LAB University of Applied Sciences

Understanding the factors influencing customer's behaviours to choose ride-sharing apps: A case study in Dhaka city.

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Abstract

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Title of the thesis

"Understanding the factors influencing customer's behaviours to choose ride-sharing apps: a case study in Dhaka city."

Bachelor of Business Administration

The organisation of the client

Pathao

This research aims to better understand the elements that impact people's decisions to utilise ride-sharing applications. The study uses a sample of 103 participants from a large population to analyse the identified factors. Secondary data was gathered from numerous journals, papers, and the official website of the ride-sharing app to assess these aspects and their influence on people's behaviour towards the usage of ride-sharing applications. Primary data was also collected through surveys from student participants, with additional representation from business people and service holders. The majority of users fell within the 20-25 age range, and the sample was predominantly male.

Additionally, over half of the respondents reported using Uber as their preferred ride-sharing app. The survey and Analysis highlighted that people tend to use ride-sharing apps during emergencies and to avoid traffic congestion, citing factors such as discounts, time-saving, and enhanced security and comfort as influential in their decision-making. Furthermore, drivers' efficiency and friendly behavior emerged as key factors influencing individuals to choose ride-sharing apps over other modes of transportation.

Keywords

customer's behaviours, pathao, ride-sharing apps, user behavior, factors, discounts, time saving, security, comfort, driver behavior.

Contents

1 Introduction

1.1 Background

In this technological world, ride-sharing apps have become popular all over the world. People like to have everything at their door and quickly. Ride-sharing apps offer customers riding services with proper security. In 2015, Pathao introduced a ride-sharing apps-based service in Bangladesh following the international app-based riding service Uber. After that, Uber came to Bangladesh and ruled the ride-sharing service (Granada & Jaramillo, 2018b). Shohoz and Obhai are also ride-sharing apps service that appeared later. After introducing ride-sharing apps, people liked using this service rather than transport. Some factors influence them to use ride-sharing apps.

During the technological era, the popularity of internet-based services has grown significantly. In Dhaka, the capital city of Bangladesh, approximately 700,000 individuals have registered ride-sharing app IDs, with around 200,000 people utilising these services on a regular basis (The Daily Star, 2019). Introducing the ride-sharing app Pathao in 2015 has particularly attracted a substantial user base. Given the notorious traffic congestion in Dhaka, the availability of ride-sharing services has provided a convenient alternative for commuters (The Business Standard, 2019). This has led to an increased adoption of ride-sharing apps among the city's residents, offering them a means to navigate through challenging traffic conditions more efficiently.

The research project will determine the factors that influence a person to use ride-sharing apps. Customers' behaviour in using ride-sharing apps has been evaluated in the study. Data has been collected directly from the users of ride-sharing apps and doing Analysis using different analysing tools such as Excel and Stata.

1.2 Scope & Delimitations of the study

The study will discuss the behavioural factors that impact an individual to choose ride-sharing apps. The required research initiatives will be carried out to find behavioural factors that substantially influence an individual's choice of ride-sharing apps (Smith & Johnson, 2019a). Here, the behavioural aspects of individuals in Dhaka city will be the study's prime concern, which is why the research team will interact with and collect information from the people there. Ultimately the research will be aimed at finding behavioural factors that influence the people of Dhaka in choosing ride-sharing apps. A differential analysis will also be included by focusing on why people chose a particular ride-sharing service from different available ride-service-providing apps (Gao et al., 2021). The transportation sector has been

completely transformed by the explosive expansion of ride-sharing apps, especially in Dhaka. However, research on the variables influencing consumer behaviour when selecting ride-sharing apps in Dhaka city is scarce. Consequently, the purpose of this study is to identify the crucial variables that influence consumers' decisions regarding ride-sharing services in the city of Dhaka.

Working with every factor influencing customers to choose ride-sharing apps is impossible. After analysing past papers, articles and journals, and newspapers, some major factors will be identified, and complete this research whether these factors influence choosing ride-sharing apps instead of public transport. Due to the psychological behaviour of humans, people will choose ride-sharing apps for different reasons, but this research will be conducted in a structured way following a specific questionnaire

1.3 Objectives

Customers must take safety into account while choosing ride-sharing apps. Companies that provide ride-sharing services take several precautions to protect their customers' safety while on the road.

The main objective of the thesis is,

- To identify the factors that greatly influence customer's behaviour to ride-sharing service.

By exploring these factors, this research aims to provide valuable insights into understanding and predicting customers' preferences and decision-making processes within the ride-sharing industry

The subsidiary objectives of the research are:

- Identify the safety factors that influence customers to select ride-sharing apps.
- Understand the customer's reaction towards ride-sharing apps compared to public transport.

1.4 Research Question

The main research question:-

- What factors greatly influence customers' behaviour to choose ride-sharing apps instead of other transport?

Sub-questions

- What are the prominent reasons for choosing a particular ride-sharing app over others?
- What type of behaviours leads users to feel insecure?

1.5 Thesis process

The project was conducted through a mixed-methods approach, combining qualitative and quantitative research methods to understand the factors influencing customers' behavior in choosing ride-sharing apps over other transportation options (Smith & Johnson, 2020). The following provides an overview of the research methodology.

Literature Review:

The project began with an extensive review of existing literature, journals, articles, and studies related to ride-sharing services and customer behavior (Anderson et al., 2018; Chen et al., 2019). This step aimed to establish a theoretical foundation and identify key variables and factors that have been previously explored in the context of ride-sharing app adoption.

Data Collection:

To address the research questions, data were collected using both qualitative and quantitative methods (Kumar & Novak, 2021) A structured survey questionnaire was developed to gather quantitative data from a large sample of ride-sharing app users (Li & Hong, 2016). The survey included questions related to customers' preferences, attitudes, satisfaction levels, and the factors influencing their choice of ride-sharing apps.

Data Analysis:

The collected data from surveys and interviews were analysed using appropriate statistical techniques and qualitative analysis methods, respectively (Bryman, 2016). The quantitative data analysis involved descriptive statistics, correlation analysis, and regression analysis in identifying the significant factors influencing customers' behavior. The qualitative data analysis involved coding, categorising, and thematic Analysis to identify recurring patterns and themes in customers' responses.

Findings and Discussion:

The findings derived from the data analysis were then interpreted and discussed in relation to the research questions and objectives (Shokoohyar, 2018b). The identified factors influencing customers' behavior, reasons for choosing a particular ride-sharing app, behaviors that lead to insecurity, and required initiatives from app authorities were examined and discussed in detail.

Conclusion and Recommendations:

A comprehensive conclusion was drawn based on the research findings, summarising the key insights and implications for ride-sharing app providers (Li & Hong, 2016). Recommendations were also formulated to help app authorities promote the acceptance of ride-sharing apps, enhance user experiences, address customer concerns, and improve the overall service quality.

1.6 Research Design

The research design refers to the strategy to conduct the research. This mentions the steps of conducting research. The steps were followed to complete this project describe in figure 1.

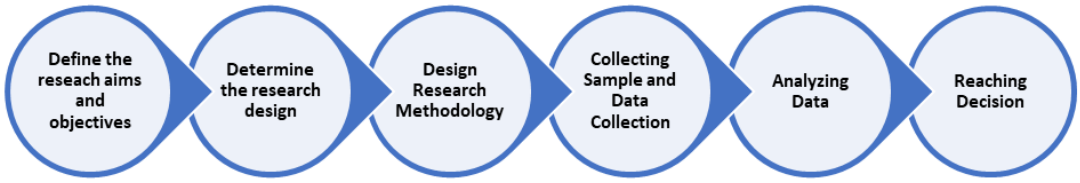


Figure 1: Research design, Level, (Clarke Mathany & Dodd, 2018)

1.7 Thesis Collaboration Approach

The authors have adopted a collaborative working system to complete their thesis in the present study. The primary objective of this approach is to ensure a comprehensive understanding of the entire system. This is achieved by not dividing the tasks among the authors and working together on the entire thesis. The rationale behind this decision is that a fragmented approach could lead to confusion and misunderstandings in the future.

To ensure a seamless working system, the authors have established a shared file where all the information related to the thesis is documented. This shared file serves as a central

repository of information and helps to ensure that authors are on the same page. Moreover, regular meetings are scheduled to discuss the thesis's progress and ensure that the work proceeds smoothly.

Collaborative working systems have been widely recognised as an effective approach for completing projects (Scarbrough & Corbett, 2007). This is because working together helps to bring in different perspectives and ideas, leading to a more comprehensive and well-rounded outcome (Kerns & Shapiro, 2000). In addition, working together also helps to foster a sense of teamwork and encourages accountability amongst the team members (Ancona & Caldwell, 1992).

The author's collaborative working system is a well-thought-out approach to ensure the successful completion of their thesis. By working together and using a shared file, authors aim to comprehensively understand the entire system while fostering teamwork and accountability.

2 Literature Review

Ride-sharing services have gained widespread popularity and have become a familiar mode of transportation in numerous countries. As people increasingly embrace this convenient and cost-effective service, researchers have taken a keen interest in understanding the evolving behavior of customers in this domain. Numerous journals and articles have been published to gain insights into the changing dynamics, focusing on customer behavior within the ride-sharing industry.

2.1 Factors Influencing the Adoption of Ride-Sharing Apps

Alia et.al, (2020) published a report in which researchers surveyed about 1000 people to understand why they moved to ride-sharing app services. From analysing the research, it seems that people like to save time and avoid the complexity of travelling and want to choose the ride-sharing app. One primary motivator identified by the study is the desire to save time. With the convenience of ride-sharing apps, individuals can effortlessly request a ride with just a few taps on their smartphones. This eliminates the need to wait for taxis or navigate public transportation schedules, ultimately leading to significant time savings. These apps' efficiency in pickup and drop-off locations further enhances the time-saving aspect.

Smith et al. (2019b), researcher conducted a study that revealed two key factors influencing the usage of ride-sharing apps. Firstly, the high cost associated with ride-sharing services emerged as a significant deterrent for potential users. The pricing structure, which includes factors such as surge pricing during peak hours, can sometimes make ride-sharing apps less financially viable compared to alternative modes of transportation.

However, the study also highlighted that ride-sharing apps are commonly utilised in emergency situations. Individuals are more likely to turn to ride-sharing apps when faced with unforeseen circumstances or urgent travel needs due to their convenience and availability. Furthermore, the research indicated that a considerable number of users rely on ride-sharing apps specifically during office hours. This usage pattern suggests that individuals opt for these services to ensure punctual arrival at their workplaces, taking advantage of ride-sharing apps' efficiency and time-saving benefits (Smith et al., 2019b).

Ratna (2019) conducted a comprehensive research study to understand customers' behavioral patterns toward ride-sharing services. The study shed light on the primary reasons individuals opt for this mode of transportation and the factors that deter potential users from utilising ride-sharing apps.

One of the key findings of the research indicated that the prevalence of traffic congestion played a significant role in driving individuals to choose ride-sharing services. Traffic jams have become pervasive in urban areas, leading to time inefficiencies and frustrations among commuters. As a result, ride-sharing apps have emerged as an attractive alternative, offering the promise of faster and more efficient transportation options.

However, despite the advantages of ride-sharing services, the study revealed that many potential customers remain hesitant to use such apps. The primary deterrent identified was the perceived high cost associated with ride-sharing. Many individuals expressed concerns about the financial burden that ride-sharing services impose, especially when compared to more traditional forms of transportation (Taherdoost, 2019).

2.2 Factors Influencing Customers' Preference for Ride-Sharing Apps

Robin (2016) researched the impact of online ride-sharing on customers' behaviour. This research has found that people use ride-sharing apps to get comfortable riding. People use ride-sharing app services to get more travel security. Ahmed (2017), an Indian researcher, researched ride-sharing apps and local transport services. People like to use ride-sharing apps rather than using public transport. However, the high cost and lack of affordability demotivate them from using this service. The research result shows that traffic jams and comfort are the main factors for using ride-sharing apps rather than public transport.

Balachandran (2019) researched to understand customer satisfaction with ride-sharing services. The research found that people who like on-time and low-cost services choose this service. According to Krish (2019), ride-sharing apps in India have become popular, as people like to use these apps' services. People like to use ride-sharing apps to avoid traffic jams. Recherches surveyed a thousand users of ride-sharing apps to understand why they use ride-sharing apps rather than other transports. Most respondents agreed that they like to reach their destination on time and avoid traffic jams. This journal found that avoiding traffic jams and saving time to reach their destination on time are the main factors influencing people to use ride-sharing apps.

2.3 TechRideEase: A Revolutionary Ride-Sharing Solution Maximizing User Benefits

As per Granada & Pérez Jaramillo (2018a) study, the technology acceptance model (TAM) has a significant appliance to understanding the reasons for accepting a technology. Ride-sharing apps are an innovation of modern science or technology. As it is a computer technology, the acceptance of this ride-sharing app mainly depends on two crucial factors per the technology acceptance model. These factors are perceived usefulness and perceived ease of use. Perceived usefulness indicates whether the new technology will benefit its intended users. If the newly invented technology is well-suitable for its potential users and improves efficiency, then potential users will show positive attitudes toward the innovation.

Also, if the technology is simple to use and helps solve a problem more easily rather than creating complexities, then potential users will also show positive attitudes (Granada & Pérez Jaramillo, 2018b). As per the research findings of Dills & Mulholland (2018), ride-sharing apps are a modern technological innovation, so the innovation must prove that it is useful and easy to use for potential users. Several types of research have been conducted to determine the degree of usefulness of ride-sharing apps and how easy it is to handle for users. In maximum research, the researchers have shown that maximum users have found it convenient and useful and, hence, possess positive attitudes toward this modern technological innovation (Dills & Mulholland, 2018).

In another research by Taherdoost (2019), the researchers investigated users' attitudes toward ride-sharing apps. Here, a significant idea is connected called attitude toward using (ATU), meaning the desirability assessment of users toward a particular information system or application. Other research published that both the usefulness of the system and complexity level while using it substantially impact forming attitudes. When both factors of TAM

have positive results, the ATU will also be positive. On the contrary, there will be negative results if elements behave negatively.

According to the researcher, before adopting anything, a rational person must consider the potential benefits of that particular thing or event, especially financial benefits. It is a normal human reaction to a normal event that people do not easily accept anything that does not add value to them. So, human behaviour will also depend on the economic benefits of ride-sharing services before adopting ride-sharing services. If customers find ride-sharing app services than usual from public transportation services, they will accept and use ride-sharing services. Otherwise, they may refuse to have a service from any ride-sharing services. Several researchers have expressed that using a ride-sharing app must be affordable, and the pricing level should be kept as minimum as possible (Chen & Huang, 2017). According to Alia et.al, (2020) the base fare, cost per km or mile, cost based on time, booking fee, and many other associated service fees should be lower. To get a competitive advantage, setting a lower charge limit is a crucial appliance. Economic benefits should be as low as possible for being a customer-acceptable, successful ride-sharing service provider and getting positive user behavior. Besides, the costs of using apps should also be minimum. Rhee and Zheng published research in 2021 where findings said that when premium and other costs associated with using an app are relatively higher, it creates negative moods. Customers refuse to have ride-sharing apps for their transportation. So, to make customers pleased and get positive behaviour from them, economic benefits to the customer should be maximised. In Dhaka city, though ride-sharing app services are available, the cost of ride-sharing apps is relatively higher as they charge a higher amount per service. Currently, the cost of the regular transportation system in Dhaka is relatively lower than ride-sharing apps, which is why ride-sharing app services in the Dhaka area are critical (Rhee & Zheng, 2021)

2.4 Factors Influencing the Acceptance of Ride-Sharing Apps: A Comprehensive Study

The research of Man (2019), Convenience transportation services are always popular and the first choice of ordinary people. Security, safety, and related social factors should be met to be a successful transportation service provider. When transportation service is riskier and denies social norms and manners, such services are not acceptable to the general. Ride-sharing app services are always in a risky position because of the higher risk of road accidents and cyber-attack, which is why people always fear having a trip or using ride-sharing apps. Recently, hacking or other unfair means has increased the propensity of attacking a ride-taker. Running a business or any information system without social influence is impossible.

According to the Sijabat (2019), influential social factors include conformity with social norms and manners, peer pressure, leadership, the socialisation process, and economic stability should be by a system developer or the business entrepreneur while launching their venture. Society favors adopting new technology or innovations when it is socially stable. Society's economic and educational status is the most valuable factor in adopting new and advanced innovations. Usually, people who live under the poverty line or face difficulties in maintaining everyday life with their current income will negatively react to upgrading things because it will cost more. Besides, to use ride-sharing apps, education is a must thing. In the case of ride-sharing apps, configurations and features are not so easy to understand for an uneducated guy. That is why people more likely to have ride-sharing apps must have minimum education to quickly understand and use the app per their requirements.

Jacob & Roet-Green's (2017) research shows that a region's social and community context is crucial for a new technology or venture. If a community's health and other fundamental issues do not work well, it is challenging to introduce a new system. Besides, potential customers may show reluctance to the new idea or technology. When the health condition of a community is not so good, people may fear and be reluctant to have a trip via ride-sharing apps because of health risks. Along with these, if the privacy policy of ride-sharing apps does not comply with the social condition of a region, those apps will not be accepted widely. The research findings of Gecchelin & Webb (2019) suggest that the privacy policy of maximum ride-sharing apps active in Dhaka city is not so trustable. That is why people are so concerned about this issue. In the modern era, utilitarian, informational, and value-expressive influences should also be considered when introducing new technology. However, some mismanagement of app authorities makes things blur, and people do not feel good about using ride-sharing apps.

Jabbari & MacKenzie's (2020) suggest that in recent times, the Covid-19 pandemic has been a great concern for all types of businesses or ventures. Because of Covid-19, the normal processes of maximum systems and businesses have changed significantly. The normal transportation system changed significantly when Covid-19 came for the first time. Because of lock-down, shut-down, and other similar types of governmental systems to protect against Covid-19, people travelling through regular transport became impossible in the maximum case. In the case of an emergency move, the demand for an emergency transportation system emerges as a crucial matter. As per Nikzad (2021a), the ride-sharing system has gained popularity worldwide after the evolution of ride-sharing apps for emergency moves and moving from one place to another more safely. Nowadays, people want to save their time as well as want to keep themselves safe from Covid-19. Public transports are riskier for health because of the probability of being affected by Covid-19, so people prefer

using ride-sharing apps to have safe trips. During the COVID-19 peak period, the ride-sharing industry's demand peaked, and in the post-pandemic period, the demand level for ride-sharing apps is amazing. The change in human nature is the most important factor among the causes of such an increment in the demand level. Now, people want to have risk-free lives, and they also want to travel safely. The behavioural aspect is the most crucial and impactful factor that has made ride-sharing apps progress to their peak Nikzad (2021b).

2.5 The Impact of Service Quality, Cost, Security, and Driver Behavior on Customer Behavior in Ride-Sharing Apps: A Comprehensive Analysis

According to the research of Dew & Sicherman (2021), customers' behaviour in the field of ride-sharing apps is dependent on some factors. When the ride speed is satisfactory, people will be more likely to have ride-sharing services. People feel reluctant to ride-sharing services if the service speed is insufficient. Along with these, the cost is another factor that substantially impacts the customers' behaviour. The security of ride-sharing apps plays a crucial role in determining the behavioural level of users. Based on the research of Li & Hong (2016), when people need to wait longer to have transport for their travel, they feel disgusted and try to avoid ride-sharing services of that particular system. Even if the ride-sharing app of a particular service provider takes relatively more time to load, then people possess negative attitudes also. Along with these matters, the behaviour of the drivers and the convenience level of ride-sharing services are also crucial in affecting customers' behaviours.

In the research of Shokoohyar (2018a), ride service providers' behavior is another concern when choosing ride-sharing apps. As a ride-sharing app works as a team where drivers are a significant portion of that system, the ride service organisation should ensure its drivers' proper professional behaviour. If drivers' behavior is not good, people will not be so pleased with the services of ride-sharing apps, and they will leave the service provider. Normally, as people pay relatively higher for ride-sharing, expecting a higher level of service is not unreal. So, the service providers must ensure that their behaviors are up to the expectation level of customers. If drivers can possess professional behavior, this will benefit both the organisation as well as for getting higher ratings and payment. So, management and drivers should consider their ethical behaviours.

3 Research Methodology

3.1 Research Method

To achieve its goals, the study used a combination of qualitative and quantitative research approaches. Qualitative research involved the collection and Analysis of data from various scholarly sources such as journals, articles, and books, which were reviewed to identify the factors influencing customers' choice of ride-sharing apps (Detterman, 2016). This method allowed for a deep exploration of the subject matter and provided valuable insights into the underlying factors driving customers' preferences.

On the other hand, quantitative research was conducted to gather primary data directly from customers using a structured questionnaire survey. The collected data were then analysed using the STATA software, employing statistical techniques such as coefficient determination and variance analysis to assess the accuracy of the results and understand the relationship between variables (Detterman, 2016). Quantitative Analysis enabled the measurement of customer acceptability and the examination of dependencies on other factors, with findings presented in the form of charts and tables for clarity and audience comprehension.

By integrating qualitative and quantitative approaches, the research aimed to provide a comprehensive understanding of the factors influencing customers' selection of ride-sharing apps. The qualitative Analysis of secondary data sources enriched the research with theoretical insights, while the quantitative survey offered empirical evidence and statistical Analysis to support the findings. This methodological combination ensured a robust and rigorous investigation into the topic, enhancing the overall reliability and validity of the research outcomes.

3.2 Research Approach

To arrive at a conclusive understanding, a researcher collects, analyses, and interprets data through a chosen research approach. The selection of an appropriate research approach is crucial for the successful completion of a study. Generally, there are two main research approaches: inductive and deductive. The deductive research approach is employed when the researcher aims to test hypotheses and theories through scientific investigation (Trochim & Donnelly, 2008). This approach involves the formulation of specific hypotheses or theories and testing these pre-existing concepts using empirical data.

In contrast, the inductive research approach is adopted when the researcher aims to derive general conclusions based on observed patterns and data within a specific area of interest

(Creswell, 2014). In this approach, the researcher collects and analyses data and then develops theories or generalisations based on the observed patterns, allowing new insights to emerge.

The selection of an appropriate research approach depends on the nature of the research questions, the available data, and the overall goals of the study. Researchers must carefully consider which approach aligns best with their research objectives and the type of knowledge they seek to generate.

Throughout this research task, the deductive research approach is followed. In this research, the authors have collected information from existing research-related theories, read the works of others, tested hypotheses, and finally reached the ultimate conclusion based on the understanding. Throughout the research process, theory tests, hypothesis tests, observation of the findings, and confirmation stages have been passed to reach the ultimate result (Pearl, 2019).

3.3 Data Collection & Designing Questionnaire

The research was conducted using both primary and secondary data gathering sources.

Primary Data: A survey has been conducted to get information directly from the users about what factors influence them to use a ride-sharing app. Due to being far away from the area, completing a survey on the field will not be possible. Thus, a questionnaire will be made and will survey the users to understand the factors that impact using the ride-sharing app. This survey was conducted using google forms, and collected data was transformed into a google excel sheet. Extensive samples will not be collected.

Secondary Data: Secondary data was collected for literature review from different data sources such as organisational websites, journals, articles, newspapers, and books. Many journals are available on the internet, which will be collected and reviewed to understand the factors that impact changing the customer's behaviour on transport (Smith, 2018; Johnson et al., 2020).

To do the survey, the author needs to prepare a questionnaire. To design questionnaires, the author collected information from different sources and prepared 14 questions regarding the factors that have an impact on customers' attitudes toward using ride-sharing apps. In the first section of the questionnaire, demographic questions were asked of the respondents (Arora, 2017). The survey has mainly collected information from students who use their ride-sharing apps for different purposes. The second section of the questionnaire has been prepared to ask about the factors affecting their behaviour on using ride-sharing apps. Only

questions that help the authors understand the factors impacting customer attitudes toward ride-sharing apps have been selected.

About 103 cases have been collected to complete the survey, and the author has reached a final decision about this research. It was challenging to reach a good decision based on this small sample size. Due to distance problems, reaching the users and collecting data was impossible (Welman and Mitchell, 2015). Different ages and both genders have provided their opinion regarding the questions. The Convenience sampling method has flowed to do the survey. Convenience sampling is a widely used non-probability sampling method in research, characterised by selecting participants based on their easy accessibility and willingness to participate (Durrant, 2020).

3.4 Data Analysing Tool

In the Analysis of the collected data for understanding the factors influencing customers' behavior in using the ride-sharing app, two main methods were employed: Regression Analysis and Descriptive Analysis.

Regression Analysis is a statistical approach used to investigate the connection between a dependent variable and one or more independent variables (Hair et al., 2019). It aids in determining the strength and direction of variable associations as well as quantifying the influence of independent factors on the dependent variable. By applying regression analysis, it becomes possible to identify which factors have a significant influence on customer behavior and to what extent (Canela-Xandri & Woolliams, 2015).

Descriptive Analysis involves summarising and describing the collected data using various statistical measures and techniques (Hair et al., 2019). It includes measures of central tendency, such as mean, median, and mode, to understand the average behavior of customers. Measures of dispersion, such as standard deviation and variance, assess the variability or spread of data. Additionally, graphical representations such as charts and diagrams are used to visually depict the data, making it easier to comprehend the results (Canela-Xandri & Woolliams, 2015).

By utilising both Regression Analysis and Descriptive Analysis, researchers gain a comprehensive understanding of the factors influencing customers' behavior in using the ride-sharing app. Regression Analysis helps to quantify the impact of independent variables, while Descriptive Analysis provides a holistic view of the data, aiding in the identification of pat-

terns and trends (Hair et al., 2019; Canela-Xandri & Woolliams, 2015). These methods together enable researchers and analysts to draw meaningful conclusions and make informed decisions based on the data collected.

3.5 Dependent and Independent Variable

The study's goal is to learn more about customers' sentiments towards ride-sharing applications, especially in Dhaka. Through the Analysis of the collected data, eight independent variables have been identified as potential factors that influence customer attitudes towards ride-sharing apps in Figure 2.

Figure 2. Independent variables

3.6 Ethical and Legal Issues

Ethical and legal considerations were given the utmost attention during the research process. Valid and reliable data sources were utilised, and measures were taken to ensure the verifiability of the collected information (Humphreys, 2016). The researchers followed the necessary steps and stages for data collection, adhering to ethical guidelines and regulations.

In terms of ethical considerations, informed consent was obtained from the respondents, ensuring that they were fully aware of the purpose and procedures of the study (Humphreys, 2016). Additionally, a fraud prevention strategy was implemented to maintain the integrity of the research process. Confidentiality was addressed by ensuring respondents' data and information remained secure.

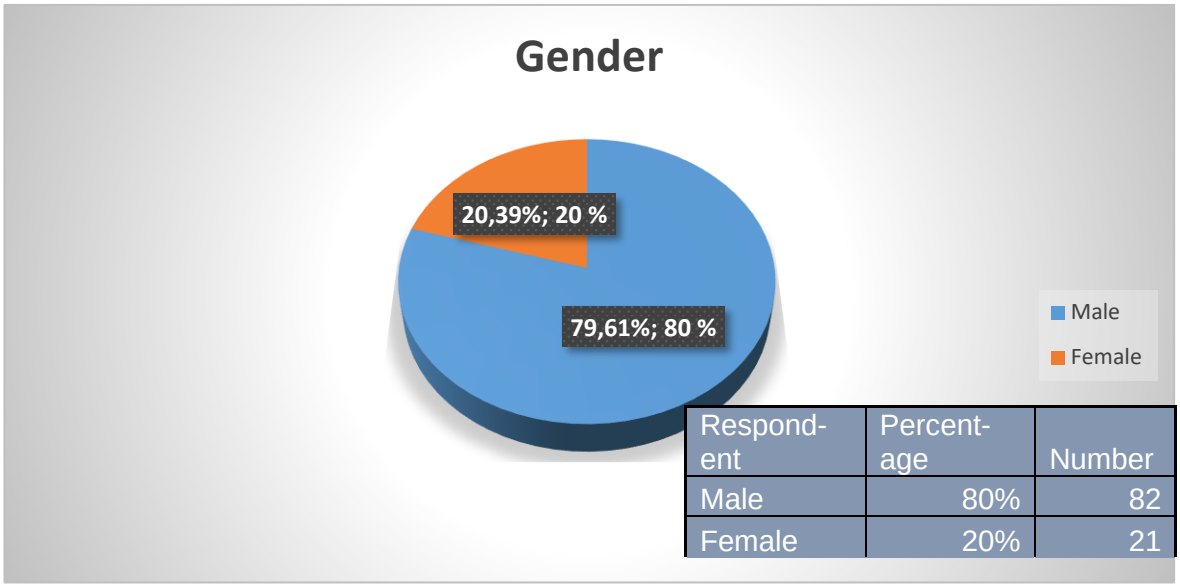
Legal compliance was strictly upheld throughout the research. The authors ensured no infringement of laws or regulations occurred during data collection, Analysis, and interpretation.

By prioritising ethical practices and legal compliance, the research aimed to maintain the trust and confidentiality of the participants while upholding the integrity of the study. These measures were implemented to safeguard the rights and well-being of the respondents and ensure the research findings' reliability and validity.

4 Data Analysis and Findings

4.1 Survey Analysis

Question 1

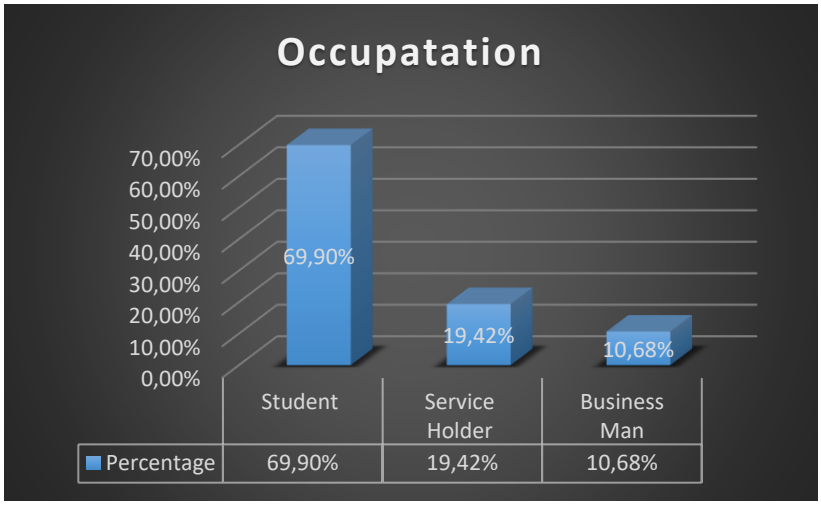


Respond-ent	Percent-age	Number
Male	80%	82
Female	20%	21

Figure 3. Respondents' Gender

The survey findings indicate a significant gender disparity among users of ride-sharing apps, with a higher proportion of male respondents than female respondents. Figure 3 presents the data collected from 103 participants, revealing that out of the total sample, 82 respondents (79.61%) identified as male, while 21 respondents (20.39%) identified as female. This stark contrast in the distribution of male and female users suggests that males are more inclined to utilise ride-sharing services than their female counterparts.

Question 2

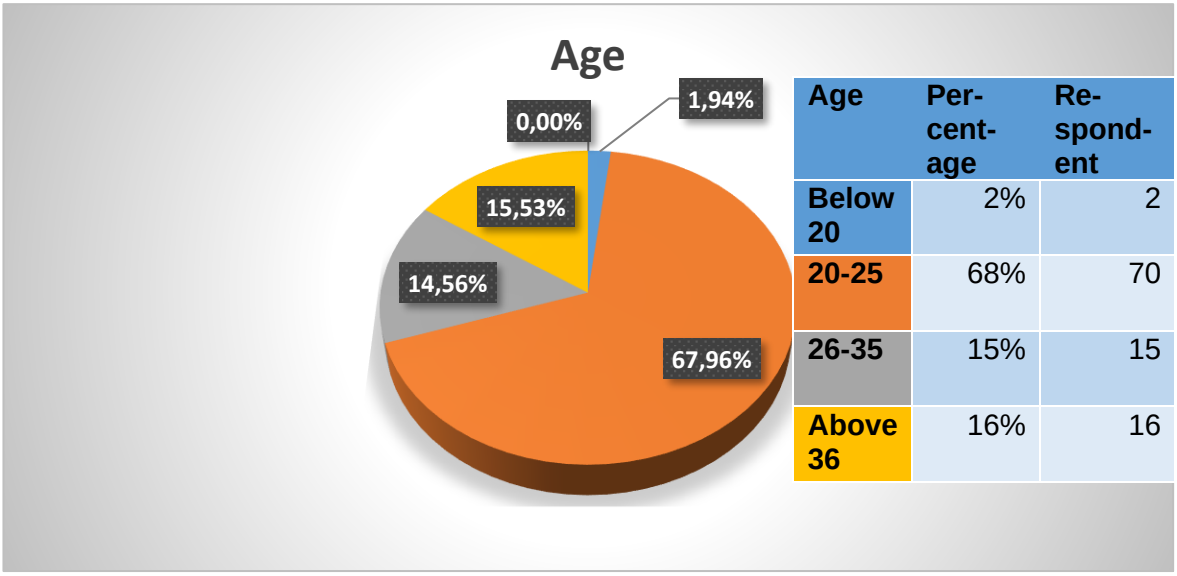


Occupation	Percentage	Respondent
Student	70%	72
Service Holder	19%	20
Business Man	11%	11
Others	0%	0

Figure 4. Respondent's occupation

This survey is mainly conducted on the users of ride-sharing apps. The authors mainly collect information from students, business people, and service holders. As seen in Figure 4, of the 103 respondents, seventy-two (69.9%) were students, eleven (10.7) were business people, and twenty (18.4) were service holders.

Question 3

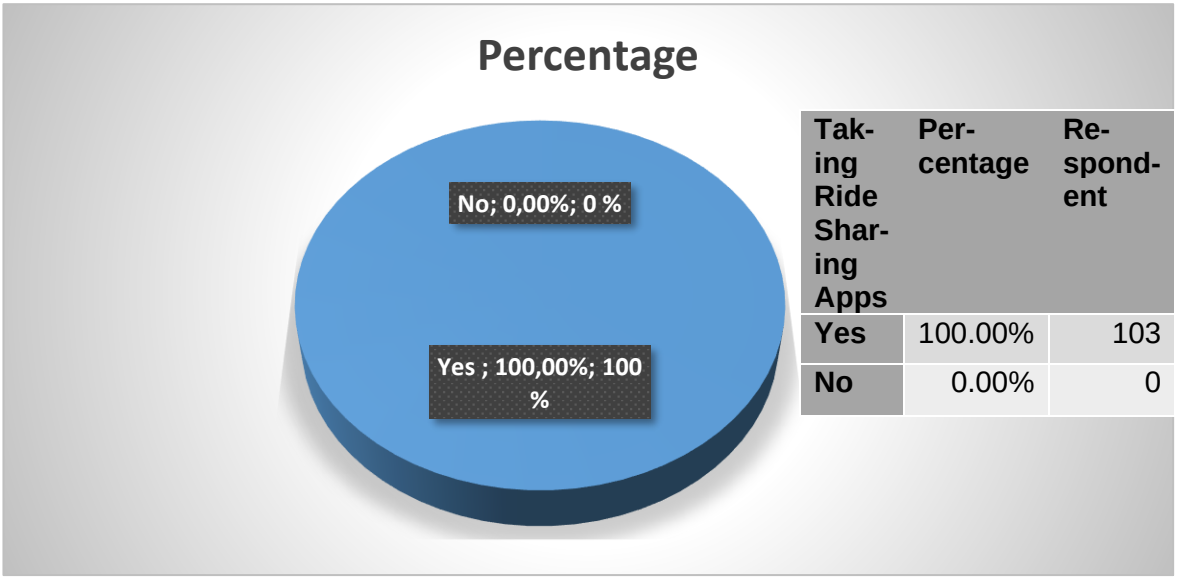


Age	Per-cent-age	Re-spond-ent
Below 20	2%	2
20-25	68%	70
26-35	15%	15
Above 36	16%	16

Figure 5. Respondents' age groups

In Figure 5, the age between 20-25 holds about seventy respondents (67,96%) of the total. As data has been collected mainly from the students, this age range holds most respondents. If we look at Figure 5, closely age group below 20 respondents, only 2 (1,94%), Fifteen (14.56%) respondents are between 26-35 and are mainly service holders. Moreover, 60 respondents (15.53%) are above 36 and are mainly business people.

Question 4



Taking Ride Sharing Apps	Percentage	Respondent
Yes	100.00%	103
No	0.00%	0

Figure 6. Did respondents ever take ride-sharing services using apps? (if yes, go to the next part to answer. If no, please specify the reasons)

The survey conducted in this study specifically targeted individuals who use ride-sharing apps. Consequently, in Figure 6, total of 103 respondents (100%) who confirmed their usage and possessed prior experience with ride-sharing apps were included in the survey sample. The selection of this specific group of respondents allows for insights into the factors influencing individuals who are already familiar with and actively engaged in using ride-sharing apps. By focusing on this particular population, the study aims to obtain relevant and accurate data regarding their experiences, preferences, and behaviors related to ride-sharing app usage.

Question 5

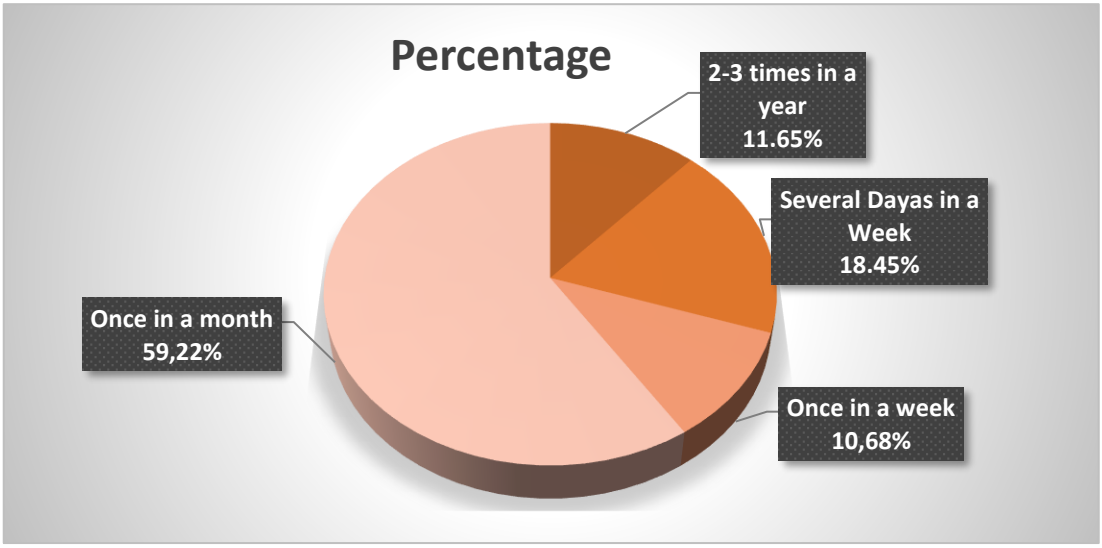
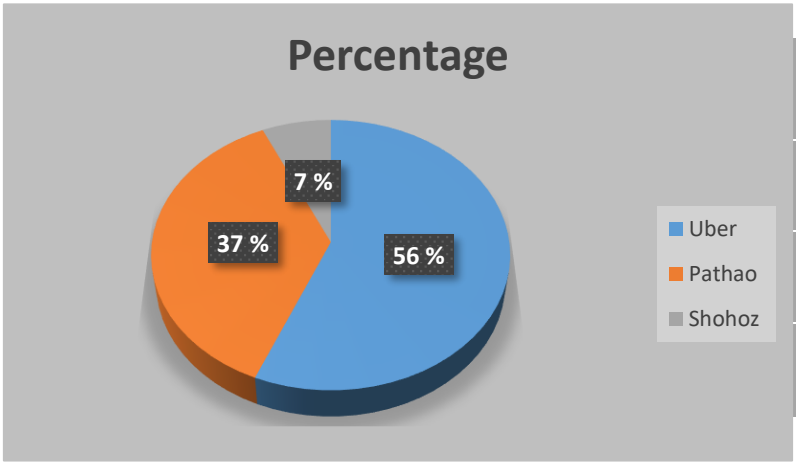


Figure 7. Respondents' nature of using ride-sharing apps**.**

Regarding the question to know about the nature of using ride-sharing apps in figure 7, about 59.22 percent of 103 respondents use ride-sharing apps once a month. Most of the respondents are students, but they use ride-sharing apps only for emergencies figure 9 refers that. About 18.45 percent of the total respondents use ride-sharing apps several days a week, most of whom are service holders. About 11.65 percent of the total respondents use ride-sharing apps two to three times in a year, and most of these respondents are a businessman. The rest of the respondents use ride-sharing apps once a week.

Question 6

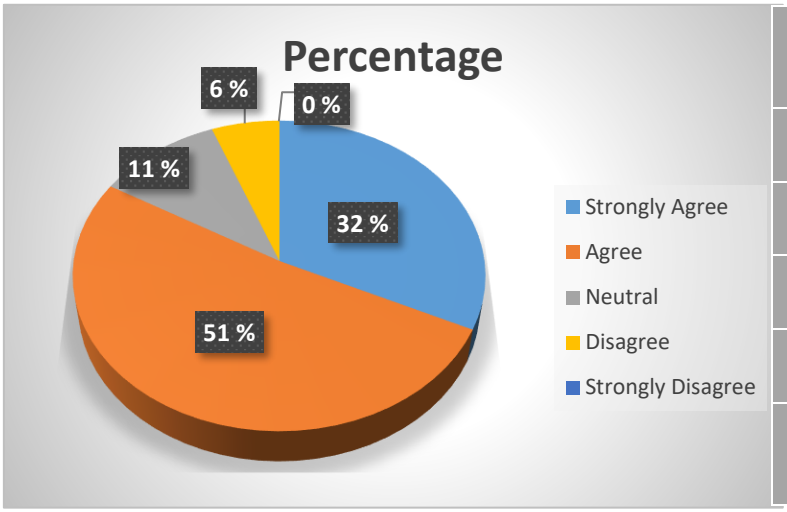


	Per-cent-age	Re-spond-ents
Uber	56.31%	58
Pathao	36.89%	38
Shohoz	6.80%	7

Figure 8. Which ride-sharing app do respondents prefer to use

Bangladesh's most used ride-sharing apps are Uber, Pathao, and Shohoz (Business Inspection BD, 2021). In Figure 8, regarding the question of the respondent about which ride-sharing app, they prefer to use, about Fifty-eight (56.31%) of the total respondent prefer Uber to use and thirty eight (36.9%) respondents prefer to use Pathao, and the rest of the respondents use Shohoz to take a ride which is seven (6.80%) respondents.

Question 7

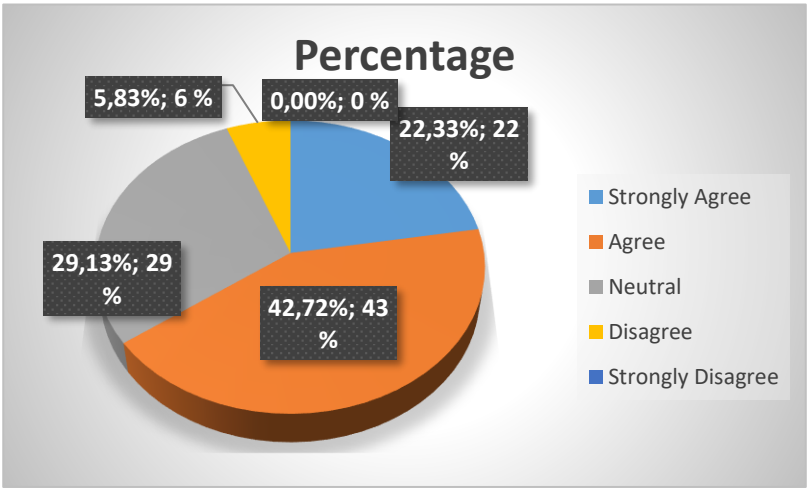


	Per-cent-age	Re-spond-ents
Strongly Agree	32.04%	33
Agree	51.46%	53
Neutral	10.68%	11
Disa-gree	5.83%	6
Strongly Disa-gree	0.00%	0

Figure 9. respondents use ride-sharing services for emergency purposes.

Regarding whether they use ride-sharing apps for emergency purposes, in Figure 9, about eighty-six (83.5%) respondents agree with this statement. They think ride-sharing apps provide their desired service when they need emergency service. Among the agreed respondents, 33 respondents (32.40%) strongly believed they use ride-sharing apps for emergencies. Eleven (10.68%) of respondents neutral with this statement. Among them, six respondents (5.83%) strongly disagree with this statement.

Question 8

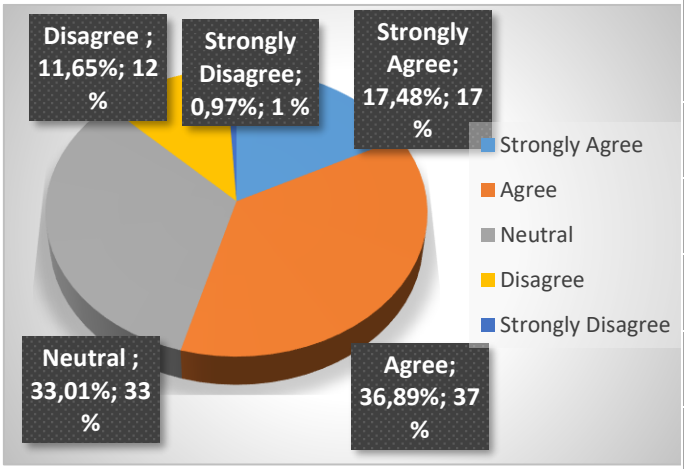


	Per-cent-age	Re-spond-ents
Strongly Agree	22.33%	23
Agree	42.72%	44
Neutral	29.13%	30
Disa-gree	5.83%	6
Strongly Disa-gree	0.00%	0

Figure 10. Respondents use a ride-sharing app to avoid traffic jams.

In responding to this question, almost one-third of respondents agreed with this statement. After analysing the data in figure 10, it is seen that 67 respondents agreed that they use ride-sharing apps to avoid traffic jams, which is about 65.05 percent of the total respondents. After analysing the personal data, it was found that most agreed respondents used motorbike to avoid traffic jams. About 30 respondents (29.13%) of the total remain silent in answering this question. Six respondents (5.83%) disagreed with this statement.

Question 9

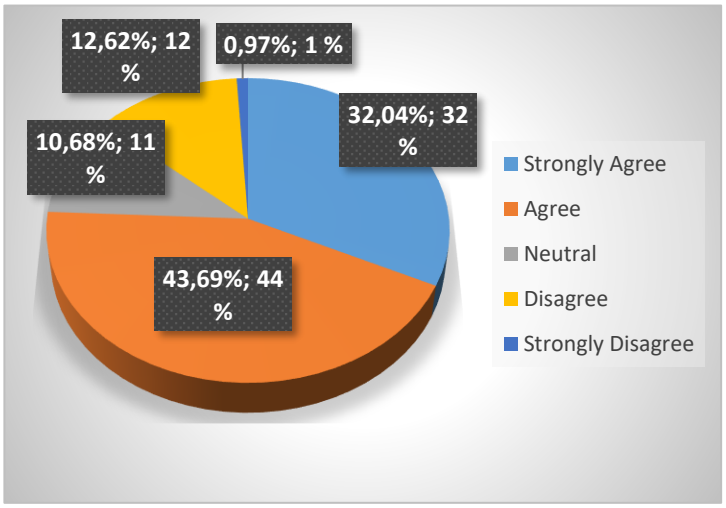


	Per-centage	Re-spond-ents
Strongly Agree	17.48%	18
Agree	36.89%	38
Neutral	33.01%	34
Disagree	11.65%	12
Strongly Disagree	0.97%	1

Figure 11. Respondents use the ride-sharing app when they get a discount.

Ride-sharing apps offer a discount to attract customers. To know they use ride-sharing apps when they get discounts, in figure 11, about fifty six (54.37%) of the total respondents agree with this statement. From the survey in figure 11 if look closely, thirty eight (36.89%) respondents are agreed, and 18 respondents (17.48%) are strongly agreed with the statement.Thirty four (33.01%), remain silent to answer this question; most of them are service holders and business people. They think that they need to use ride-sharing apps as part of their life, and the discount could not affect their behaviour to use or not to use ride-sharing apps. Twelve respondents (11.65%) disagreed with this statement; they think use ride-sharing apps when it is necessary and when they get discount, it helps to make low cost but doesn't affect on their behavior. Only one respondents (0.97%) strongly disagreed with this statement.

Question 10

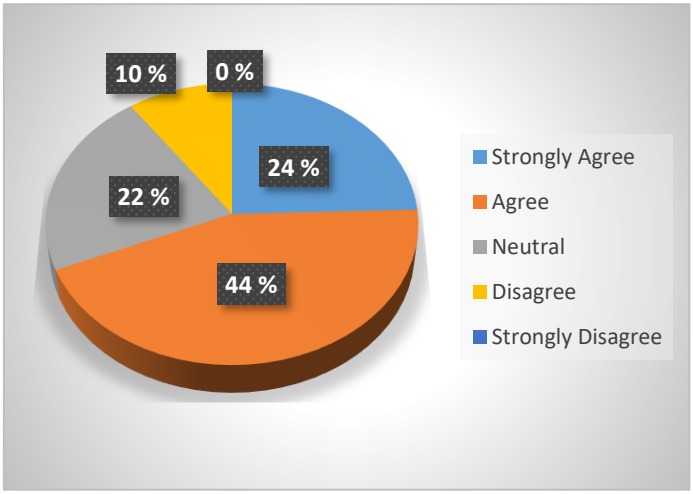


	Per-cent-age	Re-spond-ents
Strongly Agree	32.04%	33
Agree	43.69%	45
Neutral	10.68%	11
Disa-gree	12.62%	13
Strongly Disa-gree	0.97%	1

Figure 12. Respondents avoid ride-sharing app when it makes high cost

To respond, they avoid ride sharing when it will make a high cost in figure 12; about seventy-eight (75.3%) of the respondents agreed with this statement. Respondents avoid using ride-sharing apps when it shows high cost. As most of the respondents are students, they have limitations, so they avoid ride-sharing apps that show a higher cost than average. During busy hours, ride-sharing apps show high costs, and respondents agreed to avoid using this service at that time. Eleven respondents (10.68%) remain silent in answering this question. Thirteen (12.62%) respondents disagreed that they avoid ride-sharing apps when their costs are high. Only one (0.97%) respondent strongly disagrees with this statement. Disa-gree with this statement; most of them are business people and service holders who disa-greed with this statement.

Question 11

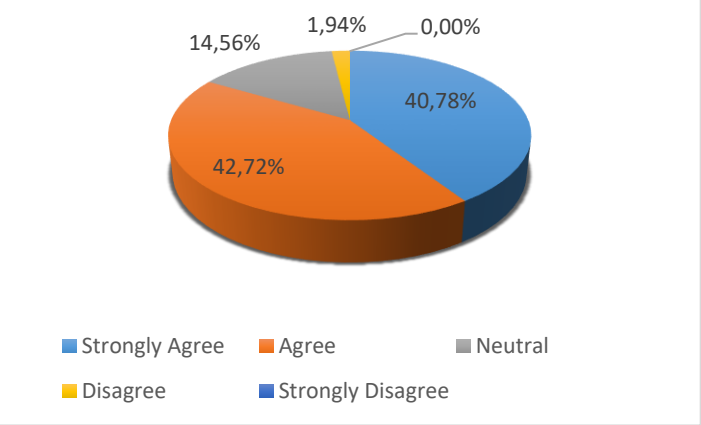


	Per-cent-age	Re-spond-ents
Strongly Agree	24.27%	25
Agree	43.69%	45
Neutral	22.33%	23
Disagree	9.71%	10
Strongly Disagree	0.00%	0

Figure 13. The behaviour of the Driver effects on respondents' minds to use the ride-sharing app again

To answer the question of whether drivers' behaviour affects their minds about ride-sharing apps in Figure 13, about seventy (67.96%) of the respondents agreed that when riders behave roughly, they decide not to use ride-sharing apps again. They complained to the authority and requested action against the drivers. In Figure 13, twenty-five (24.27%) of 70 agreed respondents they strongly believe that rider behaviour impacts their travel method. They like to switch brands when they get rude behaviour from the rider. Twenty-three (22.33%) respondents remain silent to give a compliment to this statement. Ten (9.71%) respondents disagreed with this statement, and all are business people

Question 12

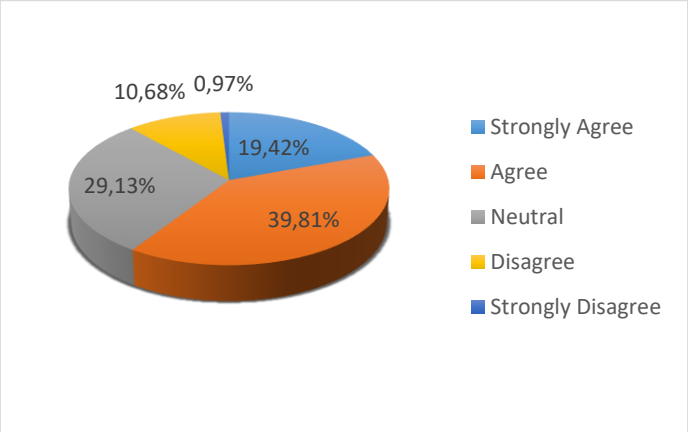


	Per-cent-age	Re-spond-ents
Strongly Agree	40.78%	42
Agree	42.72%	44
Neutral	14.56%	15
Disagree	1.94%	2
Strongly Disagree	0.00%	0

Figure 14. To save time, respondents use the ride-sharing app.

To respond to this statement in Figure 14, about 86 respondents (83.50%) believe they use ride-sharing apps to save time. Almost all users agreed with this statement. Fifteen respondents (14.56%) were neutral in answering this question. They believe that in Dhaka city, it may not be possible to save time because of traffic jams. Also, two respondents (1.94%) disagreed with this statement. Most of the agreed respondents are students and like to use bike ride share, which saves time compared to using public transport.

Question 13

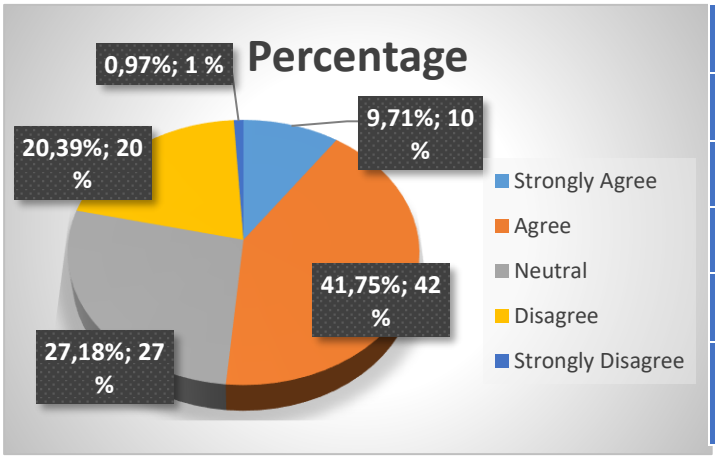


	Per-cent-age	Re-spond-ents
Strongly Agree	19.42%	20
Agree	39.81%	41
Neutral	29.13%	30
Disagree	10.68%	11
Strongly Disagree	0.97%	1

Figure 15. Ride-sharing service provides more security than local transport service.

To answer the question, they use ride-sharing apps to get more security than public transport. Most of the respondents agreed with this statement. In Figure 15, About sixty-one (59.23%) of the total respondents agreed that they use ride-sharing apps as they think it is more secure than public transport. They believe that when they ride using ride-sharing apps, they have proper evidence and document of riders, and there is a platform to complain against the rider if any occurrence happens (McKinsey & Company, 2016). Thirty respondents (29.13%) remain silent to answer this question; they think about the accident. Moreover, 12 respondets (11.65%) disagreed with the statement.

Question 14



	Percent-age	Respond-ents
Strongly Agree	9.71%	10
Agree	41.75%	42
Neutral	27.18%	27
Disa-gree	20.39%	20
Strongly Disa-gree	0.97%	1

Figure 16. Driver efficiency forces respondents to use the ride-sharing app.

A responded that Driver's efficiency forces a person to use ride-sharing apps, and about half of the respondents agreed. In Figure 16, fifty-two (51.46%) respondents agreed that people are concerned about security. They think that when they feel that drivers are inefficient in driving, they avoid the brand. Most agreed that persons with this statement use Uber as a ride-sharing app. Twenty-seven (27.18%) respondents were neutral; they did not make any comment with this statement. Twenty-one (21.36%) respondents disagree with this statement one respondent strongly disagrees with it.

4.2 Econometric Specification

A multiple linear regression model is followed to see the surveyed data's coefficient, standard error and acceptability. Multiple linear regression refers to analysing the relationship among different variables. Here, to understand the relationships among different factors that impact choosing ride-sharing apps.

Here, the regression equation is:

$$Yi = \alpha + \beta 1X1i + \beta 2X2i + \beta 3X3i + \beta 4X4i + \beta 5X5i + \varepsilon i$$

Here y is the dependent variable which indicates ride sharing. It takes three values,

Yi=1 if the respondents share a ride through shohoz ride-sharing app.

Yi=2 if the respondents share ride through pathao ride-sharing app

Yi=3 if the respondents share rides through uber ride-sharing app.

X1i = use ride-sharing apps for emergency purposes

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X2i = use ride-sharing apps to avoid traffic jams.

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X3i = use ride-sharing apps when to get discount

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X4i = You avoid ride-sharing apps when it makes high cost

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X5i = Driver's behaviour affects customers' minds to use ride-sharing apps

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X6i = customers use ride-sharing apps to save time.

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X7i = customers use ride-sharing apps to get more security

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

X8i = Driver's efficiency affects customers mind choosing ride-sharing apps.

The variable takes five different values based on the attitude of the respondents toward the statement. They are as follows

X1i= 1 if the respondents strongly disagree with the statement.

X1i= 2 if the respondents disagree with the statement.

X1i= 3 if the respondents remain neutral with the statement.

X1i= 4 if the respondents agree with the statement.

X1i= 5 if the respondents strongly agree with the statement

4.2.1 Co-efficient Analysis

Model	Coef.	Std. Err.	t	P>|t|	[95% Conf. Interval]	
Constant	.8814313	.7830651	1.13	0.263	-.6731496	2.436012
Emergency Purpose	.0266512	.1128299	0.24	0.814	-.197173	.2504755
Traffic Jam	.2164078	.0944347	2.29	0.024	.0289311	.4038845
Discount	.0102635	.0824418	0.12	0.901	-.1534042	.1739311
High Cost	.143939	.0815828	1.76	0.081	-.0180233	.3059013
Driver's Behavior	.0663687	.0911202	0.73	0.468	-.1145279	.2472652
Saving Time	.3482951	.1197083	1.91	0.005	.1106442	.5859461
Security	.0164912	.0945344	-0.17	0.862	-.2041657	.1711834
Efficiency	.0382039	.0878967	0.43	0.665	-.1362932	.212701

Table 1. Co-efficient Analysis of independent variables

Explanation:

Constant 0.8814 indicates that when no explanatory variable exists, the customers' perception of the ride-sharing apps is positive.

Firstly, from the coefficient analysis, the perception of using ride-sharing apps for emergency purposes seems positive. From the regression analysis, the estimated coefficient is 0.026, which is positive, meaning that the emergency purpose variable has a positive relationship with other variables.

Test the hypothesis; the t value is essential. The calculated t value is greater than the absolute value of 2.56, and the hypothesis has been rejected at a 5 per cent significance value. The table shows that the calculated t value for β1 is 0.24, which is between -2.56 to 2.56, and the null hypothesis is accepted. As the null hypothesis is accepted, we can say that people use ride-sharing apps for emergencies.

Secondly, customers' attitudes to ride-sharing apps to avoid traffic jams is positive. It means that people use ride-sharing apps to avoid traffic jams. Here, the estimated coefficient of traffic jams is 0.216, which is positive and indicates that most of the respondents agreed that they use ride-sharing apps to avoid traffic jams.

The t value represents the statement's perception and helps test the hypothesis. If the calculated t value is greater than 2.56, the hypothesis has been rejected at a 5 per cent significance level. The table shows that the calculated t value for β2 is 2.29 which is between -2.56 to 2.56, and the null hypothesis is accepted.

Thirdly, attitudes about using ride-sharing apps when people get discounts are positive. It indicates that people use ride-sharing apps when they get discounts. This factor influences them to choose ride-sharing apps instead of other transport. Here, the coefficient is 0.01, which is positive, which indicates that there is positive relation among different variables.

From evaluating the t value, it has found that the calculated t value is 0.12 for β3, which is between the range of estimated value, and so the hypothesis is accepted. Moreover, it indicates that people use ride-sharing apps when they get a discount, and so the discount forces them to use ride-sharing apps.

Fourthly, it has been found from the table that the coefficient of avoiding ride-sharing apps when it makes high cost is positive. It means that people who like to get ride-sharing services at a low cost. From the regression analysis table, it has been found that the coefficient for the high cost is 0.14, which is positive that indicates a positive relationship with other variables.

The regression analysis table represents the t value of high cost is 1.76, which is between the range and indicates that the null hypothesis is accepted. It means people avoid ride-sharing apps when it has a high cost.

Fifthly, from the regression analysis, it is found that the calculated coefficient for Driver's behavior is positive, indicating that people like to use ride-sharing apps when they think the rider behaves friendly and cooperative. From the table, it has been noticed that the coefficient is 0.06 and indicates positive relation with other variables.

From the table, 0.31 represents the t value between the range of -2.56 to 2.56, and the null hypothesis is accepted. Moreover, it means that the friendly behaviour of riders influences people to use ride-sharing apps instead of other transport.

Sixthly, from the coefficient analysis, the perception of using ride-sharing apps to save time seems positive. From the regression analysis, the estimated coefficient is 0.34, which means that the saving time variable positively relates to other variables. It indicates that people use ride-sharing apps to save time instead of using other transport.

Test the hypothesis, t value is essential. The calculated t value is greater than the absolute value of 2.56, and the hypothesis has been rejected at a 5 per cent significance value. The

table shows that the calculated t value for β6 is 1.91, which is between -2.56 to 2.56, and the null hypothesis is accepted. As the null hypothesis is accepted, we can say that people use ride-sharing apps to save time.

Seventhly, people use ride-sharing apps to ensure high security. This perception of the people is positive. The regression table found that the coefficient for ensuring security is 0.016, which is positive and indicates a positive relationship with other variables.

The t value represents the statement's perception and helps test the hypothesis. If the calculated t value exceeds 2.56, the hypothesis has been rejected at a 5 per cent significance level. The table shows that the calculated t value for β2 is -1.17, which is between -2.56 to 2.56, and the null hypothesis is accepted. Ensuring security forces people to choose ride-sharing apps instead of other vehicles.

Eighthly, driver efficiency forces people to use ride-sharing apps; this perception is positive. From the regression table, it is found that the coefficient for Driver's efficiency is 0.14, which is positive that indicates that people use ride-sharing apps as they believe that drivers are efficient.

From evaluating the t value, it is found that the calculated t value is 0.43 for β8, which is between the range of estimated value, and so the hypothesis is accepted. Driver efficiency forces people to choose ride-sharing apps over other transport.

4.2.2 Hypothesis Result

Hypothesis	Null Hypothesis (H0)	Alternative Hypothesis (H1)	t-value	p-value	Conclusion
H0=β1	Attitude to use ride-sharing apps for emergent purposes is positive	Attitude to use ride-sharing apps for emergent purposes is negative	0.24	0.814	Null hypothesis accepted: Emergency purposes positively influence ride-sharing app usage.
H0=β2	Attitudes to using ride-sharing apps to avoid traffic jams are positive	Attitudes to using ride-sharing apps to avoid traffic jams are negative	2.29	0.24	Null hypothesis accepted: Using ride-sharing apps to avoid traffic jams positively influences their usage.

H0=β3	Attitudes to use ride-sharing apps when getting a discount is positive	Attitudes to use ride-sharing apps when getting a discount is negative	0.12	0.90	Null hypothesis accepted: Getting a discount positively influences ride-sharing app usage.
H0=β4	Attitudes to avoid ride-sharing apps when it makes high cost is positive	Attitudes to avoid ride-sharing apps when it makes high cost is negative	1.76	0.08	Null hypothesis accepted: High cost negatively influences ride-sharing app avoidance.
H0=β5	Attitudes to ride-sharing apps are positive when riders behave friendly positive	Attitudes to ride-sharing apps are positive when riders behave friendly negative	0.73	0.46	Null hypothesis accepted: Friendly rider behavior positively influences ride-sharing app usage.
H0=β6	Attitude to use ride-sharing apps to save time is positive	Attitude to use ride-sharing apps to save time is negative	1.19	0.005	Null hypothesis accepted: Saving time positively influences ride-sharing app usage.
H0=β7	Attitudes to use ride-sharing apps to get more security is positive	Attitudes to use ride-sharing apps to get more security is negative	-0.17	0.86	Null hypothesis accepted: Seeking more security positively influences ride-sharing app usage.
H0=β8	Attitudes to ride-sharing apps for Driver's efficiency are positive	Attitudes to ride-sharing apps for Driver's efficiency are negative	0.43	0.46	Null hypothesis accepted: Driver efficiency positively influences ride-sharing app usage.

Table 2. Hypothesis Result

Note: H0 refers to the null hypothesis, H1 refers to the alternative hypothesis, and β represents the respective independent variable. the p-value threshold of 0.05 (5% significance level) is used to determine the acceptance or rejection of the null hypothesis.

4.2.3 Findings

The primary research data analysis found that emergency purposes, traffic jams, security, discount, saving time, driver efficiency, and comfortability are the main factors that significantly influence customers' behavior toward ride-sharing apps.

From the first survey question, it was found that most of the respondents agreed that they use ride-sharing apps for emergency purposes. That means they like to use ride-sharing apps when they need transport in an emergency. This gives them more comfort and helps them reach their destination within time. A positive coefficient means this variable positively correlates with other variables (Goddard and Melville, 2011). People who use ride-sharing apps for emergency purposes use ride-sharing apps to avoid traffic jams, save time, and get discounts.

The second survey question also found that people use ride-sharing apps when they realise it will take more time because of traffic jams. The coefficient analysis found a positive relation between traffic jams and other variables. People use ride-sharing apps to avoid ride-sharing apps.

The third survey question found that people like to use ride-sharing apps when they get a discount from the brand. The coefficient for discount is positive, which means that the discount is positively correlated with other variables. Getting discounts forces them to choose ride-sharing apps (Goddard and Melville, 2011).

The fourth survey question found that they like to get ride-sharing apps service at low cost. Thus, they avoid ride-sharing apps when it has a high cost. The high-cost variable is positively correlated with other variables.

From the fifth survey question, it is found that people like to use ride-sharing apps when they get friendly behaviour from the Driver. The coefficient of friendly behaviour is positive, indicating that this variable is positively correlated with other variables.

From the sixth survey question, it is found that people use ride-sharing apps to save time. Most respondents feel that using ride-sharing apps helps them save time. The coefficient of saving time is positive, indicating that this variable is positively correlated with other variables.

The seventh survey question found that most of the respondents agreed that they use ride-sharing apps to get more security. The coefficient of the security variable is positively correlated with other variables n (Goddard and Melville, 2011).

The eighth survey found that people use ride-sharing apps as they think riders are efficient in driving. The coefficient of the Driver's efficiency is positive, which means this variable is positively correlated with other variables.

4.2.4 Limitations of the Study

During conducting this research, the main limitation was collecting primary data. During this corona pandemic, meeting the respondents was impossible. Data has been collected using an online platform. Interviewing the respondents was difficult, and the authors made some phone calls to take the interview (R Panneerselvam, 2014). Having little knowledge of Stata software was the limitation of the study, and it was difficult for authors to survey data using Stata. As most of the respondents are students, the result may be biased toward the students.

5 Conclusion

Bangladesh's mobile app-based ride-sharing business is thriving as a result of the country's technical, economic, and cultural changes. These organisations offer home delivery of meals, while ride-sharing services offer greater amenities than auto-rickshaws and buses in urban areas. The elements that drive users to utilise ride-sharing applications were covered in this comprehensive survey. Collecting data directly from the users was necessary to understand the factors. Data has been collected directly from the users using the Google data collection form. Collected data has been analysed using Stata software. Moreover, graphs and charts are made using Excel.

5.1 Recommendation

In order to further enhance the research on the factors influencing customers' behavior in using ride-sharing apps, it is recommended that the researcher undertakes additional investigations by collecting data from a larger population. By expanding the sample size, a more representative and diverse range of customers can be included, leading to more robust and generalisable findings (Hinton, McMurray, & Brownlow, 2014).

Moreover, it is important to acknowledge that several factors have a significant impact on customers' choices regarding ride-sharing apps. While this Analysis may have identified some influential factors, there might be additional variables that were not included in the current research. It would be beneficial for other researchers to explore and introduce these factors in their studies, contributing to a more comprehensive understanding of customer behavior in the context of ride-sharing apps.

By conducting further research and considering a broader range of factors, researchers can collectively work towards reaching more meaningful and conclusive insights regarding customers' behavior in using ride-sharing apps. This collaborative effort will ultimately contribute to the development of more effective strategies and decision-making in the ride-sharing industry.

5.2 Reflection

This research topic on understanding the factors that impact choosing ride-sharing apps in Dhaka City was a great learning experience. One of the main reasons for choosing this topic was its relevance in today's day and age. With the ride-sharing apps rising, it was essential to know what factors influenced people's decisions to use these apps. This re-

search allowed authors to analyse the current situation in Dhaka City and explore the motivations behind consumer behaviour. The authors conducted primary research by interviewing consumers who use ride-sharing apps in Dhaka City.

Research questions answers

What factors greatly influence customers' behaviour to choose ride-sharing apps instead of other transport?

The factors that greatly influence customers' behavior to choose ride-sharing apps instead of other transport include:

- Convenience and time-saving: Respondents mentioned using ride-sharing apps to save time and avoid traffic jams.
- Emergency situations: Many respondents reported using ride-sharing apps for emergency purposes, as they believe these apps provide the desired service when needed.
- Cost-effectiveness: Respondents expressed that they avoid ride-sharing apps when the cost is high, indicating that affordability plays a role in their decision-making.
- Security and safety: Users perceive ride-sharing apps to offer more security compared to local transport services, as they have evidence and documentation of drivers and a platform to address any issues.

What are the prominent reasons for choosing a particular ride-sharing app over others?

The prominent reasons for choosing a particular ride-sharing app over others include:

- Popularity and market dominance: Uber was the preferred choice for the majority of respondents, indicating its widespread use and recognition.
- Personal preference and user experience: Respondents may have different preferences based on factors such as app features, reliability, ease of use, and past positive experiences with a specific ride-sharing app.
- Brand loyalty: Some respondents may show loyalty towards a particular ride-sharing app due to incentives, discounts, or familiarity with the app.

What type of behaviours leads users to feel insecure?

Users may feel insecure due to the following behaviors:

- Rough or unprofessional behavior of drivers: Respondents indicated that they decide not to use ride-sharing apps again if they experience rudeness or unprofessional conduct from drivers.
- Lack of driver efficiency: Inefficiency in driving and concerns about safety can make users feel insecure and lead them to avoid a particular ride-sharing app.
- High costs: When ride-sharing apps show high costs, some respondents mentioned that they avoid using them, indicating that pricing can impact their perception of security and value.

Additionally, the results showed that ride-sharing apps provide an efficient transportation option for people who may not have access to other forms of transportation. The authors also conducted secondary research to gain more insight into the topic. This research included a literature review of existing studies on ride-sharing in Dhaka City and an analysis of the relevant laws and regulations governing ride-sharing. This research allowed authors to understand the current situation better and identify potential improvement areas. Overall, this research project was a great learning experience. It allowed gaining a deeper understanding of the factors that influence people's decisions to use ride-sharing apps and explore the legal and regulatory framework governing ride-sharing in Dhaka City. The authors gained valuable insight into the current situation while developing research and analytical skills.

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Appendices 1. Cover Letter

Dear sir/madam

We are inviting you to participate in a research study. We are students from Bangladesh, and now we are studying the Bachelor of Business & Hospitality Management department at LAB University of applied sciences, Finland. We are writing our bachelor thesis. This empirical research aims to understand the factors influencing people to use the ride-sharing app. Your response is very important to conduct this research effectively. We will take only 5-7 minutes to complete this, and all personal information will be kept secret.

If you have any questions regarding this research, feel free to contact us.

Thank you for your participation.

Best Regards,

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Md Tozammel Hossain (md.hossain@student.lab.fi)
Bachelor of Business & Hospitality Management
LAB university of applied sciences

Appendices 2. Questionnaires

Title: Customer attitude towards app-based ride-sharing services: A study in Dhaka city

1. Gender

a. Female

b. Male

c. Other

2. Choose your occupation from below

a. Student

b. Businessman

c. Service Holder

d. Other (Please specify)

……

3. Age

a. below 20

b. 20-25

c. 26-35

d. above 36

4. Did you ever take ride-sharing services using apps? (if yes, go to the next part to answer)

a. Yes

b. No (Please specify the reasons)

……

5. How often are you using ride-sharing apps?

a. several days in a week

b. once a week

c. once a month

d. 2 to 3 times in a Year

6. Which ride-sharing app do you prefer to use?

a. Pathao

b. Uber

c. Shohoz

d. Obhai

7. Do You use ride-sharing services for emergency purposes?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

8. Do You use a ride-sharing app to avoid traffic jams?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

9. Do You use the ride-sharing app when you get a discount?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

10. Do You avoid ride-sharing apps when it makes high costs?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

11. Does the Driver's behaviour affect your mind to use the ride-sharing app again?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

12. To save time, do you use a ride-sharing app?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

13. Ride-sharing service provides more security than local transport service?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree

14. Driver efficiency forces you to use ride-sharing apps?

a. strongly disagree

b. disagree

c. neutral

d. agree

e. strongly agree