

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128698
Title of the Manuscript:	CONSUMER PERCEPTION AND PREFERENCE: A COMPARATIVE STUDY OF OLA AND UBER SERVICES
Type of the Article	Comparitive research article

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	<ol style="list-style-type: none"> 1. It provides behavioral insights that significantly influence consumer preferences, enriching the literature on service quality and customer satisfaction. 2. By highlighting actionable strategies for improving customer satisfaction and loyalty, the research bridges the gap between academic theory and practical business applications, providing a framework for service providers to optimize their offerings. 3. The findings contribute to the broader domain of service marketing, offering empirical evidence on the interplay between technology, consumer behavior, and market competitiveness. 4. 	
Is the title of the article suitable? (If not please suggest an alternative title)	Comparative Analysis of Customer Satisfaction, Pricing Policies, Usability, and Accessibility of Ola and Uber in Ludhiana	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	Yes	
Is the manuscript scientifically, correct? Please write here.	Yes	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	Yes	
Is the language/English quality of the article suitable for scholarly communications?	Yes	
Optional/General comments	Time period of survey has been not mentioned in the study	

PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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Reviewer Details:

Name:	S. Birundha
Department, University & Country	PSG College of Arts &Science, India