

Research Article**THE CRITICAL STUDY ON IMPACT OF THE QUALITY OF CAR RENTAL SERVICES IN BANGALORE, INDIA*****Dr. Supriya Rai, Sayam Jain, Mridul Jindal, Purasthu Vaija, Hrushikesh Reddy and Laxman, M. A.**

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Abstract

This study provides insight into the major impact of car rental service quality on customer satisfaction and broader implications for the car rental industry in Bangalore, India. With the rapid development of cities and the rapid increase in the middle-class population, the demand for comfortable and flexible transportation options has increased, and car rental services have become an important part of urban transportation. The findings show that the quality of the car rental service is related to customer satisfaction, and the vehicle and customer services are gaining even more importance. Good service can give customers trust and feedback, thereby promoting the stable development and growth of the car rental industry. The findings of this study have implications for both car rental service providers and policy makers in Bangalore. Policymakers can use these insights to support industry-wide performance standards and regulatory frameworks, promote healthy competition, and ensure customer protection. In conclusion, the study shows that managing and improving service quality is critical to the success of car rental companies in Bangalore. As cities continue to grow and transportation needs change, investments in service development can lead to better growth and customer confidence and have a positive impact on overall transportation in the city.

Keywords: Car rental, Private vehicle, Eco-friendly, COVID-19, Bangalore, Technology, Pollution.

INTRODUCTION

Car rental services play an important role in any city's transportation system, providing convenience, flexibility and mobility for residents and visitors alike. In a fast growing and dynamic city like Bangalore, the quality of car rental services has a huge impact on many stakeholders. This article provides an in-depth study of the impact of car rental service quality in Bangalore, examining the city's impact on its people, economy and environment. Urbanization, economic dynamism and technological progress are reshaping cities around the world, and Bengaluru, often referred to as the "Tech Capital of India", is a prime example of this transformation. As the metropolis continues to progress, its transport system faces major challenges such as traffic congestion, environmental concerns and transport shortages. Amid these challenges, the role of car rental services has emerged as an important factor in shaping the urban transport landscape in Bangalore. The rapid urban growth in Bangalore has created a growing need for convenient transportation options. The traditional model of private vehicle ownership has proven unsafe and has led to traffic accidents, air pollution and parking shortages. To solve these problems, the best car rental services have emerged as an alternative, offering people the convenience and ease of transportation without the burden of their own vehicle owner. In the vibrant city of Bangalore, where technological development and urban development come together, the quality of car rental services has become an important element of urban transportation. With its mobile users and strong businesses from different sectors, car rental services do more than provide convenience; it affects people, businesses and urban areas. This article takes a comprehensive look at the various effects of quality rental car services on Bangalore's vibrant fabric. This research paper aims to explore the impact of car rental services in Bangalore and examine their impact on

the city's travel patterns, economic dynamics, environmental sustainability and the overall urban experience. This paper attempts to shed light on their potential to transform urban transport ecosystems by analysing the various impacts of these services. Today, the city is a fabric woven with fluidity, simplicity and innovation. As cities continue to become thriving economic, cultural and social hubs, efficient transportation has become the key to improving the urban experience. Among the many sources of urban mobility, the role of car rental services has become central in cities like Bengaluru, where the convergence of technology, a growing population and economic dynamism require new solutions to solve mobility problems. This article explains the various impacts of good car rental services in Bangalore city by highlighting the effects on the people, economy and environment of the city.

Market Trends:

- Increase in digital bookings: Within the car rental industry, the trend toward digital reservations and booking is picking up pace quickly. Customers are drawn to the simplicity of booking vehicle rentals online as Internet platforms got more prevalent. This change gives them the ability to easily compare prices across several possibilities and choose the best offers. To meet the demands of contemporary customers, car rental firms are utilizing digital technologies to give customers a more efficient way to book transportation.
- Adopting Eco-Friendly Alternatives: Many automobiles rental firms are taking initiative by adding environmentally friendly options to their companies in response to the growing demand for environmentally friendly transport options. This shows the automobile industry's commitment to reducing its environmental impact by including hybrid and electric automobiles. These products attract clients who prioritize the ecological effects of their choices as the emphasis on eco-conscious choices increases. Car rental

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companies are joining a bigger global movement while serving responsible customers by incorporating sustainability aims into their services.

- **Subscription Models:** The development of subscription-based business models is an important shift in the field of car rentals. Customers can use vehicles for longer distances of time due to this revolutionary technique without the usual responsibilities of ownership. These subscription services' built-in adaptability allows them to meet a variety of consumer needs, including long-term travel arrangements and short-term lifestyle changes. This distinctive approach not only delivers convenience but also coordinates with shifting transportation consumption habits. Customers can benefit from using a vehicle without the duties associated with ownership.
- **Implementing safety and convenience to consider:** The COVID-19 pandemic's start has shown how crucial convenience and safety are when renting a car. This led to the introduction of digital procedures and contactless check-in, which reduced physical experiences and improved customer wellbeing. These actions address current health issues while also responding to broader trends in automation and digitization. Car rental companies show their commitment to client safety and to keeping up with the rapidly changing technology environment by implementing these practices.

Factors Influencing Pricing:

- **Vehicle Classification:** The price of the rental depends on the kind of vehicle you choose. Larger or more expensive vehicles typically cost more because of their features.
- **Rental Duration:** The length of the rental period has a direct impact on price. Lower daily rates for longer leases are frequently offered, promoting prolonged usage.
- **Geographical Variation:** Depending on where the rental source is located, rental rates show significant differences. These differences are influenced by factors like demand, competition, and regional economic situations.
- **Advance bookings:** Making bookings in advance can save money. When clients book in advance, car rental businesses frequently offer better discounts.
- **Seasonal Variations:** Due to increased demand during the most popular travel times and on holidays, prices typically increase. Customers should take these seasonal shifts into consideration when making their trips.
- **Additional Services and Insurance:** Extra services like GPS, insurance policies, and child car seats can affect the total rental cost. The final price that customers pay is influenced by the availability of various add-ons. Both automobile rental companies and customers can gain a greater understanding of developments within the sector by exploring these significant trends and impacts. The efficiency and customer-focused aspects of the automobile rental experience are eventually improved by using this knowledge to guide strategic decisions about service offerings, pricing structures, and consumer preferences.

History:

Car Rental Services in Bangalore Car rental services in Bangalore have a long history. The concept of car rental has emerged in India to provide comfortable transportation to individuals and businesses without a vehicle. Car rental services in Bangalore were popular in the 1960s and 1970s.

There are currently many local operators that offer rental cars for a variety of purposes, including personal transportation and business trips. The demand for rental cars is mainly driven by businessmen, tourists and people who need temporary transportation solutions. The 1990s saw significant growth in the car rental industry in Bangalore and in India as a whole. With the independence of the Indian economy in the early 1990s, there was an influx of multinational companies and business travel increased. This has resulted in increased demand for car rental services to meet the transportation needs of commercial customers. Local and international car rental companies are starting to operate in Bangalore to take advantage of this growing market. The 2000s was a time when car rental became commonplace in Bangalore. Many domestic and foreign car rental companies such as Avis, Hertz, Budget operate in the city. Things have escalated with the emergence of online booking platforms that make it easy for customers to book car rentals in advance. The car rental industry in Bangalore continued to flourish in the 2010s. The growth of e-commerce, along with the growth of the domestic and foreign market, has also increased the demand for rental cars. Ridesharing and ride-hailing also became popular during this time, providing consumers with additional transportation options. Also, many car rental companies in Bangalore are expanding their fleets to cover a wide range of vehicles from commercial vehicles to luxury cars and SUVs, appealing to a wide range of customers. The car rental industry also faces challenges, including issues with pricing, quality of service and flexibility. But the industry is constantly adapting and innovating to meet the changing needs of consumers. It is worth noting that the history of car rental services in Bangalore is associated with the wide expansion of the car rental industry in India. The industry is likely to continue to evolve beyond September 2021 as advances in technology, changing consumer preferences and changes in the business environment will all impact the industry's path. To succeed, the company needs the help of the following vehicles:

- **Hyundai Kona:** The Hyundai Kona is a reliable small SUV that can offer a range of 200,000 to 250,000 cubic meters if properly maintained and driven slowly. Based on its average 15,000-mile mileage, the Kona will typically last between 13 and 17 years before requiring expensive maintenance. Hyundai Motor Company in India has listed it in the Guinness Book of World Records. It is a task no electric car has done before, but Hyundai Kona, the first "Made in India" pure electric SUV, climbs the Saula Pass in Tibet at an altitude of 5,731 meters. The car has an electric range of up to 452* kilometres (ARAI certified, one full price). The operating cost of the car is about 1/5 of the internal combustion engine.
- **Tata Nexon:** Tata Nexon will offer a semi-hybrid system which is now more popular in India due to its good price. Self-driving cars will soon become commonplace. Self-driving cars are fully used by all rental car companies (UBER/OLA). The unique feature of the driverless car is that it immobilizes the driver. Driving a heavy vehicle is not fun. Driving in slow traffic is not pleasant. Driverless cars can reduce stress from traffic.

LITERATURE REVIEW

Sivakumar and Sandeep (2016) found that customer satisfaction is associated with service quality, customer service and reputation. The survey also found that cost and hassle have

a negative impact on customer satisfaction. Customer satisfaction is related to customer loyalty and repeat business, which is important for the car rental industry.

Merlo and Roso (2018) found that price is the most important factor in the customer's decision-making process when choosing a car rental company. The report states that consumers prefer clear pricing with no additional fees or charges. Price is an important consideration in the car rental market as it affects customer satisfaction and choice.

Zhou and Liu (2017) found that the competitive environment has a positive effect on service quality and customer satisfaction, but is negatively related to cost. Research also shows that competition has a greater impact on customer satisfaction than service quality. Another important factor affecting price, service quality and customer satisfaction in the car rental industry is competition.

Piatkowski and Chua (2018) found that sustainability has a positive impact on customer satisfaction and trust, as well as willingness to pay higher prices. The research also found that consumers are willing to pay more for sustainable car rental options. As customers become more environmentally conscious, safety is also becoming more important in the car rental industry.

Khan (2015) found that Hero, Bajaj and Honda two-wheelers differ in the importance they attach to consumer perceptions and expectations. Using the SERVQUAL method, it is also possible to measure how satisfied customers are with the services offered by the automobile company. A survey was conducted among users of Hero, Bajaj and Honda two-wheeler service industry to collect data for analysis.

Asadollahi (2011) found that two Indian companies and one international company discussed service quality and customer satisfaction in automobile after-sales services.

Grönroos and Sand (1993) learned that they boosted service offerings to customers of automobile rental services through a case study they did. According to the findings, rental revenue rose by 15–23% once the degree of customer care was raised. However, because it was conducted as a case study, there was no systematic manipulation of the variables in this study.

Moshe Givoni and David Banister (2013), found out that car rental services have been around since the early 20th century, when they were primarily used by tourists and business travellers. Over time, car rental services became more widely available and affordable, and they are now a common mode of transportation for many people around the world.

Kornhauser (2015), learned that automobile rentals Services can have a beneficial environmental impact by promoting the use of more fuel-efficient vehicles and reducing the number of cars on the road. However, there are also concerns about the environmental impact of rental cars, particularly if they are not properly maintained or if they are driven excessively.

Ankitha Agarwal and Aravindth B Sudthan (2020), have found that though the pandemic did stop the operations of the mobility players for one quarter, the demand for the shared mobility services and booking for new private vehicles has started to raise back. Therefore, in a long run the impact of

COVID 19 on the shared mobility can be perceived to be a small blip rather than a source for radical change.

Amey Thakur (2021), has established that in comparison to previous experiences, when every activity related to the vehicle rental business was restricted to a physical place alone, the car rental industry has emerged with new delicacies. Even if the physical location has not been completely eliminated, the internet's power has altered the nature of functions and how these tasks are accomplished. Customers may now book vehicles online, rent automobiles online, and have the car delivered to their home if they are a registered member, or they can travel to the office to pick up the car.

Tareq N Hashim (2015) learned that the results of the data showed the presence of the impact of the quality of services in the Car Rental companies in all its dimensions on customer satisfaction combined analysis, and the reliability dimension has the highest impact on customer satisfaction.

RESEARCH METHODOLOGY

In order to collect and examine the available data and material for this research paper on "The Impact of Car Rental Service Quality in Bangalore," a number of secondary research approaches were used. The following is a summary of the secondary research approach:

- **Literature examination:** The study began with a comprehensive examination of the existing literature with the goal of gathering scholarly articles, books, and reports about the calibre of Bangalore's automobile rental services. We specifically looked for studies that addressed a range of topics, including customer happiness, business performance, customer preferences, and improvement prospects. The results were divided into various areas, such as benefits and downsides, evaluation of service quality, market trends, and improvement methods.
- **Examining Industry Reports:** A thorough examination of reports from government agencies, automobile rental companies, and industry sources was done. These studies offered insightful data and statistics about market trends, competitive positioning, customer satisfaction levels, and difficulties Bangalore's car rental businesses face.
- **Analysis of Case Studies:** A comprehensive investigation was conducted into case studies of automobile rental companies located in Bangalore. These case studies offered practical illustrations of how customer satisfaction, business performance, and competitive advantage in the local market are impacted by service quality.
- **Evaluation of Market Trends:** A review of the most recent developments in Bangalore's automobile rental sector was done. These developments included shifting consumer tastes, developing company models, and technology breakthroughs. This study shed light on the variables affecting customer happiness and service quality in the neighbourhood market.
- **Comparative Evaluations:** Research and analyses evaluating the level of service provided by various Bangalore car rental firms were looked for. By highlighting firms' strengths and opportunities for development, these assessments helped to clarify the general effects of service quality on customer satisfaction and corporate performance.

- **Historical Contextualization:** In order to understand present market dynamics and forecast future trends, historical data and research on the development of vehicle rental services in Bangalore were taken into consideration. This historical viewpoint assisted in placing the study paper's conclusions and suggestions in context.

Primary Research Approach:

A questionnaire method was used to perform primary research in addition to secondary research. Twenty to twenty-five people, comprising both clients and staff members of Bangalore-based vehicle rental companies, made up the sample. In order to supplement the information from secondary research sources, the questionnaire sought to provide insights into customer satisfaction, perceptions of service quality, and preferences for improvement.

Scope of this research topic:

Understanding the dynamic nature of car rental service industry holds significant importance due to its wide-ranging implications for the field of service providers, users, market players, policymakers, and society at large. Here are some key points highlighting the significance of this topic:

- **Examining Customer Satisfaction and Loyalty:** The study delves into the correlation between the standard of car rental services in Bangalore and customer satisfaction and loyalty. This involves investigating elements like service reliability, vehicle condition, cleanliness, and responsiveness of customer service, and their impact on overall satisfaction levels and the likelihood of repeat patronage.
- **Analysing Competitive Advantage for Car Rental Companies:** The research scrutinizes how the provision of top-notch services can confer a competitive edge upon car rental companies in Bangalore. This entails evaluating how contented customers tend to endorse the service to others and how positive reviews and referrals through word-of-mouth can result in amplified market share and profitability.
- **Evaluating Impact on Tourism and Business Travel:** The study evaluates how the quality of car rental services affects tourism and business travel in Bangalore. This encompasses examining the significance of convenient and dependable transportation options in enticing visitors to the city, as well as facilitating seamless travel experiences for business professionals, thereby potentially influencing the city's economy and reputation.
- **Identifying Challenges and Opportunities for Enhancement:** The paper pinpoints the hurdles encountered by car rental companies in delivering top-tier services in Bangalore, such as limitations in infrastructure, regulatory obstacles, and meeting customer expectations. Additionally, it explores potential avenues for enhancement, such as harnessing technology for enhanced service delivery, fortifying employee training initiatives, and addressing specific customer needs and preferences to further elevate the standard of car rental services in the city.

Challenges faced while conducting this study:

When researching and composing a paper on the effects of car rental service quality in Bangalore, several hurdles arose.

Initially, acquiring precise and thorough data on customer experiences and perceptions proved to be extremely challenging, often necessitating access to proprietary information from rental companies or extensive customer surveys. Additionally, ensuring the reliability and trustworthiness of sources was difficult, especially given the potential prevalence of biased or promotional content in the industry. Moreover, navigating the various factors influencing service quality, including vehicle condition, customer service responsiveness, pricing structures, and convenience, demanded careful scrutiny and interpretation. Furthermore, addressing potential limitations in research methodology, such as sample size or geographic scope, while upholding the study's integrity and validity, added further complexity. In sum, conducting research on the impact of car rental services in Bangalore required meticulous planning, comprehensive data collection, and rigorous analysis to generate meaningful and credible insights.

Objectives of this research paper:

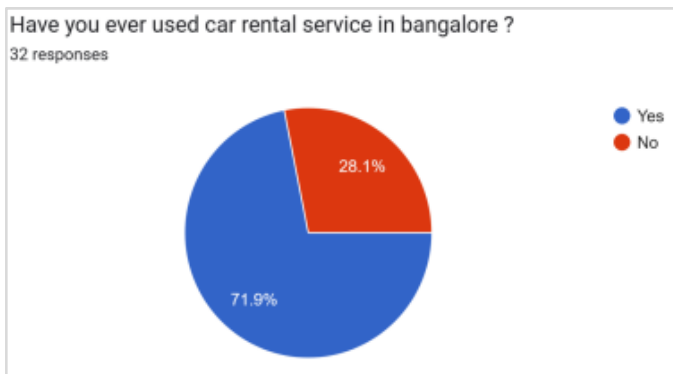
- **Assessing Customer Satisfaction:** The paper evaluates customer satisfaction with car rental services in Bangalore, examining factors like service reliability, vehicle condition, and overall experience through data collection methods such as surveys or interviews to pinpoint areas for enhancement.
- **Analysing Business Performance:** Another aim is to analyse how service quality affects the performance of car rental companies in Bangalore, including aspects like market share, profitability, and customer retention rates, aiding in strategic decision-making to improve competitiveness.
- **Exploring Customer Preferences:** The research delves into customer preferences and trends in Bangalore's car rental industry, focusing on factors influencing service quality to inform strategies for meeting evolving customer demands and enhancing service offerings.
- **Identifying Improvement Opportunities:** Lastly, the paper identifies opportunities for enhancing car rental service quality in Bangalore, proposing actionable strategies for companies to address customer needs and stand out in the market, contributing to ongoing innovation and improving overall customer satisfaction.

Data Analysis and Interpretation

Analysing rental car services in Bangalore includes scrutinizing client preferences, service utilization designs, and market patterns. By assessing components like peak booking times, well known vehicle choices, and client surveys, one can recognize openings for benefit enhancement and development. Understanding geographic request varieties and estimating elements is crucial for key decision-making. Information translation can divulge experiences into client fulfilment, operational proficiency, and potential ranges for focused on showcasing campaigns. Through viable translation, rental car suppliers in Bangalore can optimize their administrations, improve client encounters, and remain competitive within the energetic transportation advertisement of the city.

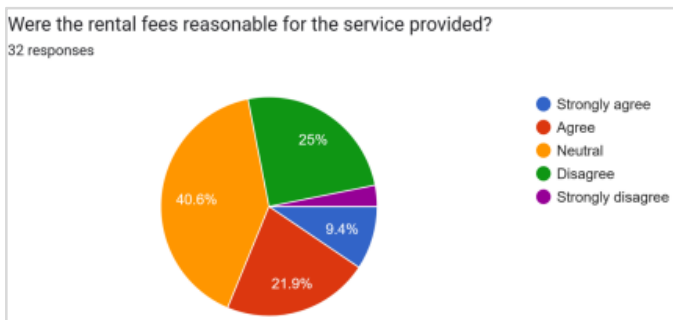
Current opinion:

The data indicates that a considerable proportion of respondents, specifically 71.9%, have employed car rental services in Bangalore, suggesting a widespread dependence on this mode of transportation.



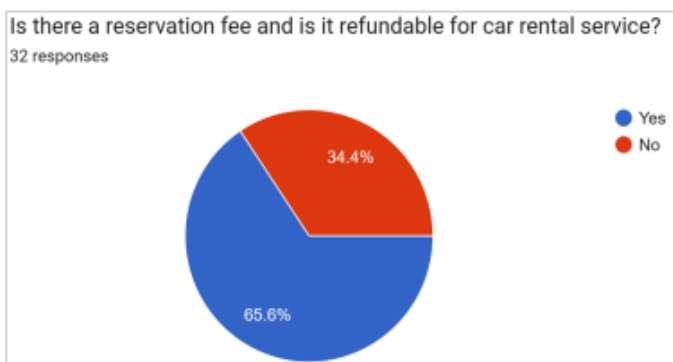
This high usage rate points to a high demand for rental services, which may be fuelled by requirements for short-term transportation solutions or by convenience and flexibility. However, the 28.1% of people who haven't used these services offer the industry a chance to investigate undiscovered markets or remove any obstacles to uptake. Car rental companies in Bangalore must comprehend the needs and preferences of both user groups in order to customize their offerings and draw in more clients.

• **Affordability of the rental fees:**



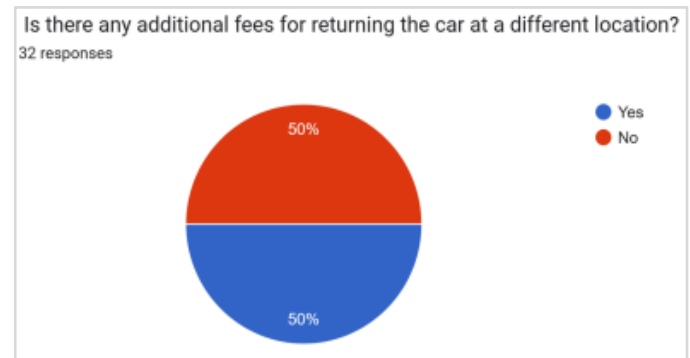
The information regarding respondents' opinions of rental fees shows a range of opinions. A sizeable fraction (40.6%) is indifferent, indicating ambiguity or a lack of agreement regarding whether the rental costs are reasonable for the services rendered. While the percentage of respondents who said they were satisfied, 31.3%, is noteworthy, the 25% who said they disagreed, and the lack of responses for the "Strongly disagree" category, may point to areas where there are price-related issues. In order to better align their fee structures with customer expectations and overall satisfaction, car rental services in Bangalore can benefit from further investigation into the specific reasons behind the neutral and disagree responses.

• **Reservations and refunds:**



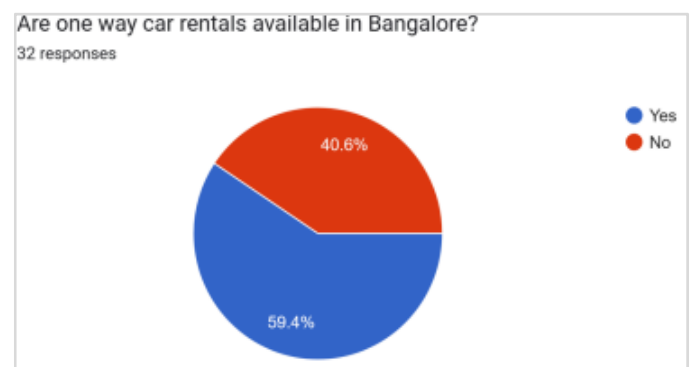
According to the data, 65.6% of respondents said that reservations for car rental services in Bangalore require a fee, whereas 34.4% said that there isn't one. This data suggests that charging reservation fees is a common practice in the sector, maybe for the purpose of controlling demand or securing reservations. Customers may make different decisions depending on the existence of a non-refundable reservation fee, which may affect how much they think the service is worth overall. It is recommended that car rental companies engage in transparent communication regarding reservation fees and their refund ability, as this can enhance customer satisfaction and impact the rental service selection process.

• **Additional fees for location change:**



A balanced response is shown by the data, with 50% of respondents confirming additional fees for returning a car to a different location and 50% reporting no such fees. This symmetry points to a heterogeneous landscape of car rental companies in Bangalore: half charge more for returns that happen in a particular location, and the other half don't. Comprehending this division is essential for customers making decisions based on price and for service providers to be open and honest about their policies. The results emphasize how crucial it is for fee structures to be transparent in order to support well-informed choices and raise client satisfaction in the vehicle rental sector.

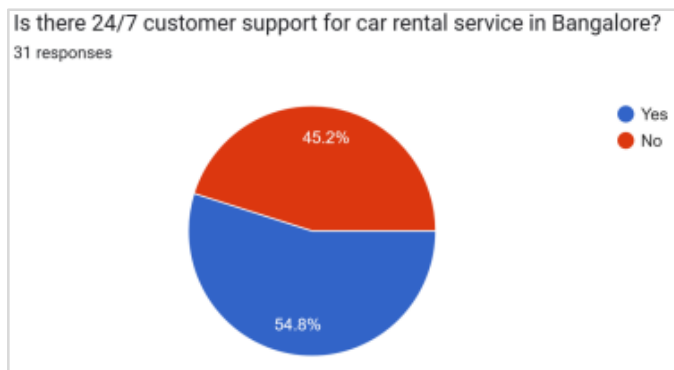
• **Availability of one-way rental cars:**



The data indicates that one-way car rentals are widely available in Bangalore, as confirmed by 59.4% of respondents. This suggests a substantial selection of adaptable rental services that let customers return cars to various locations. On the other hand, 40.6% of providers state that they do not offer one-way rentals, indicating that a significant number of them follow conventional round-trip models. The dynamic nature of Bangalore's car rental market is highlighted by the variety of services offered, which meet the needs and preferences of

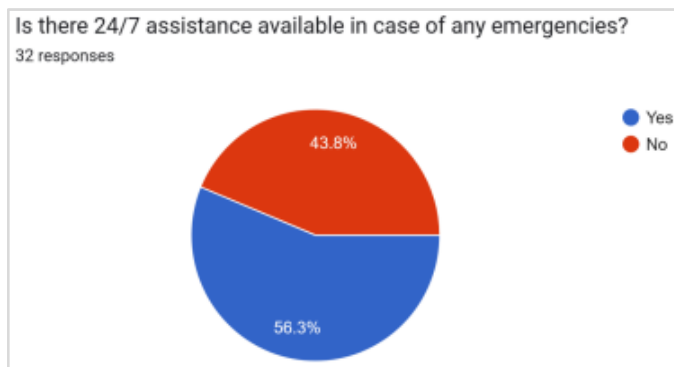
different customers and offer insightful information to both service providers and travellers in the transportation industry.

- **24/7 customer support:**



The data indicates that car rental services in Bangalore have a moderate level of 24/7 customer support, with 45.2% indicating that it is not available and 54.8% confirming that it is. This shows a fairly balanced market, suggesting that a significant number of providers provide ongoing customer support, improving accessibility and help. On the other hand, the nearly 50% that do not have round-the-clock support implies that a sizeable percentage may have set hours of operation. Both consumers looking for 24-hour support and service providers trying to match their offerings to competitive market norms and customer expectations will find this information useful.

- **Assistance during emergencies:**

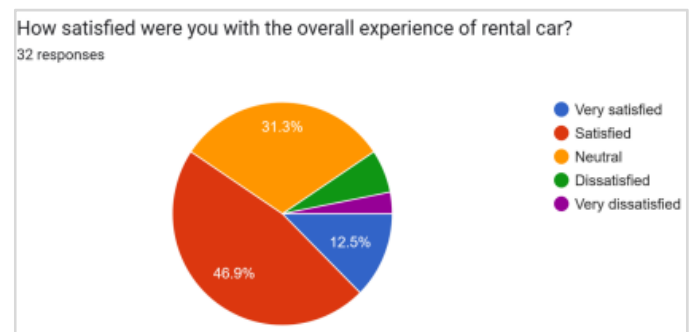


56.3% of respondents to the data confirm that emergency car rental services in Bangalore are available around-the-clock. This implies a substantial dedication to customer safety and support, enabling users to obtain assistance at any time. The 43.8% of services that report no 24/7 emergency assistance, however, indicates a sizable percentage of services that lack ongoing support in urgent situations. Comprehending this equilibrium is imperative for service providers to fulfil customer safety expectations and for customers to make well-informed decisions regarding their preferred emergency assistance during their car rental experience.

- **Overall personal experience:**

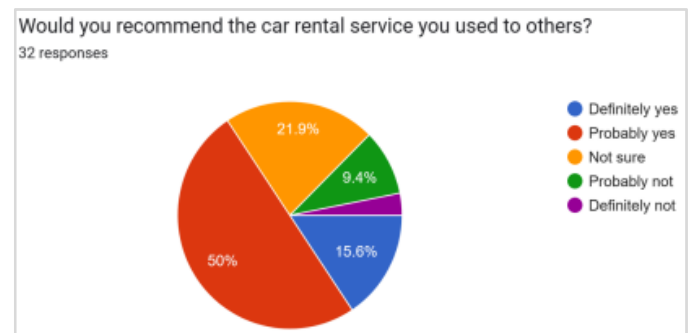
The information shows a variety of opinions about Bangalore car rentals as a whole. Notably, 12.5% of respondents said they were "Very satisfied," whereas 46.9% of respondents said they were "Satisfied." In addition, 31.3% of respondents expressed a "Neutral" opinion, indicating a sizeable group that had mixed

feelings about their rental experience. Evaluating negative sentiment is difficult because "Dissatisfied" and "Very dissatisfied" responses are missing.



For car rental services to improve overall customer satisfaction and make necessary improvements to their offerings, they will need to analyse feedback from the neutral category and look into any reasons why customers might not be satisfied.

- **Recommendation to others:**



According to the data, respondents appear to have a generally positive inclination toward recommending the car rental service they used. 15.6% of respondents said they would recommend it "definitely yes," and a sizable 50% said they would probably recommend it. Nonetheless, the 21.9% that fall into the "Not sure" category suggests some hesitancy or uncertainty. With "Probably not," a smaller percentage of respondents 9.4% tended to recommend against it, and there was no response for "Definitely not." Car rental companies can learn a lot from analysing feedback in the "Not sure" and "Probably not" categories about how to improve customer satisfaction and advocacy by addressing concerns.

Conclusion

Insights into the analysis of the self-drive car rental market in India were provided in this research report. The analysis shows that this market has been expanding rapidly over the past several years. This research describes the industry's current position in the Indian market, provides details on how it functions, and surveys consumer preferences for their preferred brands. The Zoom car and Ola Ride have mostly emerged as the market leaders in this sector in India. Uber Hire has gained less notoriety and market share while Myles is at the bottom of the list. The most popular choice among our customers is, and it is presently dominating the Indian market. Myles, who is among the least popular options, currently has very little market clout in India. The Ola Ride, which ranks second among Indian consumers in terms of preference, is the most popular service after Zoomcar due to its reasonable pricing and

alluring offers. Due to the fact that it is still in its infancy in this market segment in India and requires more development, Uber Hire comes in third when it comes to consumer preference among Indians. In a word, it might be claimed that the Indian market presents significant opportunities for the self-drive automobile rental sector and is growing significantly faster than in previous years. And this will only increase as more and more companies, including startups, enter the market every day or every other day. Ola Rides is performing well in maximizing these chances to develop their market and make the most of the underutilized environment, much like businesses like Zoomcar. In India, the growth of the car rental industry had begun even before the Covid-19 pandemic. The expansion of India's immunization campaign and the country's return to normalcy have increased demand for rental cars. Individuals are becoming more comfortable leaving their homes and traveling. The primary customers of car rental companies are individuals who require a temporary vehicle, such as those who don't own their own cars, tourists who are visiting from out of town, or owners of damaged or destroyed vehicles who are awaiting repair or insurance settlement. In addition to the usual rental of a car, car rental businesses frequently offer extra services including insurance, GPS navigation systems, entertainment systems, mobile phones, portable Wi-Fi, and child safety seats. A car rental, hire car, or car hire agency is a company that rents out cars to the general public for brief periods of time, often from a few hours to a few weeks. It is typically located near airports or busy metropolitan centres, and it has agreements with a number of nearby branches that enable clients to return automobiles to various places.

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