

**Review Form 3**

Journal Name:	<a href="#">Asian Journal of Economics, Business and Accounting</a>
Manuscript Number:	Ms_AJEBA_128698
Title of the Manuscript:	<b>CONSUMER PERCEPTION AND PREFERENCE: A COMPARATIVE STUDY OF OLA AND UBER SERVICES</b>
Type of the Article	

**PART 1: Comments**

	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>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.</b>	This manuscript offers valuable insights into consumer behavior within the ride-hailing industry, specifically comparing Ola and Uber in the Indian market. It provides a comprehensive analysis of factors influencing customer preferences, such as affordability, safety, and app usability, contributing to the field of service marketing. By highlighting demographic influences on consumer choices, the study aids ride-hailing companies in tailoring services to improve customer satisfaction and loyalty. Its findings have practical implications for business strategies and academic research on consumer behavior in the digital age.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The current title, "Consumer Perception and Preference: A Comparative Study of Ola and Uber Services," is suitable as it succinctly captures the scope of the research. However, for added specificity and engagement, an alternative could be: "Understanding Consumer Preferences in Ride-Hailing: A Comparative Analysis of Ola and Uber in India."	
<b>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.</b>	The abstract is comprehensive but could be improved by briefly mentioning the sample size and methodology (e.g., survey and statistical analysis). Additionally, emphasizing key findings, such as Ola's dominance due to affordability and availability, would strengthen the abstract's appeal. Suggested addition: "The study, based on a survey of 200 respondents, reveals that affordability and availability are critical factors favoring Ola's preference over Uber in Ludhiana."	
<b>Is the manuscript scientifically, correct? Please write here.</b>	The manuscript appears scientifically sound based on the provided details. However, clearer statistical results and elaboration on the methodology (e.g., tools used for analysis) could enhance transparency and replicability. Addressing potential biases, such as geographic and sample size limitations, would also strengthen the manuscript's scientific rigor.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references are sufficient and include recent works relevant to the topic.	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The manuscript's language is suitable for scholarly communication, but it could benefit from minor grammatical adjustments and improved phrasing for readability and precision. A thorough proofreading session is recommended to enhance the manuscript's overall quality.	
<b>Optional/General</b> comments		

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**PART 2:**

	<b>Reviewer's comment</b>	<b>Author's comment</b> <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>
<b>Are there ethical issues in this manuscript?</b>	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

**Reviewer Details:**

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