Gen Y: Ride-Sharing Attitude & Usage Trends

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Every developed civilization needs a reliable transportation system. Without a convenient, reasonably priced, and secure transportation infrastructure, urban life will be intolerable and unlivable [2]. A quick-emerging 21st-century invention called ride-sharing service (RSS) makes it possible to request transportation services using privately owned automobiles, generally using a mobile app backed by internet access [3]. Ridesharing is one of the major indications of economic success in developing nations like Bangladesh, along with other advancements in the transportation and communication sectors [5]. Due to their capacity to reduce traffic congestion and the number of automobiles on the road, ride-sharing services play a significant role in social, economic, sustainability, and environmental challenges [1]. Both developed and developing nations now use ride-sharing services in great numbers. Thus, the nature and effects of this ride-sharing business on economies are garnering more attention from academic researchers, businesspeople, entrepreneurs, innovators, and policymakers [6]. From a commercial standpoint, this service can provide additional chances for market share and favorable social effects. Also, ride-sharing businesses profit from new service usage dimensions and a new source of revenue [7].

Figure #1: Ride sharing in Dhaka.
Source- BRTA website
Bangladesh is not an exception to the disruption caused by the rise of ride-sharing services elsewhere (Le Vine et al., 2014). With over 39 million inhabitants, Dhaka City is the seventh most populated metropolis in the world and a congestion hotspot [9]. With a population of approximately 17 million and an area of land of 1.528 square kilometers, Dhaka will always require more transportation than is reasonable. In 2015 Bangladesh Road Transport Authority projected that there were 3419,884 registered cars in the entire nation and 1115,654 in Dhaka alone [10]. This estimate was made up to April 2018, thus the actual number may be higher. This study investigates how Bangladesh's Generation Y (Gen Y) perceives and uses ride-sharing services.

Moreover, this paper describes the arguments and refutations made in the statistical study about the attitudes toward and usage patterns of ridesharing among Gen Y. The purpose of this research is to examine the ride-sharing industry in Bangladesh and determine the variables that influence consumers' opinions and levels of satisfaction. Moreover, the study uses a quantitative research approach, and it gathers data from Bangladeshi Gen Y participants using online and offline survey questionnaires. Around 300 replies are gathered and examined using regression analysis and descriptive statistics.

References


