECTOR

ASHIMA GUPTA
MBA Class of 2018

VIVEK SINGH TOMAR
Assistant Professor,
Amity Business School
Amity University Uttar Pradesh
Sector 125, Noida - 201303, Uttar Pradesh, INDIA

ABSTRACT

The app-based taxi business has emerged as fast growing business in the Indian transportation sector and the way app-based taxi business is running today is highly impressive. It is acting as an intermediary between the customer and the taxi drivers. The motive of the study is to explore the app-based taxi industry in India, the perception of consumers towards this sector in transportation and the various factors which result in customer satisfaction in the app base taxi sector. The study will also include how this sector runs through different business models and at the same time, the opportunities for the existing and the potential players in the industry.