Project Dissertation Report

On

"THE CONSUMER PREFERENCE TOWARDS PRIVATE VEHICLES AND ONLINE CABS"

Submitted By

Adarsh Somvanshi

2K22/DMBA/09

Under the Guidance of

Dr. Rajan Yadav

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

Certificate

This is to certify that **Adarsh Somvanshi 2K22/DMBA/09** has completed the project report titled "**THE CONSUMER PREFERENCE TOWARDS PRIVATE VEHICLES AND ONLINE CABS**" in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24

Dr. Rajan Yadav
(Project Guide)

Dr. Saurav Aggarwal
(Head Of Department)

Declaration

I, Adarsh Somvanshi student of Delhi School of Management, Delhi Technological University hereby declare that the Project Report on "**THE CONSUMER PREFERENCE TOWARDS PRIVATE VEHICLES AND ONLINE CABS**" submitted in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources.

Adarsh Somvanshi

2K22/DMBA/009

Acknowledgment

A Project Report is a venture that requires co-operation of many people. The report would not have been possible without the kind support and help of many individuals. I feel pleasure in taking this opportunity to express my sincere regards to my project guide Dr. Rajan Yadav (professor), DSM - DTU. Without his guidance, valuable suggestions, constructive criticisms and encouragement, the project would not have been possible.

My thanks and appreciation go to my colleague in developing the project and people who have willingly helped me with their abilities and made it possible that the project reached a successful accomplishment.

Executive Summary

The purpose of the research study was to determine if people preferred private vehicles or taxis. It highlights the elements that may affect how clients choose between private automobiles and cabs. The five chapters in this research study are: Chapter 1, "Introduction to the Study," Chapter 2, "Literature Review," Chapter 3, "Research Methodology," Chapter 4, "Data Analysis," and Chapter 5, "Findings and Suggestions." In this study, which compared clients' preferences for private automobiles versus taxis, I employed the questionnaire approach, and the replies I got were then used to analyze the data. Both private vehicles and cabs are used by the respondents, but they regard private cars to be more alluring, practical, and useful, according to my findings after analyzing the responses. The majority of respondents found cabs more convenient while travelling to offices or schools and in heavy traffic, whereas private automobiles were most frequently utilized when travelling in luxury with family and friends. The respondents also reported greater satisfaction with private cars than with cabs. Therefore, I was able to conclude from these detailed analyses that consumers chose cabs over private cars.

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CHAPTER-1

INTRODCUTION

1.1 BACKGROUND

Over the past ten years, there have been major changes to the urban transportation system. In India's cities and metropolitan areas, taxis, or private vehicles, have become one of the most important modes of transportation. Private autos are those in which individuals travel in their own vehicles; they are time- and comfort-efficient, but in certain locations, they are restricted to those who can afford their own vehicle. This is a never-ending battle since maintaining an automobile requires money. When traveling from one place to another in a taxi, the passenger is expected to tip the driver. The market for structured car rentals is continually growing because to technology. In urban regions, customers can book taxis at any time and from any location by using smartphone apps. Thanks to the price model used by taxi drivers, customers were booking cabs rather than more conventional forms of transportation like cars and local buses, among other possibilities. Thanks to internet technology, the automobile rental industry has experienced tremendous transformation, much like most other industries. Customers can book taxis at reasonable prices since organized taxi businesses compete fiercely with one another.

1.2 A Recent shift in the industry:

1.2.1 Mobility on its own:

Even after the epidemic set in, 2022 proved to be one of the most difficult years for the auto industry as sales of cars and SUVs saw the biggest drop in over 20 years. Buyers stayed away despite significant reductions because of the economic downturn, challenging financing, and growing uncertainty. The trend in tiny format has been toward mobility in recent years. By

2022, two-wheeler ownership in India is predicted to increase to 60% from 39%–40% in 2010. The used car market in India has expanded over time, in contrast to the slowdown in the new car market. This growth can be attributed to a number of factors, including people's reluctance to spend money on a new car during an economic downturn, their awareness of value, the entry of higher-quality vehicles into the used car market, and the growing presence of organized players. Personal mobility can still be greatly expanded in India, where there are just 22 automobiles per 1,000 inhabitants.

1.2.2 Mobility shared:

Growing urban congestion and fast urbanization have led to the emergence of a strong shared mobility ecosystem. India possesses all the essential elements to emerge as a global leader in shared mobility. Many factors promote India's potential to use shared mobility solutions to address its transportation needs. among them a youthful population, better digital infrastructure, and experience with shared services. and a thriving culture of entrepreneurship. Shared mobility offers several potential benefits, including enhanced connectivity and increased asset usage, which boost system efficiency. Shared mobility has a cheaper "per km" cost than private vehicles and is equivalent to three-wheelers. The shift to shared mobility is gaining momentum as a result. Among the shared mobility models shown in the picture preceding this section, ride-hailing has become the most popular in India due to the proliferation of taxi-hailing apps in the country in recent years. Although they are present in more than 100 locations, major taxi aggregators mostly focus on urban areas. Over 75% of shared mobility companies' business comes from the top seven metropolises.

1.2.3 Subscription-based model:

Leasing and subscription models are being quickly adopted by Indian millennials, who are searching for greater convenience and flexibility. The trend toward "asset-light" lives is driving demand for these models. Given the current state of the global economy and the COVID-19 pandemic, leasing a car could be a more sensible choice than buying one. Customers find the subscription models more flexible and cost-effective compared to paying for their cars' interest and insurance premiums.

1.3 CONCEPTUAL FRAMEWORK

1.3.1 Talking about the restrictions that apply when taking a taxi or private vehicle:

1. The price of car ownership:

The vehicle you select is entirely up to you, but let's be conservative and suppose it costs Rs 8.5 lakh for the purposes of this computation. A diesel car would cost approximately Rs 96 per litre and have a range of about 12 kilometres. This indicates that the cost is around per km. Considering the commute to and from work, sporadic trips to the market, getting together with friends, etc. It would be easy for you to cover 1500 km in a month. This would add up to almost Rs. 7,20,000 over the course of five years. Let's now examine our following expense, upkeep. The whole annual cost shouldn't exceed Rs 30,000 if you drive safely. Therefore, that would equal about Rs over a period of five years. Additionally, a simple auto insurance policy would set you back about $25,000. Your insurance will likely cost you Rs. 1,25,000 over the course of five years. Including each one:

The total cost of owning an automobile for five years is equal to the purchase price plus insurance, fuel, and maintenance.

Rs.8,50,000 + Rs. 1,25,000 + Rs. 7,20,000 + Rs. 1,50,000 = Rs. 18,45,000

1. The cost of hailing a cab:
   In this straightforward scenario, we can figure out the entire cost of hailing a cab by using the average fare.
   The average cost of a taxi ride is Rs. 20 per mile. This would only cost Rs. 30,000 a month if a person went 1500 km in a month. If we were to extend the same data for a period of five years, the expense would amount to Rs. 18,00,000.
   This can range from Rs. 18,25,000 to Rs. 18,25,000 when late-night fees, pricey rides on special occasions, etc. are taken into account.
   This seems like a better deal than getting a car.

2. Coziness

   Comfort is a matter of taste. The concept of comfortable varies greatly from person to person. Every level has specific requirements. Private vehicles are generally thought to be more comfortable in terms of usage, experience, versatility, distance driven, etc.

3. Benefits and Drawbacks: Traveling is wonderful in all its forms. While some like to go by automobile, others prefer to use other forms of transportation, such as the bus, train, bike, auto rickshaw, and so on. You should balance the pros and cons of every situation in order to make the best decision.

Benefits and Drawbacks of a Private Vehicle:

Adaptability

The greatest benefit of driving is that it allows you to be adaptable. Any street, any stop, and any shortcut that suits your commute can be used. Most people would rather go at their own speed and arrive at their destination on time and without hurry. Some, on the other hand, would rather rush through the streets in a hurry alongside their colleagues. When you go by automobile, you can also bring your significant other, kids, or other family members. Additionally, you can enjoy some fun with them while traveling by dropping them off along the road. Just make sure everyone is safe; a little fun never hurt anyone.

Improved Views

Driving also gives you the chance to see breathtaking scenery. You are surrounded by people and the noise they make all the time when you take public transportation. However, you don't have to worry about the loud noise because you can enjoy your ride to work while singing along to your favorite tunes.

Sharing a car and saving money

You may now carpool with friends, coworkers, and save a substantial amount of money on gasoline expenses. By doing this, you benefit the environment, save money, and socialize with others while also having a fantastic time. Long chats with the proper people are the finest kind of conversations.

The Drawbacks of Long-Distance Car Travel

Distances

Driving is a fantastic alternative, particularly for quick travels. On the other side, lengthy trips take a lot of time and are very tiring. The worst situations are when there are lengthy traffic jams, irresponsible drivers, and negligent pedestrians. It gets challenging to stay focused when driving for extended periods of time in an environment with both traffic and pollution.

Unfavourable Weather

Another major disadvantage is bad weather, which can seriously affect your travel plans. You should pay attention and come prepared if you don't want to ruin our entire day. Potholes and slick roads are your adversaries during the monsoon. They deteriorate and harm your car's tires. It is difficult as well as dangerous. We're all aware of the substantial effects driving in the rain, snow, or gales can have on your abilities and circumstances.

Unexpected Expenses

It is not the least expensive mode of transportation to drive. What would happen if your car breaks down in the middle of the road and you have to rush to a business meeting? In addition to losing the contract, the cost of the repairs will cost you a lot of money. Driving ought to only be done when it's safe to do so.

Not to mention, parking is a big problem in India. It will be challenging to travel to work if you don't check to see if your office building has parking places.

Make sure your car is well-maintained and has comprehensive coverage. Auto insurance covers theft, natural catastrophes, and other risks. To drive without fear, get or renew your

Benefits & Drawbacks of Taxis:

Discount Offers

The ability to receive offers for rides at random is one of the key advantages of using online taxi services. By inputting the relevant discount code, you can take advantage of these offers prior to looking for a ride online.

Selecting the kind of transportation

Customers have a choice in how they wish to use the car. You have the option of renting a single vehicle or traveling in a carpool with others. In addition, one can select the type of vehicle they wish to travel in. The amount they wish to pay is up to them.

On-call assistance that is available 24/7

Online taxi services are available to users at all hours of the day, including late at night and early in the morning. When there may not be any method for someone to travel to work in an emergency, they can employ these taxi services at any time of day.

Time-saving

It hardly takes any time at all to book a taxi online. It links you with cabs in the area so they can travel to the pick-up spot swiftly and conveniently. Clients can now request rides without having to drive on the roadways.

Simpler for the drivers to locate their client

Drivers don't have to waste time looking for passengers because they are alerted through their smartphone whenever a consumer nearby wants to hail a trip. If the time and place work for the driver, he can accept the ride and head to the agreed-upon pickup spot.

Simple accessibility for clients

It is incredibly inconvenient and oftentimes frustrating to refuse to be taken to one's desired place by a taxi after another. For online taxi services, the driver accepts the ride to the destination on his own. Rejection is therefore essentially non-existent.

Payments without cash

Customers using online cab services can choose to pay online or with cash. If he doesn't have enough change, he can opt to pay online. This eliminates the need for the driver and the client to worry about having the correct change.

1.4 India’s Leading Automotive companies:

The top 10 automotive firms in India are as follows:

1. Suzuki Maruti

2. Hyundai Motor India

3. The Tata Motor Company

4. Mahindra and Mahindra

5. GM India

6. Motor Company Honda

7. MotoCorp Hero

8. TVS Motor Company

9. Bajaj Automotive Company

10. Ashok Leyland

1.5 CABS

This part looks at two big companies in the taxi service industry to provide readers a better understanding of the dynamics of the market on a company-by-company basis. There are several reasons why this study should be carried out in India, particularly in the states of Bengaluru, Mumbai, and New Delhi. Bengaluru is home to a disproportionate number of platform economy taxi service providers and consumers in India. The city functions as a regional economy with distinct labour and economic traits that are transferable to other cities. Uber is very successful in Bengaluru, even though Ola's headquarters are there. There is a lot of diversity in Indian cities as seen by the existence of city-based taxis. In cities like Mumbai and New Delhi, public hail cabs for intracity transport are governed by a city taxi plan and a powerful labour organization.

1.5.1 OLA

An Indian ridesharing firm (TNC) called Ola Cabs (stylized as OLA) offers ridesharing, food delivery, taxi services, and transportation service booking. Bengaluru, Karnataka, India is where the company is based. On January 24, 2022, Ola Electric, the top electric vehicle manufacturer in India, declared that it has raised more than $200 million from investors, including Tekne Private Ventures, Alpine Opportunity Fund, Edelweiss, and others. The company was valued at $5 billion in the most recent funding round. Softbank is one of several venture capitalists who hold the company. In January 2018, Ola entered its first international market, Australia, and in September 2018, it entered New Zealand. In March 2019, Ola began operating in the UK and brought auto rickshaws to the country. Prior to its London debut, over 10,000 drivers have applied both online and offline.

SALES INCOME

After reporting a loss of Rs 610.18 crore in the previous fiscal year, ANI Technologies, the parent company of Ola, reported a standalone operating profit of Rs 89.82 crore (profit before finance cost, depreciation, amortization, and tax, or EBITDA) in FY21.

Ride hailing accounted for the lion's share of the company's consolidated revenue, which it plans to go public with through an IPO. Ola reportedly intends to raise over $1 billion in the coming months through an initial public offering (IPO).

Furthermore, ANI Technologies provides food delivery and banking services. It was able to reduce its operational deficit to Rs 429.20 crore in FY21, despite a 63% decline in consolidated revenue to Rs 983.15 crore.

1.5.2 UBER

Uber Technologies, Inc., also known as Uber, is a global ride-hailing business with its headquarters located in the United States that offers services like food delivery, ridesharing, and a micromobility system of electric scooters and bikes. The company has operations in more than 785 global urban areas, with its headquarters located in San Francisco.

By 2021, Uber is expected to have over 131 million monthly customers worldwide. a market share of 24% for food delivery in 2018 and 67% for ride-sharing at the start of 2019 in the United States. Due to Uber's dominance in the sharing economy, there have been adjustments in the industry known as "tuberization," and several firms have dubbed their products "for X." Like other transportation network firms, Uber has come under fire for mistreating drivers, upending the taxicab business, and causing more traffic jams. The company has also come under fire for a number of unlawful activities and its combative attitude toward authorities.

SALES INCOME

Ube Uber's India branch concluded its fiscal year in March 2022 with operational revenue of Rs 396.95 crore, a 7.1% rise. Over the same time span, its total loss dropped dramatically from Rs 333.89 crore in the pandemic-hi FY21 to Rs 216.42 crore. In the fiscal year that ended in March 2022, the ride-hailing industry brought in Rs 388.23 crore, a 30% increase from Rs 299.76 crore in the previous year. Reportedly, Uber India Systems' employee benefit expense for FY22 dropped by 44% year over year to Rs 150.96 crore, based on regulatory filings accessed through the business intelligence portal Tolerate company's advertising and marketing expenses dropped by more than a third in FY22 compared to FY21.

1.6 OBJECTIVES

1. To comprehend public opinion regarding taxis and personal vehicles.

2. To comprehend the rationale behind people's decisions to use taxis or autos.

3. To examine the variables that affect the decision to choose between taxis and autos.

1.7 SCOPE OF THE STUDY

The study's scope is restricted to at least 50 participants.

2. People of all ages are welcome to participate in the study.

3. A group of working and non-working courses provided the data.

CHAPTER-2

LITERATURE REVIEW

2.1 Identifying Public Preferences

Urging urban commuters to take public transit is an excellent strategy to address the energy and environmental challenges associated with the transportation sector. To improve public transportation and make it the preferred form of transportation for urban commuters, public expectations and requirements ought to be prioritized during the policy-making process. The pairwise weighing approach, sometimes referred to as the Analytical Hierarchy Process, is utilized in this study to ascertain the relative significance of multiple variables in persuading urban commuters to utilize public transit. Information on public preferences for four parent criteria—reliability, comfort, safety, and cost—that were established through expert opinion and literature study was gathered through the first survey. The purpose of the initial survey was to ascertain public preferences for four parent criteria—reliability, comfort, safety, and cost—which were established by expert opinion and a review of the literature. Using a stratified random sample technique, questionnaire-based surveys were used to collect data from around 50 locations between January 2013 and July 2013 from nine districts of Delhi. According to our research, safety is the most important element in convincing urban commuters to choose public transit instead of their own cars, followed by dependability (27%) price (21%), and comfort (16%). Based on the four aforementioned criteria—more frequentist, adherence to schedules, shorter travel times, comfort, and safety—it was discovered that commuters preferred Delhi Metro services above buses and other public transit options. Travel expenses were not considered a deciding factor, therefore commuters were willing to pay more for better public transportation options. The results also showed that 96% of commuters are willing to use public transit if the previously listed features or criteria are included in order to create a system that works well. Transport planners can make an effective use of the available resources by balancing public preferences with technical options, according to these results.

2.2 Emerging smart urban para-transit solutions

A state-of-the-art study team led by Hanif and Sagar (2016) found that Mumbai's cab services have enormous room to grow in light of the expanding middle class and global business community's demands. Due to significant parking challenges in the city, many Mumbai residents would much rather rent a taxi than drive to a shopping mall, special event, or even a late-night party. This service is rated higher when it takes longer to find a spot for one's own car or to work through issues on a calm weekend. As per the research, clients extremely high levels of satisfaction This is a good thing for growth and expansion. Because technology-based entrepreneurs have supplied the solution, Sarvepalli and Prakash (2016) attempted to cover the cab aggregation sector in India exactly in their study. Along with consumer and company challenges, it also covers the current state of affairs.

Uber and Ola have completely changed the sector. In summary, it has impacted the slow consolidation of the market, and only the evaluation of companies who prioritize offering the best possible level of service will do so going forward. The RIDE model clarifies, for the benefit of future research, why it takes continuous research to understand the client and how technological innovation gaps might be creatively filled. Businesses that adapt to changing trends as soon as possible are those that stay in the market. Venkatesh and Easaw (2015) suggest that the expanding impact of technology on a company's success may be adequately demonstrated by the success of the cab aggregator business model.

2.3 Travel Behaviour

Many nations currently have laws encouraging individuals to walk, bike, and take public transportation rather than drive their own vehicles. Compact urban forms and pedestrian-friendly urban community design are seen to be especially effective strategies for reducing reliance on automobiles. It is difficult to create effective travel policies due to our poor understanding of the variables that affect travel behaviour. Mode choice and travel distances are influenced by personal traits and circumstances as well as urban design. Individuals with greater incomes are more likely to own and operate a private automobile than those from lower-income households. Compared to single-person homes, families with children utilize cars more frequently. The goal of the trip—work, shopping, or leisure—also influences the mode of transportation and the distance covered. We used data from the Netherlands National

Travel Survey, or OVG, to delve more into some of these linkages. The relative significance of personal and home environment factors was examined as predictors of mode selection and trip distance. Both sets of covariates continue to have a strong and distinct link with travel behaviour in multivariate travel behaviour models.

2.4 Urban Mobility at a Tripping point

M Two of mobility's main benefits are ease of access to employment and a sense of personal independence. But there are a lot of lingering problems with the way things are now, like expenses and traffic. We're still in the early stages of new mobility options. Consumers are learning to make concessions when balancing expenses, convenience, time, and choice. New technology have the power to change behaviour, and this might apply to transportation. In wealthier countries, smartphone use is now commonplace, and many middle- and lower-income countries are rapidly catching up. Because of this, Chinese companies like Didi Dache and Uber are now able to provide on-demand mobility through apps. There are indicators, subtle but significant, that consumer preferences and habits are shifting in affluent nations. With other apps, passengers can determine in real time which route is the cheapest and fastest from point A to point B (see sidebar "Startups that are reimagining personal mobility"). Even in the United States, a country that has a passionate affinity for cars, ownership rates are declining and the number of drivers is declining.

2.5 Assessing the possible increase in travel by old, non-driving individuals, and those with medical issues that restrict their ability to travel.

Vehicle automation can increase the mobility of currently underserved populations, such as the elderly, people who don't drive, and people with certain medical issues. In this study, we characterize each of these populations as a demand wedge and utilize U.S. travel survey data from the NHTS to estimate limitations on how VMT from these demand wedges could vary with autonomous vehicles. Although both age groups in the US mostly depend on cars for daily transportation, they have quite distinct travel patterns. Generally speaking, older persons drive less than their younger cohorts, and the share of overall VMT falls with age in proportion to the size of each cohort's population. Compared to men, elderly women have a large decline in VMT, especially at a considerably younger age. This is particularly noticeable

in the younger senior generation, as men begin driving close to 11,000 miles year and women drive approximately 6000 miles annually. The United States Census Bureau (US Census Bureau, 2014) projects that the country's senior population will increase by almost 60% by 2030. According to the U.S. Census Bureau (2013), there were about 43 million senior persons in the country in 2013. If this number continued to rise, by 2030, there would be roughly 74 million seniors living in the country. Drivers and non-drivers exhibit the biggest disparity in travel behaviour; the former travel far less than the latter across all age groups since they are unable to drive. The population increase alone would cause a 201 billion mile or 9.4% increase in light duty VMT relative to 2013 if senior drivers in 2030 continued to travel as much as they do now. Out of the 22 million adult non-drivers, about 9 million have a medical condition that makes travel problematic, and about 8 million have cut back on their daily travel as a result, according to the 2009 NHTS. On the other hand, there are almost 200 million adult drivers in the US.

Of these drivers, 14.7 million claim to have a medical condition that makes traveling challenging, and 11.7 million of them have cut back on their regular travel as a result. Approximately 6% of drivers and 37% of non-drivers have cut back on daily travel as a result of a medical state relative to the overall population. If the three demand wedges we examined were combined and assumed to occur simultaneously, the total annual light-duty VMT of individuals aged 19 and older in the United States would increase by roughly 14%, or 295 billion miles. The oldest senior demographic would experience the largest percentage increase in VMT, with women accounting for the majority of this increase. adults in the labour force (19—64).

2.6 Consumer Behaviour WRT E-Cab

We tried to look into how customers behaved when using e-cab hailing in our article. Price, discounts, ride-sharing options, cab aggregator brand, environmental awareness, driver performance (a.k.a. smartness, punctuality, and good driving skills), physical safety, privacy, and other factors are some of the variables that impact customers' decisions. In this digital age, e-wallets have taken the place of taxi meters, benefiting cab aggregators, drivers, and passengers alike. The study found that younger individuals prefer ride-sharing and e-cab hailing services because of their point-to-point service, ease of parking, and lower wait periods. It facilitates movement around cities for those who live there. Ride-sharing services

seem to be an asset to public transportation. In addition, among other problems, riders may encounter sexual harassment while on the road. incidents of drivers misbehaving while using a GPS system due to inadequate connectivity. Reducing data prices and enhancing internet connectivity are essential to India's shift to a digital economy so that it is more accessible to all prospective customers. Because of this, you must not to reserve a cab based solely on the driver's rating.

2.7 Economy Share

Digital marketplace platforms, sometimes referred to as the "sharing economy," have become a crucial element of the digital economy in recent times. The sharing economy is driven by platforms and apps that let private individuals exchange goods or services with one another for free or at a cost. A wide range of industries, including banking, housing, transportation, service delivery, and tourism, have praised the sharing economy for its immense potential. PricewaterhouseCoopers (PwC) projects that the sharing economy will be valued at USD 125 billion over the next ten years. Sharing economy models will have a bigger influence on consumer behaviour, environmental sustainability, and international labour markets. The sharing economy is expanding rapidly in emerging countries for a variety of reasons. Increased "digitalization," the acceptance of new technology, and the steady rise in social network use have all coincided with rapid urbanization. Most applications for the sharing economy are found on mobile devices which are gaining traction in developing countries. Due to the major transportation, housing, and climate change concerns that heavily urbanized regions in the Global South confront, businesses involved in the sharing economy view these areas as frontier markets. Despite the sharing economy's importance to emerging countries, little is known about its extent, makeup, or wider consequences because the majority of studies have concentrated on it in North American and European contexts. As low-cost hardware, rising connectivity, and informal enterprise continue to spread throughout the Global South, the International Development Research Centre (IDRC) has grown increasingly concerned with issues related to inclusion and regulations. Regulating services like Uber and Airbnb has become a major barrier in the developing globe. Since economic informality is already the norm in many regions, it is unclear whether traditional regulation will impede progress toward normalizing the informal sector.

2.8 Studying Travel Behaviour

The traditional transportation scene is changing as a result of a general movement in our economy toward collaborative consumption, an increase in direct-to-consumer transportation options, and mounting pressure on household transportation budgets. As travel habits and demand shift, new entrants into the market are placing themselves in the way of established transportation providers, posing challenges to the infrastructure and public transit planning, design, operation, regulation, and funding. This disturbance is avoided by moving away from privately owned cars and toward mobility solutions that are provided as a service. The concept is known as "Mobility as a Service" (MaaS), and it has gained significant international attention as a result of Northern European countries' early leadership. There isn't a full-service MaaS solution that integrates subscription services for both private and public transportation in Indian cities. The global assessment of MaaS projects shows that market opportunities and public sector vision will drive an evolutionary process in the delivery of MaaS goods. The analysis demonstrates that Maas is not and will never be a universally applicable solution. Instead, different models are likely to arise in every nation, state, city, or locale based on their mobility and service settings. In order to determine the proper degree of regulation and the proper policy approach for the private sector to develop a Common MaaS, it is expected that the public sector will need to establish a unique strategic framework.

2.9 Socio-Economic Analysis of Uber Cab Drivers

In India, car taxis have existed for a very long time. Private cars have been somewhat widespread since a later period. Even with the increase of private vehicles, regular taxis remained crucial. Regular taxis remained the preferred means of transportation for people who needed private transportation at their own convenience. The places where regular cabs might be located were the taxi stands. Initially, clients had to physically visit the taxi stands in order to utilize their services. They were forced to wait in line at a taxi bay or make their reservations over the phone.

Any additional expenses were paid for using cash or a check. Subsequently, as telephone technologies developed, so did their use. Taxi services may now be dispatched to a user's location with just a few smartphones button taps, making it incredibly easy to use. Today,

people refer to these services as "online taxies." Because of how much users have learned to value these services' convenience; they now think of using them before heading to a bus stop or taxi stand for any kind of local travel. Online payment solutions also make it quick and simple to make the payment. It's evident from the way that online taxis have grown so quickly and become a new kind of transportation in recent years. Since then, using technology as a strategy has been embraced by the public transportation industry.

Many online cab services such as Ola, Uber, and others are available in Kerala. Uber has become one of the most well-liked transportation options among the accessible brands. Uber runs its taxi service by using the internet and high-speed data to deliver precise information about public transportation options in the area. Features like local traffic, taxi wait times, driver details, and available payment methods are all easily accessible to the user. The convenience and ease of usage of the ride benefits the user. Uber has the benefit of being able to control prices by effectively allocating rides by figuring out where users are in relation to available cars. If the user takes a cheap ride, they can profit from the savings. Uber's flexibility in handling rides is bolstered by the time savings that result from sharing user and vehicle locations.

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CHAPTER-3

RESEACH METHODOLOGY

3.1 RESEARCH DESIGN

What data will be gathered for sources by those operations is specified by the project's framework's overall operational pattern.

The two main types of research designs are exploratory research design and conclusive research design. There are two categories of conclusive study designs: descriptive and causal/experimental.

The appropriateness of a research design for a particular study depends on the nature of the problem as well as the method used for data gathering and analysis.

A descriptive research technique is appropriate for this topic.

3.2 RESPONDENTS

Respondents are those who fill out a survey, participate in an interview, or supply data that will be examined as part of the research project. Participants must provide informed consent and be of any age as defined by the study's parameters in order to take part. There were 76 responders in total in this study.

3.3 SAMPLE UNIT

The population is age-neutral and hails from the Delhi NCR area.

3.4 SAMPLING TECHNIQUE

Convenience Sampling Method

Convenience sampling is a non-probability sampling technique where samples are collected based on the researcher's convenience.

The convenience sampling method was selected for this study because of its efficiency, affordability, and sample availability, as well as the ease of finding respondents.

3.5 DATA COLLECTION

This section explains the methodological issues and concerns related to acquiring and managing the data used in the study. There are two sections in this section, each of which describes distinct facet of the process of gathering data. Information on data collection methodologies is provided in the first section, while information about the questionnaire's incorporation and structure is provided in the second.

3.6 DATA COLLECTION TOOLS

I have made use of Primary data is information that has never been released into the public domain or existed previously. The purpose of gathering primary data is to subject it to critical analysis.

In order to gather information about the topic, this study employed a quantitative research approach (questionnaire).

Information about people's intentions and opinions regarding chatbots is gathered using a structured questionnaire. A questionnaire is a tool that asks a number of questions in order to collect data.

A formal questionnaire was used to gather primary data from students in the Delhi NCR region who were enrolled in Matric, 10+2, Graduate, and Postgraduate programs.

To achieve a high response rate, the questionnaire was distributed via an online link. The goal of the survey was explained to the pupils. There were four sections to the questionnaire:

1. The respondents' ages
2. The respondents' gender.

3. The respondents' line of work
4. The respondents' educational background

Method of sampling: convenience sampling

Unit of sampling:

(a) High school graduation;

(b) 10+2;

(c) Graduate

(d) postgraduate

76 responders make up the sample size.

Location of research: Delhi NCR

- **Secondary**

Information from previously released papers, articles, and the like is regarded as secondary data. We consulted a wide range of printed and digital resources, including books, periodicals, articles, and other websites.

3.7 Data Analysis Tool

Statistics from the Data Analysis Tool were used to analyse the data obtained from the survey. Frequencies in bar graphs and percentages are used to tabulate, gather, code, analyse, and provide results from the data. SPSS software is used for data analysis.

3.8 Questionnaire

A set of objectives guided the creation of the questionnaire. The structured questionnaire consists of ten items total.

CHAPTER-4

ANALYSIS AND INTERPRETATION

Data analysis is crucial since it provides us with crucial information about the many studies that have been conducted. Numerous statistical tools, such as tables, pie charts, and graphs, are used in analysis. The desired output is then obtained after selecting the appropriate sample size. Pie charts, histograms, and bar graphs are the statistical techniques employed in this study. There are seventy-six respondents to the survey. Every piece of information is real and true, provided by real people.

Chart No. l: Respondents' Age

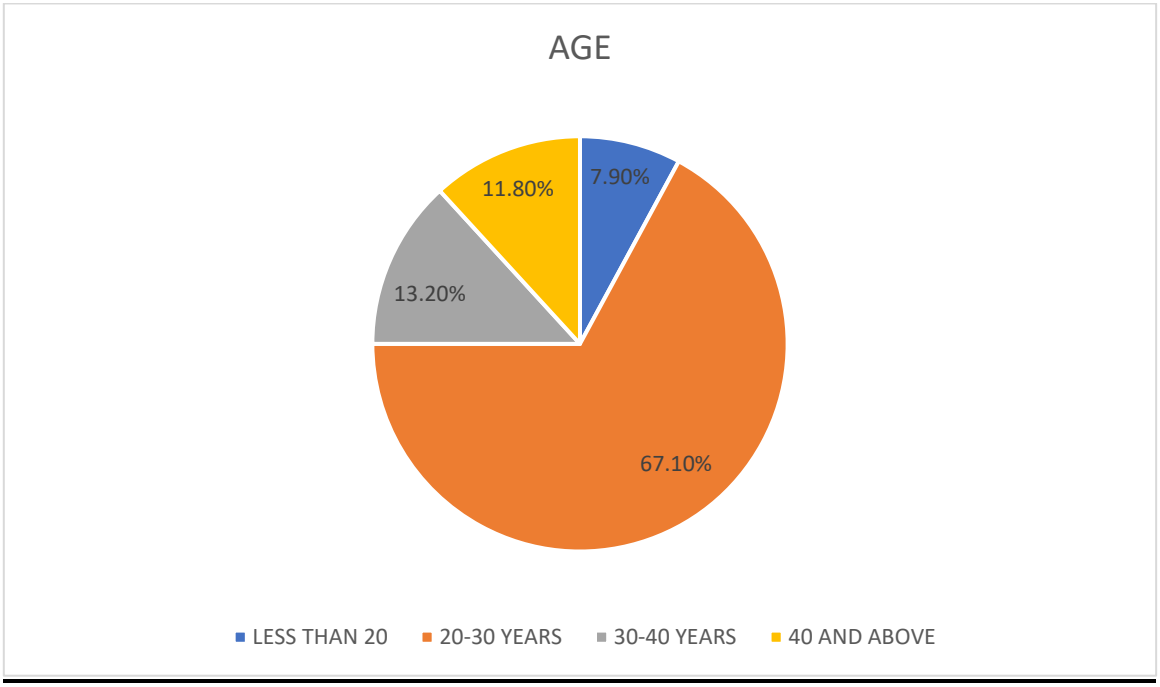

Fig I (Source: Own Analysis)

The age range of those who have completed this specific form is shown in the pie chart above. 7.9% of the 76 individuals are under 20 years old. 67.1% of the population is between the ages of 20 and 30, 13.2% is between the ages of 30 and 40, and 11.8% is beyond the age of 40.

Chart No.2-Gender of Respondents

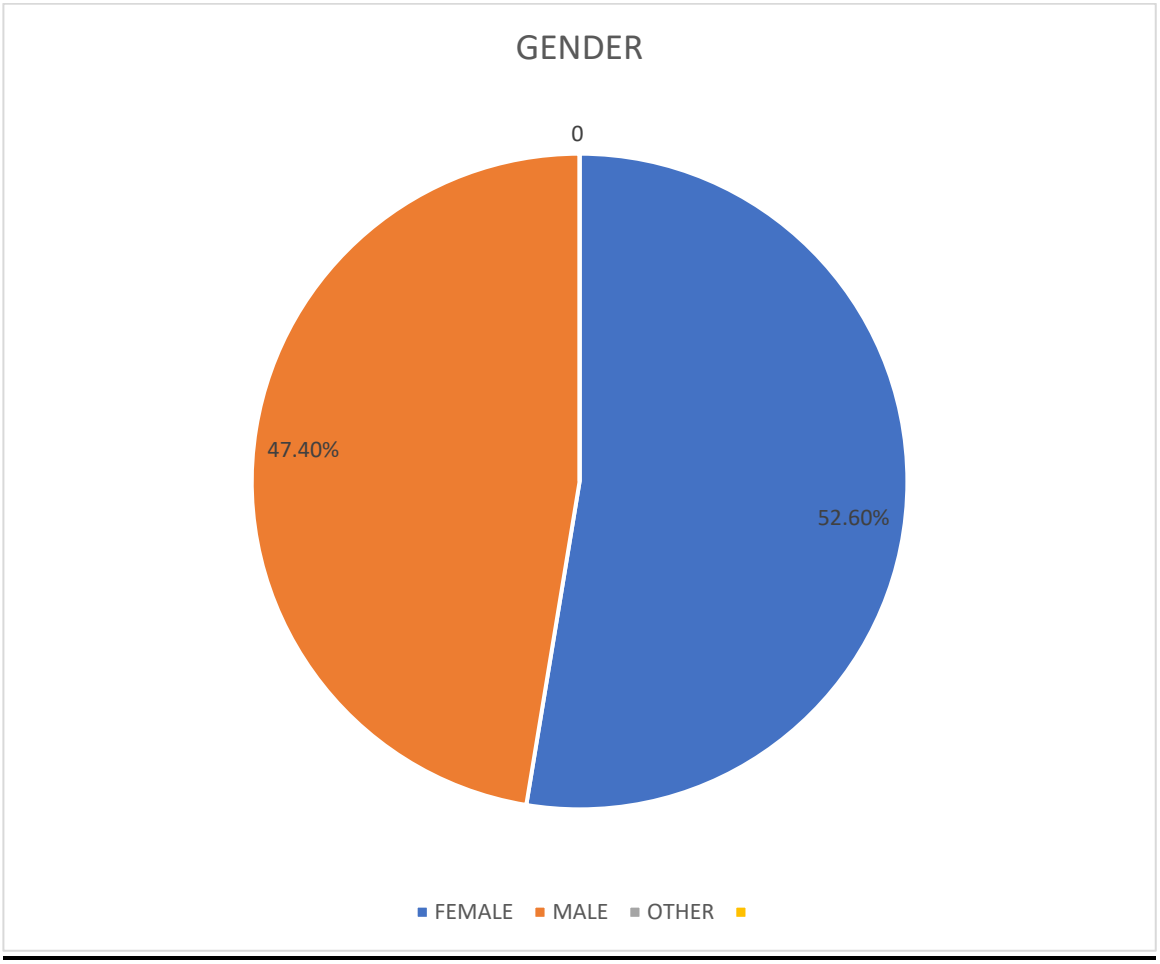

Fig 2 (Source: Own Analysis)

The gender distribution of the individuals who filled out this form—both male and female members—is shown in the pie chart above. Out of the 76 people who filled out this form, 52.6% are female members and the remaining 47.4% are male members.

Chart No.3- Occupation pf Respondents

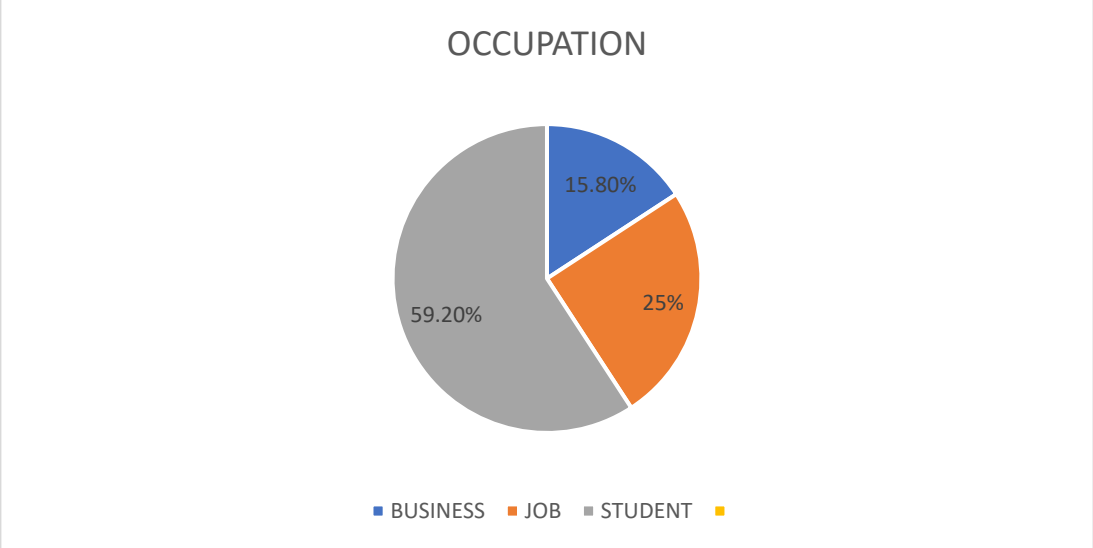

Fig 3 (Source: Own Analysis)

The aforementioned graphic shows the distribution of occupations: 15.8% are business owners, 25% are job workers, and 59.2% are students.

Chart No.4- Education qualification of Respondent

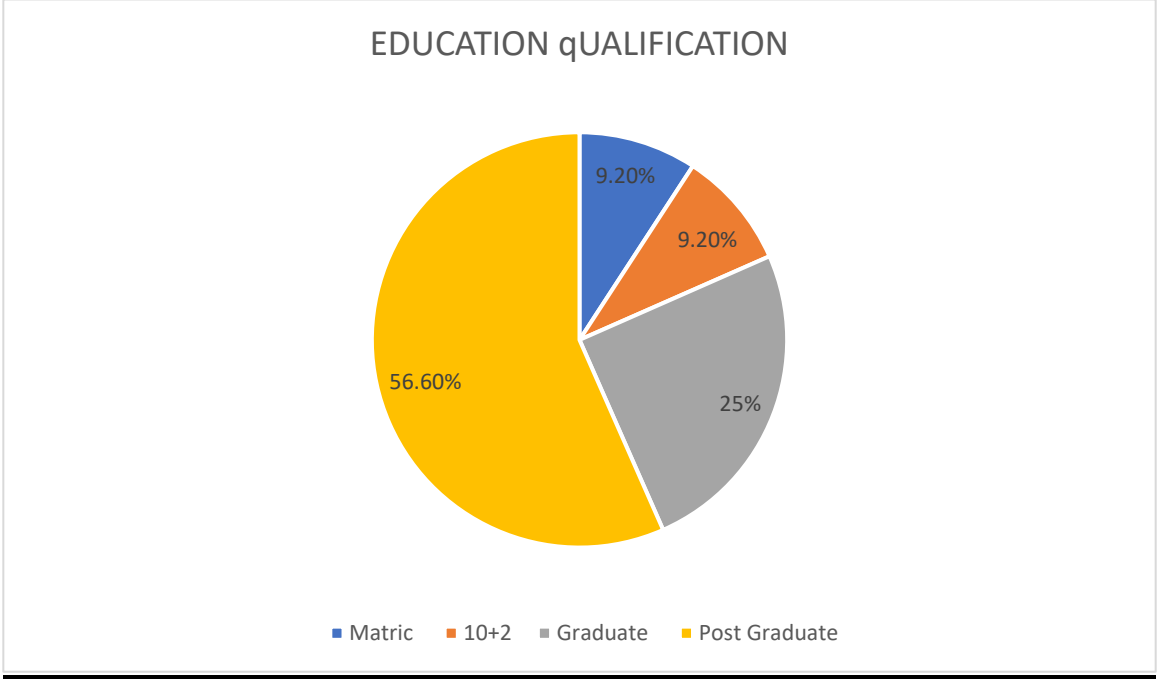

Fig 4 (Source: Own Analysis)

The education qualifications of those who filled out this specific form are shown in the above chart. Of the overall population, 25% are graduates, 56.6% are postgraduates, 9.2% are matriculants, and the remaining 9.2% are 10+2.

Chart No.5- System of transportation preferred by Respondents

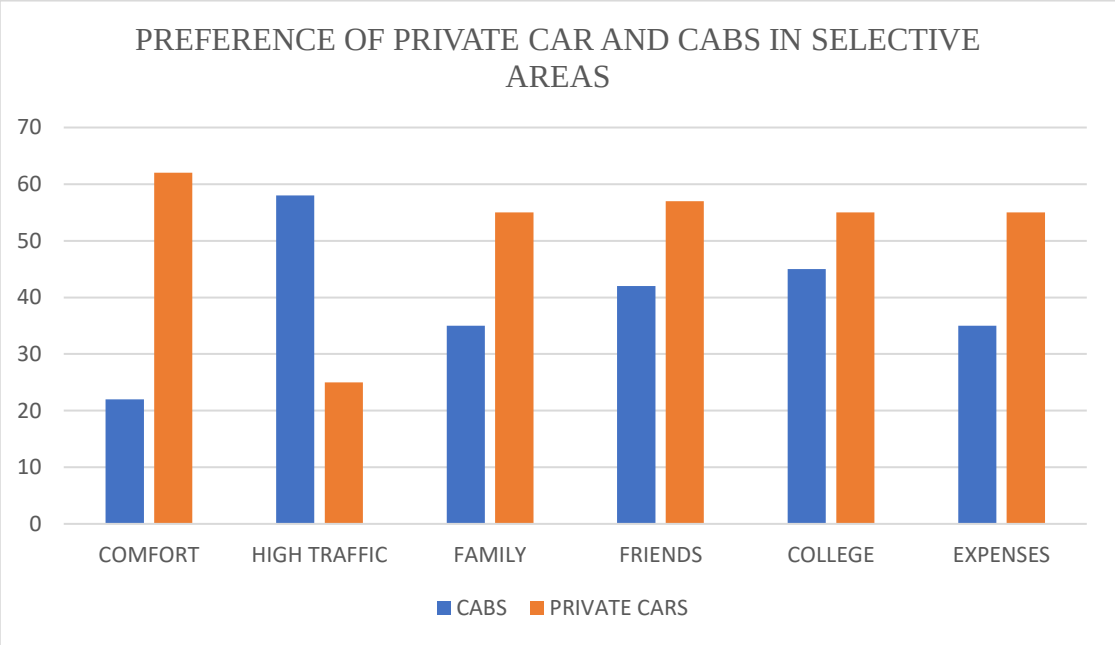

Fig.5 (Source: Own Analysis)

The preference of respondents based on several parameters, such as comfort, expenditures, high traffic areas, etc., is displayed in the above chart.

Chart No. 6 – Satisfaction Of Respondents by Their Private Car

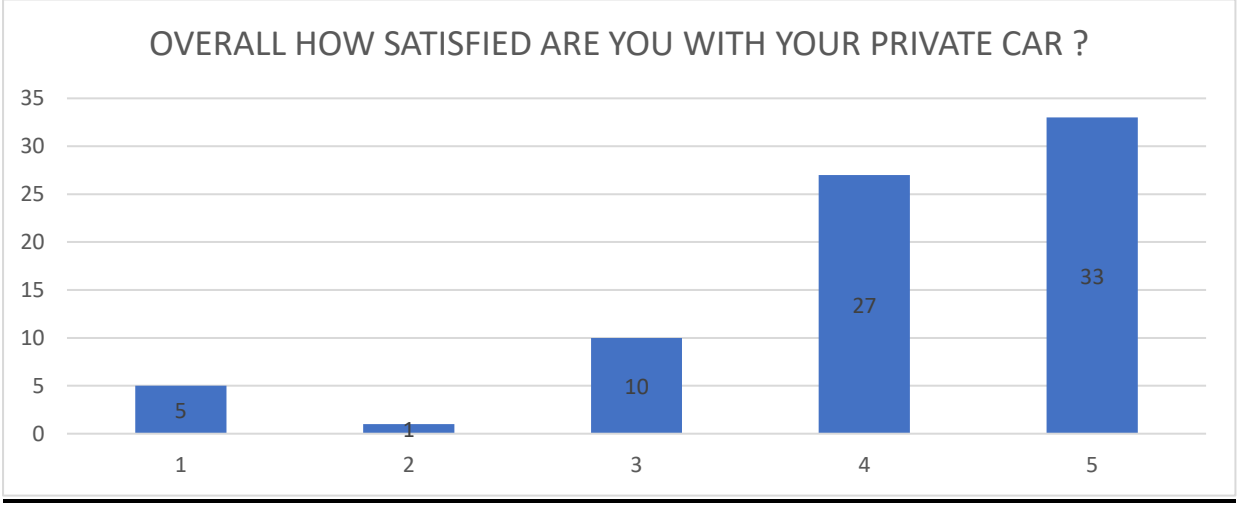

Fig 6 (Source: Own Analysis)

The above graph depicts the satisfaction level of people for private cars. 1 depicts least satisfied i.e. 6.6% and 5 depicts highly satisfied i.e. 43.4% people.

Chart No. 7 – Satisfaction rate of Cabs

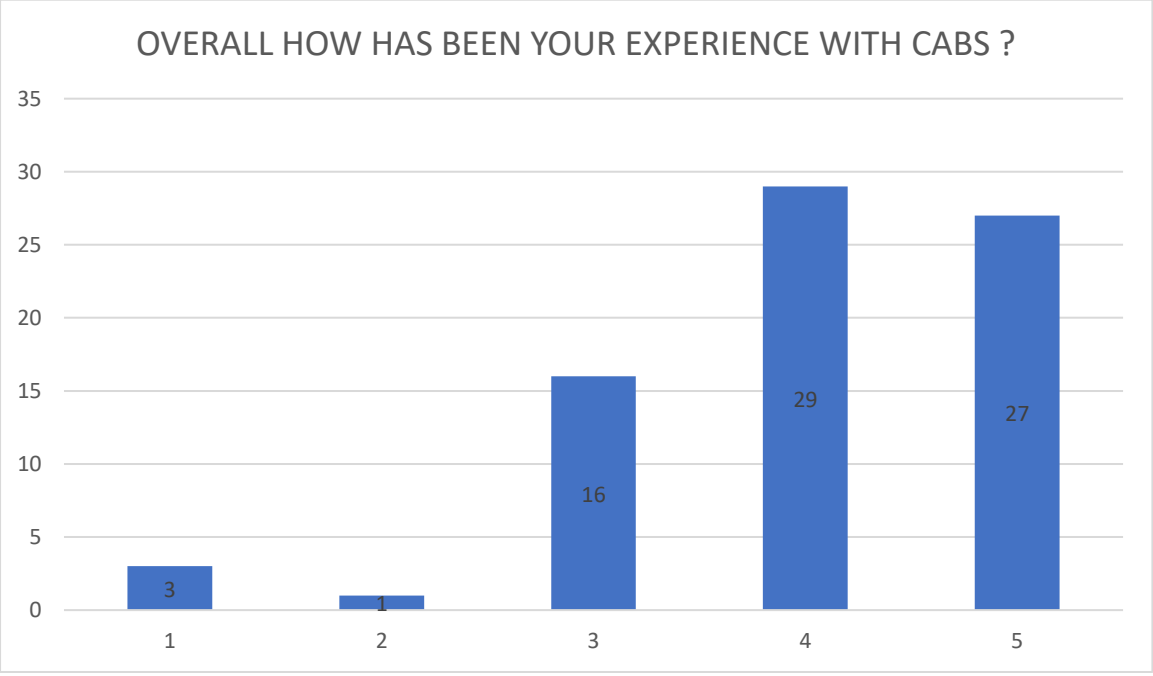

Fig. 7 (source : Own Analysis)

The above graph depicts the satisfaction level of people for cabs. 1 depicts least last satisfied i.e. 6.6% and 5 depicts highly satisfied i.e. 21.1% people.

Chart No. 8 – Type of Transportation More Suited for Metropolitan City

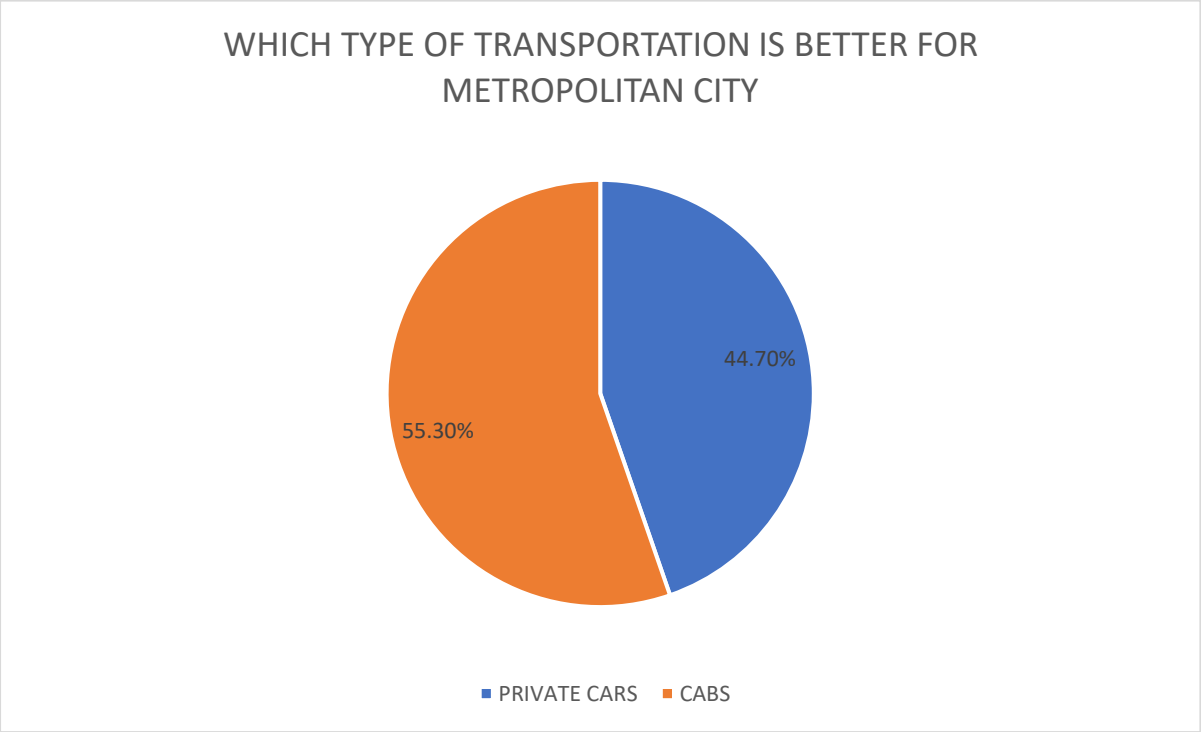

Fig 8 (Source: Own Analysis)

The above chart depicts the system of transportation people fin more effective i.e. private cars or cabs. Out of 76 respondents, 44.7% people prefer private cars and 55.3% people prefer cabs.

Chart No. 9 – Type of Transportation Which is More Preferred

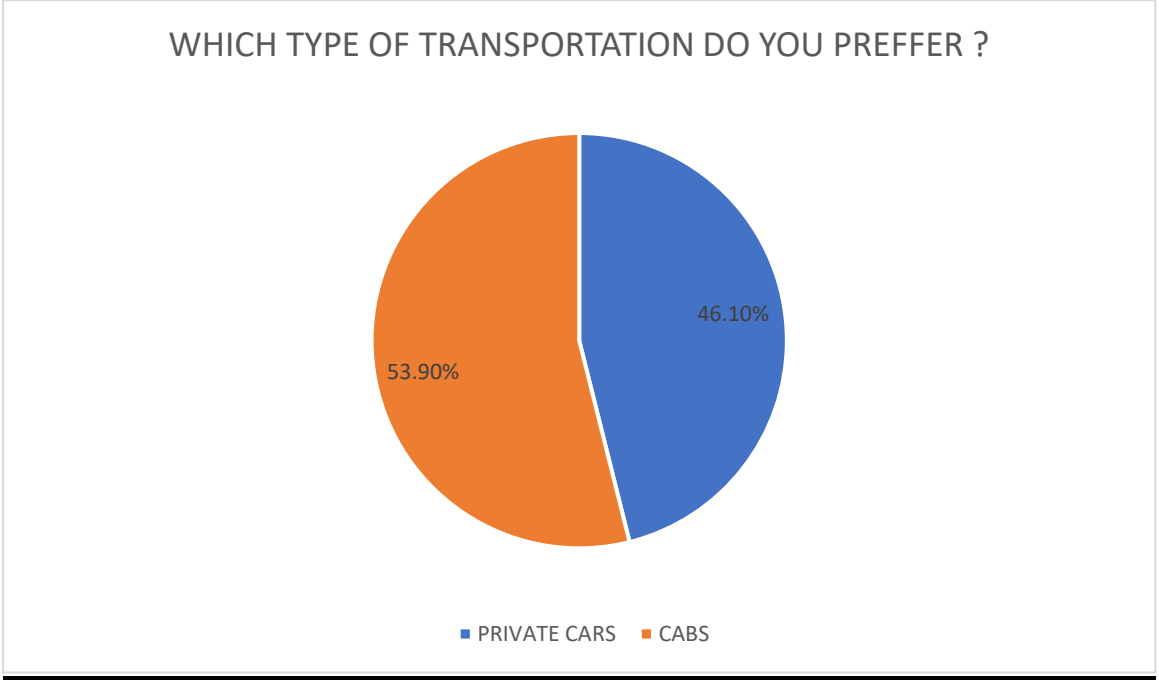

Fig 9 (Source: Own Analysis)

The above chart depicts the system of transportation people prefer i.e., private cars or cabs. Out of76 respondent's 46.1 % percent people prefer private cars and 53.9% people prefer cabs.

Customer's Preference Between the two system of transportation: -

The Preference of the Customer Chi-Square test was used to compare the two modes of transportation in order to better understand consumer perception and determine whether a person's demographics influence which mode they prefer—private car versus taxi.

utilized while taking into account the occupation, family income, age, gender, and dwell area. In order to commence the analysis and ascertain the correlation between the demographic factors and the preferences of the customers, a hypothesis was first formulated, taking into account one demographic factor at a time. A chi-square test was then conducted to examine and determine whether or not there was a significant relationship. The developed hypothesis and the Chi-Square test findings are described in full below.

1. What is your age in years? * Which transportation system do you prefer?

Null Hypothesis: - There is no correlation between a customer's age and their preferred mode of transportation.

An alternate hypothesis states that there is a substantial correlation between a customer's age and preferred mode of transportation.

AGE * WHICH SYSTEM OF TRANSPORTATION DO YOU PREFER?

			PRIVATE CARS	2	TOTAL
AGE	LESS THAN 20	COUNT	0	6	6
		EXPECTED COUNT	2.8	3.2	6.0
	20-30 YEARS	COUNT		26	51
		EXPECTED COUNT	23.5	27.5	51.0
	30-40 YEARS	COUNT	6	4	10
		EXPECTED COUNT	4.6	5.4	10.0
	40 AND ABOVE	COUNT	4	5	9
		EXPECTED COUNT	4.1	4.9	9.0
TOTAL		COUNT	35	41	76

		EXPECTED COUNT	35.0	41.0	76.0

Chi-Square Tests

	value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi - Square	**6.095[2]**	**3**	**.107**
Likelihood Ratio	**8.377**	**3**	**.039**
Linear by linear Association	**1.303**	**1**	**.254**
N of valid cases	**76**		

a. 5 cells (62.5%) have an expected count less than 5. The minimum expected count is 2.76

Figure101; Chi – Square Test Results

Figure 10 shows the P-Value of the test statistic to be. I 07. Since we had set a 5% threshold for significance, we do not accept the null hypothesis if the p-value is less than the 5% (0.05) threshold that we had selected, in accordance with usual guidelines. Therefore, there is no significant correlation found between the customer's preferred transportation system and age.

2. Gender*: WHAT TRANSPORTATION SYSTEM DO YOU PREFER?
The null hypothesis states that there is no correlation between a customer's desire for a transportation system and their gender.
An alternative theory There is a strong correlation between a customer's preferred transportation system and their gender.

GENDER* WHICH SYSTEM OF TRANSPORTATION DO YOU PREFER? Crosstabulation

			Private cars	**2**	**total**
Gender	**Male**	**Count**	**20**	**16**	**36**
		Expected Count	**16.6**	**19.4**	**36.0**

	Female	**Count**	**15**	**25**	**40**
		Expected Count	**18.4**	**21.6**	**40.0**
Total		**Count**	**35**	**41**	**76**
		Expected Count	**35.0**	**41.0**	**76.0**

Chi–Square Tests

	Value	**df**	**Asymptotic Significance (2-sided)**	**Exact Sig. (2 sided)**	**Exact Sig. (1 sided)**
Pearson Chi Square	**2.486[2]**	**1**	**115**		
Continuity Correction	**1.183**	**1**	**178**		
Likelihood Ratio	**2.498**	**1**	**114**		
Fisher's Exact Test				**.167**	**.089**
Linear by Linear Association	**2.454**	**1**	**117**		
N of Valid Cases	**76**				

a. **0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.58**
b. **Computed only for a 2*2 table**

Figure 11: Chi – Square Test Results

The P-Value of the test statistic is as follows (Figure 11).115. We did not accept the nuU hypothesis since we had assumed a 5% level of significance and, generally speaking, if the p-value is less than our selected level of significance, which is 5% (0.05), then so too. Thus, a

There is no discernible correlation between the customer's preferred mode of transportation and gender.

3. Occupation * WHICH TRANSPORTATION SYSTEM DO YOU PREFER?

The null hypothesis states that there is no connection between a customer's preferred mode of transportation and their occupation.

An alternate hypothesis states that there is a strong correlation between a customer's preferred transportation system and their occupation.

OCCUPATION * WHICH SYSTEM OF TRANSPORTATION DO YOU PREFER? Crosstabulation

			Private cars	2	total
Occupation	Business	Count	5	7	12
		Expected Count	5.5	6.5	12.0
	Job	Count	9	10	19
		Expected Count	8.8	10.3	19.0
	Student	Count	21	24	45
		Expected Count	20.7	24.3	45.0
Total		Count	35	41	76
		Expected Count	35.0	41.0	76.0

Chi–Square Tests

	Value	df	Asymptotic Significance (2 sided)
Pearson Chi Square	.113[2]	2	.945
Likelihood Ratio	.114	1	.945
Linear by Linear Association	.060	1	.807
N of Valid Cases	76		

A. 0 cells (0.0%) have expected count less than 5. The Minimum expected count is 5.53

Figure 12: Chi Square Test Results

Figure 12 shows that the test statistic's P-value is.945. We did not accept the null hypothesis since we had assumed a 5% level of significance and, generally speaking, if the p-value is less than our threshold of significance, which is 5% (0.05). Therefore, there is no meaningful correlation between the customer's preferred transportation system and their occupation.

4. QUALIFICATION IN EDUCATION: WHICH TRANSPORTATION SYSTEM DO YOU PREFER?

Null Hypothesis: - There is no connection between a customer's preferred transportation method and their level of education.

An alternate hypothesis states that there is a strong correlation between a customer's preference for the transportation system and their level of education.

EDUCATIONAL QUALIFICATION* WHICH SYSTEM OF TRANSPORTATION DO YOU PREFER? Crosstabulation

			Private cars	**2**	**total**
Educational Qualification	**Matric**	**Count**	**1**	**6**	**7**
		Expected Count	**3.2**	**3.8**	**7.0**
	10+2	**Count**	**2**	**5**	**7**
		Expected Count	**3.2**	**3.8**	**7.0**
	Graduate	**Count**	**9**	**10**	**19**
		Expected Count	**8.8**	**10.3**	**19.0**
	Post Graduate	**Count**	**23**	**20**	**43**
		Expected Count	**19.8**	**23.2**	**43.0**
Total		**Count**	**35**	**41**	**76**
		Expected Count	**35.0**	**41.0**	**76.0**

Chi – Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi Square	4.675	3	0.197
Likelihood Ratio	5.079	3	0.166

Linear by Linear Association	4.361	1	0.037
N of valid cases	76		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 3.22

Figure 13: Chi Square Test Results

Test statistic's P-value is determined to be 0.049. We did not accept the null hypothesis since we had assumed a 5% level of significance and, generally speaking, if the p-value is less than our threshold of significance, which is 5% (0.05). However, this instance does not follow the same rules. Therefore, there is a strong correlation between the customer's preferred transportation system and their level of education.

REGRESSION

D1 = dependent variable (your level of satisfaction with your private vehicle overall)
D2: independent variable (your level of satisfaction driving a private vehicle in traffic)

Descriptive Statistics

	Mean	**Std. Deviation**	**N**
D1	**4.0789**	**1.10469**	**76**
D2	**3.9605**	**1.02555**	**76**

Correlations

		D1	**D2**
Pearson Correlation	**D1**	**1.000**	**0.426**
	D2	**0.426**	**1.000**
Sig. (1 - tailed)	**D1**		**.000**
	D2	**.000**	
N	**D1**	**76**	**76**

	D2	**76**	**76**

Annova[a]

Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	**16.647**	**1**	**16.647**	**16.451**	**.000**
Residual	**74.88**	**74**	**1.012**		
Total	**91.526**	**75**			

- Dependant Variable : D1
- Predictors: (Constant) D2

Coefficient[a]

		Unstandard Coefficients		Standard Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.26	0.463		4.878	0
	D2	0.459	0.113	0.426	4.056	0

a. **Dependant Variable: D1**

The findings of this study indicate that people's experiences in traffic in their private vehicles have an impact on their overall level of satisfaction with those vehicles (p value = 0.00, beta = 0.459).
HO: There is no discernible link between consumers' experiences in traffic and their general level of happiness with their personal vehicles.
Hello: Customers' experiences in traffic and people's general contentment with their personal vehicles are significantly correlated.

We will reject the null hypothesis and accept the alternate hypothesis that there is a significant relationship between the experience of consumers in traffic and the p value, which is 0.00, which is less than 0.05, or $p < 0.05$.

Model Summary[b]

Model		R Square	Adjust R Square	Std. Error of th Estimate
1	.426a	0.182	0.171	1.00593

a. **Predictors: (constant), D2**
b. **Dependant Variable: D1**

Figure 18 Regression

With a R value of 0.426, the model we created is considered to be moderate as the relationship is noteworthy. There is a connection between the dependent and independent variables, and the larger the R value, the better the association. Here general level of satisfaction in a person's personal vehicle as a dependent variable.

DI stands for dependent variable. (IN GENERAL, HOW HAS IT BEEN WORKING WITH CABS?)
D2 is an independent variable. (HOW HAVE YOU FOUND THE CABS IN TRAFFIC, IF ANY?)

Descriptive Statistics

	Mean	Std. Deviation	N
T1	14.0000	0.99331	76
	T23.6711	1.11221	76

Correlations

Correlations

		T1	T2
Pearson Correlation	T1	1.000	.483
	T2	.483	1.000
Sig. (1-tailed)	T1	.	.000
	T2	.000	.
N	T1	76	76
	T2	76	76

Annova[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	**17.246**	**1**	**17.246**	**22.486**	**.000[b]**
Residual	**56.754**	**74**	**.767**		
Total	**74.000**	**75**			

Coefficients[a]

		Unstandardized Coefficient		Standardized Coefficient		
Model		**B**	**Std, Error**	**Beta**	**t**	**sig**
1	**(Constant)**	**2.417**	**0.349**		**6.935**	**.000**
	T2	**0.431**	**0.091**	**0.483**	**4.742**	**.000**

The current study's findings indicate that drivers' experiences in traffic have an impact on consumers' overall happiness with their private vehicles (p value = 0.00, beta = 0.431).

HO: There is no discernible correlation between the general experience of passengers in taxis and the experiences of consumers in traffic.

Hello: Customers' experiences in traffic and their general satisfaction with ll cabs are significantly correlated.

We will reject the null hypothesis and accept the alternate hypothesis that there is a significant relationship between customers' experiences in traffic in their cars and their overall satisfaction because the p value is 0.00, which is less than 0.05, or $p < 0.05$.

Model Summary

Model		R Square	Adjusted R Square	Std. Error of the Estimate
1	483 a	.233	.223	.87576

a. Predictors: (Constant), T2

Table 19 Regression

The model we created is considered moderate because the association is significant, as indicated by the R value of 0.483. There is a connection between the dependent and independent variables; the higher the R value, the stronger the association. The entire quality of a customer's taxi experience is a dependent variable in this case.

CHAPTER 5

Conclusion and Limitations

Conclusion

People have a variety of options and approaches when it comes to using transportation. This study, however, contrasts customer preferences for private vehicles with those of taxis. Traveling between locations is made easier with the help of these two distinct modes of transportation. As a result, we have looked into the preferences of different individuals about the form of transportation they select, which is either a private vehicle or a taxi. Thus, by asking them to fill out a questionnaire, we were able to analyze 76 individuals in total. Both sexes contributed liberally to the response.

The age distributions of each age group vary. The questionnaire was filled out by workers, students, business owners, and others. Most people prefer private vehicles over taxis as a mode of transportation. There are many who are gradually and cautiously moving from their own cars to taxis. Sometimes, driving an own vehicle might be more satisfying than using a taxi. People prefer private cars over taxis in certain situations. For example, they prefer private cars when traveling with friends and family, private cars when traveling to schools, offices, and other locations, and they prefer private cars over taxis when there is heavy traffic.

Following data analysis using SPSS software, the study demonstrates that, when utilizing an Anova statistical test and accounting for p values, the consumer's experience in taxis and private vehicles during traffic has a noteworthy effect on their overall experience in those modes of transportation, respectively.

Chi square tests were used to examine the significant relationship between a number of variables (age, gender, occupation, and educational attainment) and the preferred transportation system of the customer; additionally, a chi square test was conducted between the aforementioned variables and the preferred transportation system in a metropolitan area.

According to the test, among the characteristics listed, educational background has a big influence on the transportation system that people in metropolitan areas prefer.

We may therefore conclude that a relatively small percentage of people prefer taxis to own vehicles. Consequently, the solution to my third study goal is that taxi businesses should create new marketing strategies to attract new customers with student discounts and reduce the overall cost of reserving a taxi. It has been determined that customers prefer private automobiles over taxis because they are dependable modes of transportation. However, each nation and industry should have a healthy balance of patterns, so Delhi's higher population and pollution levels should draw in more patterns. Using a private vehicle also increases traffic and pollution.

Suggestions

- The respondents stated that they were not very satisfied with taxis; therefore, in order to address this, taxi businesses such as UBER and OLA should regularly monitor consumer feedback and make decisions based on it.
  Customers' levels of satisfaction are increased when their pickups occur at the times that are arranged.
- Respondents stated that they prefer private vehicles over taxis when they travel with friends. As a result, taxi operators should extend further discounts to youngsters enrolled in schools or universities in order to draw in more business from this demographic.
- Respondents stated that they found private vehicles to be more convenient than taxis; therefore, taxi businesses ought to upgrade their vehicles and select more amiable drivers.
- According to the respondents, taxis and private vehicles are about equally appealing. For this reason, several taxi firms have installed a small screen behind the driver's seat so that many of their patrons can watch their preferred movies or television programs while on the go. Additionally, several businesses have begun implementing this kind of approach.
- The primary draw and convenience for cab users will be provided by cab firms when their vehicles arrive at the designated drop-off location and on time. This will boost the number of cab companies and consequently increase the number of times people use cabs.

Limitations

There are a few limitations to the current study on customers' attitudes and perceptions of 1g1tal rupee in Delhi NCR that should be considered when assessing the results. Because of the short research period, it may not have been possible to collect a more diverse sample or use m d eel ore a vane measurements. An extended time of data gathering could have allowed for a more thorough research and improved analysis.

76 people participated in the current study, which was judged to be a sufficient sample size for its objectives. Nevertheless, given the small sample size, it's probable that the study's

findings won't accurately reflect the respondents' demographic in the Delhi, NCR, area. An analysis that was more accurate and dependable about the preference of consumers for private vehicles over taxis would have been possible with a bigger sample size.

In conclusion, the current study provides insightful information about the elements that influence Delhi NCR consumers' preferences for private vehicles or taxis. When evaluating the findings, it is important to keep in mind the variations of the study.
These restrictions include the absence of data, the limited sample size, and the restricted study location.
Subsequent investigations ought to strive to broaden the study's purview by incorporating more extensive sample sizes and diverse fields, in addition to thoroughly examining consumer preferences. By doing this, a more thorough understanding of consumers' preferences for taxis or private vehicles would be possible.

References

ANNEXURE

SURVEY FORM FOR THE CONSUMER PREFERENCE TOWARDS PRIVATE CARS OR CABS

1. AGE

   Choose only one option

   - Less than 20
   - 20-30 years
   - 30-40 Years
   - 40 and above

2. GENDER

   - Male
   - Female
   - Other

3. OCCUPATION

   Choose only one option

   - Business
   - Job
   - Student
   - Other

4. EDUCATIONAL QUALIFICATION

   Choose only one option

   - Matriculation
   - 10+2
   - Graduate

- Post Graduate

5. PREFERENCE Of PRIVATE CARS AND CABS IN SELECTIVE AREAS
   - COMFORT - _____
   - HIGH TRAFFIC- _____
   - FRIENDS- _____
   - FAMILY - _____
   - COLLEGE/ SCHOOL/ OFFICE - _____
   - EXPENSES- _____

6. OVERALL HOW SATISFIED ARE YOU WITH YOUR PRIVATE CAR?

   Choose only one option
   - 1
   - 2
   - 3
   - 4
   - 5

7. OVERALL HOW HAS BEEN YOUR EXPERIENCE WITH CABS?

   Choose only one option
   - 1
   - 2
   - 3
   - 4
   - 5

8. HOW HAS BEEN YOUR EXPERIENCE WITH THE CABS IN TRAFFIC?

   Choose only one option
   - 1
   - 2

- 3
- 4
- 5

9. WHICH TYPE OF TRANSPORTATION IS BffiER FOR METROPOLITAN CITY

Choose only one option

- Private Cars
- Cabs

10. WHICH SYSTEM OF TRANSPORTATION DO YOU PREFER?

Choose only one option

- Private Cars
- Cabs

11. HOW STATISFIED ARE YOU WITH YOUR PRIVATE CAR IN TRAFFIC?

Choose only one option

- 1
- 2
- 3
- 4
- 5