

**A STUDY ON ONLINE CAB BOOKING SERVICES AND ITS IMPACT  
ON CUSTOMER PREFERENCE AND SATISFACTION IN MYSURU  
CITY**

Dissertation submitted to University of Mysore

**DEPARTMENT OF COMMERCE**

**SUBMITTED BY:**

**Dikshith D**

Final year M.Com

(Register No: P01ZW21C0035)

**UNDER THE GUIDANCE OF:**

**Chethan S**

Guest Faculty

Department of Commerce

Dr.B.R. Ambedkar Post Graduate Centre

University of Mysore

Suvarnangotri

Chamarajanagara – 571313

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**UNIVERSITY OF MYSORE**  
**Dr.B.R. AMBEDKAR POST GRADUATE CENTRE**  
**SUVARNAGANGOTRI CHAMARAJANAGARA – 571313**

**CERTIFICATE**

I hereby certify that the Dissertation work entitled “A STUDY ON ONLINE CAB BOOKING SERVICES AND ITS IMPCT ON CUSTOMEER PREFERENCE AND SATISFACTION IN MYSURU CITY” is an authentic record of the bonafide Dissertation work carried out by **Mr. Dikshith D (Register No: P01ZW21C0035)** a student of IV semester **M.Com**, under my guidance and supervision for the partial fulfilment of **M.Com** degree in the Department of Commerce, Dr.B.R. Ambedkar Post Graduate Centre, University of Mysore Suvarnangotri, Chamarajanagara.

This Dissertation or any part of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.

  
**Chethan S**

**(Guest Faculty)**

**Department of Commerce**  
**Dr.B.R. Ambedkar PG centre**  
**University of Mysore**  
**Suvarnangotri, Chamarajanagara**

**Date: 31/08/2023**

**Place: Chamarajanagara**