



IMPACT OF RIDE SHARING SERVICE IN DHAKA CITY



Impact of Ride Sharing Service in Dhaka City

Submitted to

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Letter of Transmittal

Mr. Md. Iftekharul Amin
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Subject: Submission of final report on Impact of Ride Sharing Service in Dhaka City

Dear Sir,

With due respect, we are pleased to submit the final report on Impact of Ride Sharing Service in Dhaka City. Although this report may have shortcomings we did try our level best to produce an acceptable report. We would be highly obliged if you overlooked our mistakes and accepted our effort we put in this report.

Sincerely yours,
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Acknowledgement

I am highly indebted for getting such a tremendous opportunity to prepare the report on Impact of Ride Sharing Service in Dhaka City. I would like to thank whole-heartedly our course teacher, Mr. Md. Iftekharul Amin, Assistant Professor, Institute of Business Administration, University Of Dhaka, for giving us guidelines about how I can prepare this report. In completing this paper I have collected various important data and information from the people who have used ride sharing services. I am thankful to all of them for their cooperation.

Abstract

Ridesharing is a service that arranges one-time shared rides on very short notice, usually arranged through a smartphone app. This service has been very popular now-a-days in Dhaka city. Dhaka is a city of heavy traffic. People want to move faster from one place to another but cannot do so due to traffic congestion. The bus service is not eagerly accepted by the people. So they are now choosing different kinds of ride sharing service like Uber, Pathao, Shohoj etc to move conveniently inside Dhaka city. This impact has increased very fast as around seventy percent of the people have at least a ride sharing app in their mobile phone. This report is prepared to analyze the impact of ride sharing service among the people of Dhaka city.

1. Introduction

Ride-sharing has become a popular and quintessential phenomenon in most of the city-dwellers everyday life. The immense acceptance of ride-sharing mainly ascribes to its door-to-door pick up and drop off service, ease of finding a vehicle in emergency hours.

1.1 Background Study

The first such service to appear on the market was the San Francisco-based company Sidecar (launched in 2011). Transportation experts have called these services "ride sourcing" to clarify that drivers do not share a destination with their passengers; the app simply outsources rides to commercial drivers.

In March 2015, Pathao was launched in Dhaka, focusing on the requirements of the locals that require a quick ride from one point to the other. According to users, the Pathao app is comparatively more user friendly, and offers a range of promo codes, which cut downs on travelling fares. Users have the added benefit of deciding between motorbikes and cars, depending on their convenience, however, there is no separate option of picking between male and female riders. After each journey, the users are able to rate their journey with a rating system that determines the quality of the drivers and riders in the service, but it does not allow any additional comments that might add further insight to how the riders are working. Being a local business, Pathao also allows users to pay via bKash, along with other local digital payment methods.

In 2016, Uber launched in Dhaka with the intention of providing city dwellers with more options for convenient travelling. This app not only provides the usual assortment of motorbikes and cars, but also has vehicles that are suitable for a maximum of 6 passengers to travel comfortably. Similar to Pathao, this international franchise provides promo codes which cut down on the fare, but does not have options for local payment methods like bKash, and nor do they have a local customer service centre. However, in case of reviewing the trips, users have the added benefit of making additional comments, which other users can view before confirming their rides. Many users claim that the Uber app is not as user friendly as that of Pathao's, and requires a little bit of tinkering. In America, Uber also provides a food delivery service, Uber Eats, which is not available in Bangladesh yet. Pathao easily gets the upper hand here, with their food delivery and courier services. Both apps have the added feature of "location sharing" that enables the user to share their real-time location with a trusted contact of their choosing. All in all, these two services are saving people more time, money and energy, along with making commuting in the city more convenient and secure.

The other similar services are Obhai and Shohoj. These companies have also made significant effect for this context.

2. Objective

The objective of this report is divide into two parts – broad objective and specific objective. Scope and limitations are included for this report.

2.1 Broad Objective

This report is prepared to analyze the overall impact of the ride sharing service on Dhaka city among the people.

2.2 Specific Objective

The objectives of this report is to know:

- Impact of ride sharing service for different gender in Dhaka city
- Impact of ride sharing service for different age group in Dhaka city
- Response of people in using different ride sharing service companies
- Impact of ride sharing service for different ride (Car or Bike) to the people
- Reason to use ride sharing service
- Problems faced in using ride sharing service

2.3 Scope

The result of this report is generated considering the area of Dhaka city only. I have collected data from both male and female considering the age above 15 years old. The occupation of the people has not been given importance for this context. I have just derived the assumption of the people occupation from the age group. This report does not meet any objective excluding the specific objectives mentioned earlier.

2.4 Limitations

Despite trying my level best, there are some limitations I had to face. These are –

- Limitation of Questionnaire: The questionnaire can be more robust and more data can be gathered which would show better result. Due to short of time, I could not get interview from different people.
- Lack of knowledge and experience: I have limited knowledge about ride sharing service. It would be better if I had talked with service providers. As a result, I could have known more how these companies are conducted. I have insufficient experience to collect data and prepare report for any study.
- Biasness: Most of the data came from the people who resides near Dhaka University area. I could not collect data from remote area of Dhaka city. As the sample size is not so large, there can biasness in the result.

3. Methodology

4. Findings

Conclusion

There's no denying that ridesharing apps have become more and more attractive and convenient as more and more users get onto their various services. The services are no longer confined to Dhaka, but have expanded towards other districts. For instance, Uber has an intercity option which reaches out till Savar and Gazipur, and Pathao covers Sylhet, and all three services (Uber, Pathao, Obhai) cover Chittagong. The on-demand services look to save time and money for busy city dwellers by battling the heavy traffic. Each app caters to different categories of people, and even attack social issues such as, unemployment and women empowerment. It can easily be said that these local and international companies are making our daily lives safer and more efficient. But on the other hand, people get addicted using these services as they get promo codes which may occur unexpected change to the life standard.

References