

Report On
The Current State of Ride-Sharing Apps in Bangladesh: Are They
Successful in Achieving Customer Satisfaction?

By

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19104072

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
June, 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Abdullah Al Muhit

19104072

Supervisor's Full Name & Signature:

Ms. Ummul Wara Adrita

Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ummul Wara Adrita
Senior Lecturer
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “The Current State of Ride-Sharing Apps in Bangladesh: Are They Successful in Achieving Customer Satisfaction?”

Dear Madam,

I hope you are doing well. I am glad to inform you that, I, Abdullah Al Muhit (ID:19104072), a student of BRAC Business School, am doing my internship at SRG Bangladesh Limited, which is a well-known research and consultancy firm in Bangladesh. I am writing my internship report under your supervision using my own job experience while I worked at SRGB. Even though I am doing a double major in Marketing and HRM, I picked research trainee executive as my internship designation as I believe, it will help me in both my majors and keeps more options for me. Using your much-needed guidance, I have worked on this internship report and looking forward to any feedback from you and making necessary changes if needed.

Sincerely yours,

Abdullah Al Muhit
19104072
BRAC Business School
BRAC University
Date: June 11, 2022

Non-Disclosure Agreement

I got the opportunity to work in SRGB, through the job vacancy posted on the OCSAR website. After the initial screening and being shortlisted, I was selected after giving an interview. My internship period started on February 1, 2023, and it lasted till April 30, 2023. After the mentioned period, my internship contract ended automatically as was mentioned in my offer letter.

Nature of the Appointment: Three months internship period, starting from February 1, 2023, and ending on April 30, 2023.

Allowance: I was entitled to receive compensation of TK 10,000 (Taka ten thousand only) as my internship allowance every month.

Joining Date: Internship period effective from February 1, 2023.

Rules and Regulations: I will abide by the rules and regulations according to SRGBS' own rules and regulations.

Confidentiality of Business Information: During my three months internship period, I was exposed to confidential information of both the company and our clients. I am obliged to keep all of this information, documents, and files I worked on and saw and client information confidential and I will not share any of this information with any person outside of the organization both directly or indirectly.

Acknowledgment

Firstly, I would like to start my acknowledgment by thanking SRGB and its HR team for allowing me to work and learn from them during my internship period. They have helped me immensely in both helping me to express myself as a member of the team and teaching me and guiding me along the way as needed.

Secondly, I would like to thank my internship supervisor Ms. Ummul Wara Adrita who helped me along the process of my internship and helped me in any way I needed. She was always available and guided me accordingly. She made my internship report-making process a lot easier than I expected, and for that, I will always be helpful.

Lastly, I would like to thank my colleagues at SRGB for making my internship journey memorable and one filled with memories and experiences that I will cherish for the rest of my life. Additionally, I would like to thank my parents and my siblings, as well as my friends and the faculty members of BRAC and the whole BRAC Business School administration for helping me through my four years of undergraduate life. I will always be highly grateful to every single one of them for giving me the experience of a lifetime and I can only hope for the best in the future thanks to them.

Executive Summary

This report portrays a detailed picture of the organizational practices of SRG Bangladesh Limited and the current state of ride-sharing apps in Bangladesh, are they able to achieve the necessary customer satisfaction? The report first focuses on how SRGB a research and consultancy firm go about its business and what are the management practices and other policies and rules and regulations they follow. Furthermore, about my experience as an intern in my learnings and experience while working there. Additionally, it also focuses on ride-sharing apps and their practices and important factors in achieving customer satisfaction.

Keywords: Organizational Practices; Current State; Ride-sharing apps; Customer satisfaction; Research firm; Consultancy.

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List of Acronyms

SRGB SRG Bangladesh Limited

IDI In-Depth Interviews

FGD Focus Group Discussion

ODRS On-demand Ride Sharing

Chapter 1 Overview of Internship

1.1 Student Information

Name: Abdullah Al Muhit

ID: 19104072

Department: BRAC Business School

Major: Marketing & Human Resource Management

1.2 Internship Information

1.2.1 Contract Information

Contract Period: Three Months, starting from February 1, 2023, and Ending on April 30, 2023.

Company Name: SRG Bangladesh Limited (SRGB)

Department/Division: Research

Address: House 50 (Level 5), Road 2, Block L, Banani, Dhaka 1213, Bangladesh.

1.2.2 Supervisor's Information

Name: Naznin Jannat

Position: Senior Research Executive

1.2.3 Job Scope

I was hired for the position of research trainee executive for my internship. The general purpose of an internship is for a young graduate to enter the corporate world and gain valuable working experience and implement the teachings the student received from various courses during university life. During my three months internship period at SRG Bangladesh Limited (SRGB), I was expected to help in the research work of SRGB. Moreover, I helped in various day-to-day activities assigned by my supervisor, besides working on research projects. As a research intern, I participated in different aspects and responsibilities of doing research work for clients.

1.2.4 Job Duties and Responsibilities

Firstly, I want to start by briefly explaining what type of work SRGB does. SRGB is mainly a full-service research company, that specializes in working for various clients and fulfilling their research needs. They do both qualitative and quantitative research. During my three-month tenure, I was tasked with helping with two major projects and a few smaller projects. The biggest project was a project by Uber and its service in Bangladesh. Uber is conducting this research in many countries and for the Bangladeshi part, SRGB is working on behalf of an American Company and doing the research for them, as they are more accustomed to the Bangladeshi culture and experienced in doing research work in Bangladesh. I participated in conducting In-Depth Interviews and Focus Group Discussions, as well as various other tasks associated with the project. Besides, I also worked on another major project called DLAB. It is a project of the World Bank, that has the purpose of figuring out if digital education is being properly implemented in Schools in Bangladesh. The research was conducted on students of Class 8 and Class 10 and they were given tests to measure the results. Besides, I worked on a few smaller projects and assisted in the day-to-day activities of the organization

1.3 Internship Outcome

The three months of my internship period have helped me immensely in being more professional in my approach to the workplace. I learned how to behave in a professional setting, how to deal with my supervisor and seniors and take valuable insights from how they go about doing their respective jobs. I also learned how to be punctual, how to work on a tight deadline, how to keep track of my work progress, and always update my supervisor about my work progress to make sure she is aware of the work in progress and if I needed any input from anyone, I never hesitated to ask for help. All of these are valuable lessons that will help me in my future endeavors and going forward I intend to use my learnings to better my future workplaces and contribute appropriately.

1.3.1 My contribution to SRG Bangladesh Limited

I believe I have been successful in contributing significantly during my internship period. Firstly, I contributed hugely to Uber Reputation Research, which is the main research project I worked on during my three months at SRGB. Firstly, for the project, I worked on the research guidelines and checklists. I worked on the formatting of all the documents and made sure that they are adequate by proofreading them. Our client, for this project, is from a US-based company and thus they would send the instructions and the guidelines in English I had to translate all the files for the on-field research teams who worked on this project since they are not so fluent in English and it was easier for them to work if they had all the guidelines and instructions in Bangla. I regularly updated the files when the clients changed any part of the guidelines and also make changes in the translation. Next, I took multiple in-depth interviews for the qualitative part of the research. I had to learn how to take interviews with experts in the

transportation sector of Bangladesh. I also had to write multiple transcripts of the interviews by listening to the interview audio. In this project, a couple of freelancers worked for us and I also had to check their work and fix their errors and make changes where it was necessary. In the next part of the research, after the in-depth interviews, we held four focus group discussions (FGD) with different service users of Uber. For the FGDs, there were again checklists and guidelines and I again had to go through making changes, proofreading, formatting, and translating a lot of different files. I also helped in the training of the freelancers who worked in the recruitment of the FGD participants. I gave them instructions and made sure they are aware of the project and what characteristics we are looking for in the FGD participants. Furthermore, I also contributed hugely to conducting and maintaining a proper schedule for the FGDs. I helped in rescreening the FGD participants and also communicated with our foreign client and helped him understand what was going on by simultaneously translating for him during the ongoing FGDs.

I also worked on two other projects besides contributing to filing and maintaining day-to-day documents. I worked in DLAB which is a project of the World Bank. The project is about finding out if digital education in Bangladesh is having the intended effect it was designed for. I did data entry on Excel files and also updated Excel databases as instructed.

Additionally, I worked on a project IELTS in which SRGB checks different IELTS centers in multiple different countries to make sure they are properly following the rules set by the British Council. I checked for IELTS examination schedules regularly and updated the Excel databases regularly to keep track of the ongoing process.

Lastly, I assisted in the day-to-day activities of SRGB in various ways. I had to attend regular meetings with the CEO and other members to get information about changes from the clients and to update the CEO about the progress of the project. I had to handle various documents

and keep them organized. I also did a lot of printing and photocopying of documents for the project. Furthermore, I had to format and fix the formatting of different Word and Excel files and I also had to do data entry on various Excel files.

1.3.2 Benefits I received by working at SRG Bangladesh Limited

I have gained new experiences and valuable insights into how to work in an organization, as well as developed and nurtured various skilled sets by working as an intern at SRGB for three months. I want to share some of the most valuable learnings below-

- 1) Working in a professional work environment: I had the opportunity of working in a professional setting thanks to SRGB. I learned various professional attributes that are expected of an employee due to working in this setting. Firstly, maintaining office hours and coming and leaving the office at the designated time made me aware of how difficult and necessary it is to learn time management and punctuality. Next, I learned how to communicate in a professional setting with my colleagues, be they seniors or people my age. I also learned how to treat colleagues with respect and maintain professional courtesy in the workplace. I also learned how to work within a deadline and hurry to meet tight deadlines that are necessary for the organization. Moreover, I learned how I had responsibilities that were assigned to me and how I had to work in a team to make sure that I do not fail my team, and working with teams made me a team player even more so than before.
- 2) Following Organizational Policies: SRGB has its ruleset and policies like every other organization. I had to make sure that I do not break any policies and abide by rulesets which

made me more aware of maintaining workplace confidentiality and the confidentiality of our clients.

- 3) Skill Development: I learned a variety of new skills and nurtured my already existing skills to a higher point. Firstly, I had never taken professional in-depth interviews before working at SRGB and I believe, this interview-taking skill will benefit me hugely in my future career. Secondly, I learned how to conduct a Focus Group Discussion from start to finish. From managing participants to working with freelancers who helped us in conducting the FGDs. Lastly, I further developed my Excel and data management skills and my writing and editing skills vastly.
- 4) Adapting to changing conditions: One major thing I realized while working at SRGB is since we are researching on behalf of clients, we have to be highly adaptive. Clients tend to change and update instructions and their research goals regularly and sometimes on very short notice. Therefore, I also had to consistently be on the edge and make sure I was adapting as necessary and I could not complain as this is how you have to be to work in a research organization that deals with foreign clients, who live on a different time zone and change instructions in odd times.
- 5) Working on projects directly: Even as an intern, I worked on projects quite directly. SRGB allows its interns to contribute directly to the projects as they believe, we can contribute even though we are freshers working as interns.
- 6) Gaining new experience: During my Bachelor of Business Administration degree, I double majored in Marketing and Human Resource Management. However, while choosing my internship I did not pick either Marketing or Human Resource Management but chose Research internship as I wanted to gain new experiences that I did not get while studying my major courses. My reason for doing so was that I believe, learning how to conduct research will help me in my both majors, as research is important in succeeding in most

sectors nowadays, due to the competitive nature of the current business world and needing to update with changing client demands and work condition and nature.

1.3.3 Difficulties Faced at SRGB

It was not a bed of roses for me when it came to my full internship period. I faced different issues during my tenure as an intern. I have listed some of the difficulties below-

1. Lack of professionalism: I was hugely disappointed with the lack of professionalism in the workplace of SRGB. SRGB needs to be a lot more professional in its approach and communication and workplace culture. I believe they are quite casual in their communication and approach to working. They work quite informally and that was quite obvious to me and I would have preferred to work in a more formal setting and it was quite difficult for me.
2. Lack of quality: As I mentioned, the employees are quite informal and they work quite slowly and they are happy to do the minimum amount of work required to achieve their objective. On the contrary, as a person I like to ensure quality and like my work to be of a good quality and it was hard for me to work in a place where quality was not always upheld and I had to struggle to cope with that.
3. Poor working environment: The work environment is of huge importance for me as I had to work five days a week at SRGB from 9 am-6 pm and it is a long time to spend in the workplace. SRGB is struggling with organizing their workplace and it is not properly maintained. I had to work in different places during my three months as the office was often busy with different projects and they were not organized properly.

4. Lack of benefits: I did not receive any other benefits other than my salary during my three months of the internship period. I did not receive any travel allowance, festival bonus, or any other kind of benefits which was quite disappointing.
5. Lack of freedom: SRGB is strongly maintained by the CEO and he maintains the organization quite strictly. However, that severely limits the freedom of the employees and limits their creativity and ability to improve various parts of the projects because they are limited in their ability due to lack of freedom.
6. Rigid workplace culture: SRGB does not have a flexible workplace culture. Rather, they follow an old-school rigid workplace culture, where they notice your work hours, more than your productivity. They also do not allow work from home or the current contemporary work cultures that a lot of companies are adopting. In addition, I had to miss work a few times during my last month, as I was sick due to the excessive heat and fasting and I also had family emergencies, but they did not understand my situation and treated me quite badly, rather than asking me what issues was I facing, which would have been the ideal thing to do. That affected my work morale and that affects any employee's productivity and enthusiasm towards work and the company.

1.3.4 My Recommendations to SRGB

I believe every organization has places to improve at all times as no single organization can be called perfect. However, it is important to have an open mind and be ready to make changes. I want to give some suggestions to further improve SRGB. They are-

- 1) Focus on professionalism: SRGB strongly needs to be more professional in its approach and less informal. They need to treat their employees with more respect and need to bring more structure to the workplace and in their approach and make sure that it is evaluated regularly.

- 2) Focus on ensuring quality: SRGB needs to ensure that they work with a higher level of quality. I understand that sometimes clients might have less budget for the project and that impacts quality. However, they can improve a lot of smaller steps that do not involve the budget and they need to make sure it is strictly monitored.
- 3) Bettering work environment: I believe, SRGB can ensure a better work environment by making small changes. Changes like better planning, better communication, and management of freelancers, giving more freedom to the employees, adapting more democratic decision making, focusing on the tasks rather than employees working hours, etc.
- 4) Giving importance to employees' needs: I had to miss a few days of my work during the last month of my internship, due to my health issues and some family emergencies. However, I was not treated nicely by the management and they did not consider my situation and rather treated me quite badly, which was disappointing as I always finished my tasks and my quality of work was always up to the expected level and even surpassed it on many occasions.
- 5) Better communication: SRGB needs to be a lot better in how they communicate with the employees. They lack severely when it comes to communicating with the employees, especially with the interns.
- 6) Training and Benefits: SRGB did not provide me with any onboarding training or they did not take any time to make me familiar with their work culture. I am a very quick learner and can adapt on the fly which is why I was able to adapt. However, in case of an employee who needs more time to adapt, they would have suffered and thus, I believe, they need to better orient new employees. Lastly, they do not provide that many benefits to the employees other than the base salary package, which is disappointing and makes the employees lose morale and have less loyalty towards the organization and which causes

them to have a high turnover rate, which was apparent in one of the senior employees leaving only after a couple of days of my joining.

Chapter 2 Overview of the Organization and its Operation

2.1 Introduction

SRG Bangladesh Limited (SRGB) was founded in 1987 to provide a full-service research facility for clients and provide consulting in various management services. SRGB focuses on different sector studies and they specialize in market research, both qualitative and quantitative. On behalf of clients, SRGB conducts market research and helps them to analyze the collected data. SRGB operates not only in Bangladesh but also in the South Asian region which includes India, Sri Lanka, Myanmar, Pakistan, Afghanistan, Nepal etc.



SRGB has a long-running history of completing various baseline surveys and social research on a variety of different sectors. As proof of their quality of work, SRGB received European Quality Award in 2015 and the 'ESQR Quality Achievements Award in 2013'.

SRGB specializes in meeting any kind of needs and demands of the clients by being highly adaptable and experienced in a range of different research and consulting services.

2.2 Overview of SRG Bangladesh Limited and its Operation



SRGB works in the South Asian region by providing a fully pledged research facility for clients and providing different consulting services. SRGB does in-depth interviews (IDI), focus group discussions (FGD), household surveys, mystery shopping, etc. Currently, two of the major research projects that SRGB is conducting are the Uber Reputation Research Project and DLAB project. DLAB is a project of the world bank. The goal of DLAB is to conduct tests and interviews of students, teachers, and headmasters to identify if the computer labs that are installed in various schools around Bangladesh are affecting positive changes in the student's performance. This is done with an experiment group that is given stimuli and a controlled group that is not given stimuli. Next, their results are measured using CAPI programmed. This project is being done by using 35 district-level research assistants (DRA) in different parts of Bangladesh.

The second major project is Uber Reputation Research. This is a project of Uber that is conducting research via in-depth interviews of experts, focus group discussions of Uber users, and household surveys of Uber users to understand how users of Uber feel about the company's services and about the rules and regulations that Uber has to follow in Bangladesh.

SRGB also works in testing IELTS centers around the South East Asian region to make sure that they are following the proper rules and protocols. IELTS centers have some rulesets like you cannot wear smartwatches, electronic devices, etc. SRGB sends test takers to the designated centers and they try to break as many rules as they can to test if the centers are following proper protocols and regulations. Then they enter the results in an Excel sheet and we check the results and let our client know.

All of these operations process starts with a briefing from the clients, they let us know about the guidelines and checklists we have to follow and the deadlines we have to meet. Next, we start by recruiting freelancers who are usually the ones who conduct the interviews, focus group discussions, surveys, and other research steps. Then, we update the guidelines and instructions according to client demand if needed. After collecting data and conducting the steps we give the clients all the data in an organized manner and follow up on any processes if needed. This is usually how operations at SRGB are held.

2.2.1 Services of SRGB

SRGB has a plethora of different services that they provide to their clients. It ranges from market research, mystery shopping, and even different consultancy services.



MANAGEMENT CONSULTING

- Corporate Re-engineering/Re-structuring
- Management system development
- Management support services



MARKET RESEARCH & CONSULTING

- Fieldwork Services, Syndicated Research & Reports
- Primary Research, Consulting
- Secondary Research, Custom Research



DEVELOPMENT CONSULTING

- Environment, Agriculture & Forrest
- Fishery, Poultry & Livestock
- Energy & Power, Telecommunication & IT



BUSINESS CONSULTING

- Project designing, Techno-feasibility study
- Technology transfer, Market study & research
- Financing & investment proposal, Business/Market plans

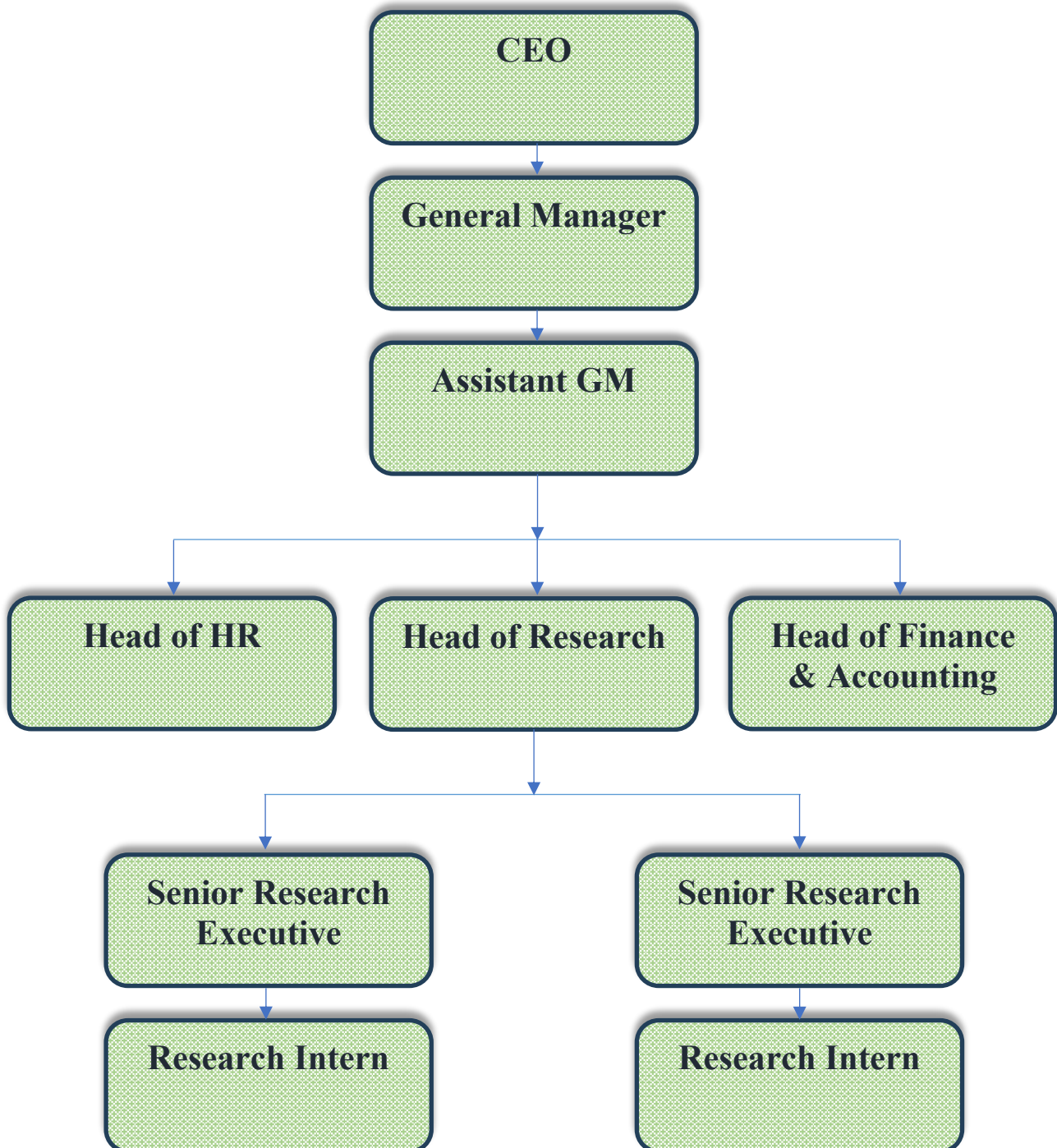


2.2.2 Industry Analysis

The research and management consultancy industry has a mixture of public and private companies in Bangladesh. Some noteworthy research institutions in Bangladesh are the Bangladesh Institute of Development Studies (BIDS), Bangladesh Atomic Energy Commission (BAEC), Deloitte Bangladesh, The Nielsen Company Bangladesh, LightCastle Partners, PRITI Research & Consultancy Limited, ZUNOKS Consulting, Inspira Advisory & Consulting Limited, etc. The research industry in Bangladesh has some strong limitations like government restrictions, political tension, lack of research infrastructure, backdated information, lack of awareness in both research conductors and the general people, and also the socioeconomic condition of Bangladesh. From my personal experience working in a research and consultancy firm I believe, the industry can be improved vastly if the research participants are made aware of the research objectives, research conductors gain more training to carry out the process, more funding is provided to the research organizations, research is conducted more often to keep the research data's up to date and lastly clear and concise communication between the research conductors and the clients.

2.2.3 SRGB's Chain of Command

SRGB follows an order of hierarchy to maintain its chain of command. It is maintained to make sure that everyone knows their role and plays it properly to keep the company's functionality in place.



2.3 Management Practices

SRGB has been one of the leading research and consultancy firm since its inception. They are known for successfully carrying out a vast number of different research projects. However, when it comes to its management practices, they are still quite outdated and they have not adapted to the changing times and landscape of management practices around the world, during the past decade.

2.3.1 Leadership style of SRGB

SRGB follows an autocratic leadership style where the CEO, Mr. M Saidul Haq makes all the major decisions. He does consult with the team members but all decisions are ultimately taken based on his judgment and he is quite strict about his approach. During team meetings, he hears about work updates from the members and listens to them, but he is not that empathetic towards the team members and prefers his judgment above everyone else's. I found that his opinion is not always correct according to the team members but they are forced to listen to the CEO and they carry out the orders even against their own better judgment and wishes sometimes.

2.3.2 Recruitment and Selection Process

In terms of employee recruitment, they post job offers on LinkedIn, BD Jobs, and different Facebook groups for job vacancies and use word-of-mouth as well. After recruitment, they go through a job interview where the head of HR takes their interview and if selected, they get a confirmation through a phone call. In terms of my internship recruitment, they posted an internship vacancy on OCSAR, and through OCSAR I applied after getting shortlisted and giving an interview, they selected me from the other candidates.

2.3.3 Compensation and Benefits

When it comes to base salary SRGB pays close to the average industry standard salary for its full-time employees. However, SRGB works with a lot of different freelance employees regularly and they are paid very less compared to their work commitments. They are also not paid on time and even the full-time employees receive their payment quite late. When it comes to benefits SRGB falls very short as they do not pay bonuses that much and even, they do not provide festival bonuses regularly to the employees, which is common practice in Bangladesh. Thus, they have quite a high turnover of freelancers and the freelancers they do recruit are working because they are desperate for work and they are not happy with the organization. Their lack of satisfaction reflects in their work quality and as a research organization, they need to do better in this regard.

2.3.4 Training and Development Process

SRGB hires a lot of freelancers as they work on projects where they have to collect data in different parts of the country regularly. Thus, they have to be frequently trained and as mentioned they have a high turnover for them; thus, they have to always keep training the new hires. They are given 2-3 days of training at the least in the office before they head out for fieldwork and in case of complex projects, they get 4-5 training days.

For me as an intern, I was not trained but I got some on-the-job training from my supervisor as she guided me and corrected me where it was necessary. However, it was not enough and I was expected to know how to work in a research company and do it well, which I had no experience in. Which made the process quite stressful for me.

2.3.5 Performance Appraisal Process

SRGB is quite outdated in how they run their management practices and they do not follow the traditional appraisal processes. They do not have a fixed appraisal time, like a yearly or half-yearly appraisal timing. Rather, employees get a pay raise based on how long they stay in the organization and how well they perform, as well as based on their competency and experience.

2.4 Marketing Practices

Companies use marketing to attract clients through market segmentation and various marketing strategies. Likewise, SRGB also implies its marketing practices like other organizations.

2.4.1 Marketing Strategy

SRGB is quite old-fashioned in its marketing strategies. They mostly used Word-of Mouth as their main touch point to get clients. They also have past clients and a huge network due to their years of experience and operation. Other than that, they use Facebook and LinkedIn as well. They also focus on personal selling as they like to directly approach the clients. In this sector, they have fallen quite a bit behind, as they are dependent on personal connections and are lacking when it comes to generating new customers.

2.4.2 Target Customers, Targeting, and Positioning Strategy

Segmentation:

Geographic Segmentation: South East Asian Region

Demographic segmentation: Lower-middle

Targeting: SRGB targets clients who are interested in conducting projects on a relatively low-mid budget as they are very experienced in keeping the cost low of research projects.

Positioning: SRGB positions itself as a full-service research company in which they work on the project from start to finish and they are specialized in making sure the lengthy research process and period are properly maintained.

2.4.3 Marketing Channels

SRGB relies mainly on word-of-mouth and personal selling as well as using previous connections to gain new clients. They also use online mediums like Facebook and Email. Their touch points are mostly social media, public relations, in-person meetings, events, etc.

2.4.4 Critical Marketing Issues and Gaps

SRGB needs to update its marketing practices as they are still quite backdated in this aspect. They need to adapt digital marketing strategies more and other than word-of-mouth touch points, they can try other touch points like further investment in social media marketing, Email marketing, and increasing public relations, etc.

2.5 Financial Performance and Accounting Practices

SRGB's financial performance and accounting practices are maintained by two separate employees. All the financial transactions, budgets, expenses, payroll management, and salary and bonuses are kept on track by them. They use their own Excel Database to keep track of all the transactions and records.

2.5.1 Budget

The CEO discusses the budget with the HR head and the accounts and finance employees. They keep track of the budget by discussing it with the head of HR and they keep the budget in check as instructed by the CEO. The clients that give research projects to SRGB are made aware of the cost of the project beforehand and thus we have to work within that budget and in case of any necessary over expenses, it has to be discussed with clients. Thus, all of this is strictly maintained and kept track of using Excel databases.

2.5.2 Banking Transaction

SRGB gives the option of both receiving the salary through personal bank accounts as well as a cash payment. Even in the case of cash payment, it has to be withdrawn from the bank account. Additionally, as SRGB works with foreign clients they have to receive payment through bank transactions through international banks. Therefore, all of these data need to be maintained very thoroughly and precisely.

2.5.3 Financial Report

After the end of every month, the accounts and finance team in collaboration prepare a report which is submitted to the CEO and he checks to make sure there are no discrepancies. After the CEO approves the report, VAT and government tax are paid after properly calculating it.

2.6 Operations Management and Information System Practice

2.6.1 Ownership

SRGB is a privately owned company. It is led by the CEO, Mr. M Saidul Haq who has a lot of experience from his previous work experiences. Its policies are thus made by the company and not by shareholders.

2.6.2 Four Key Functions of Management



I gained insights regarding SRGBs operations management processes while I was working as an intern there. The four functions are-

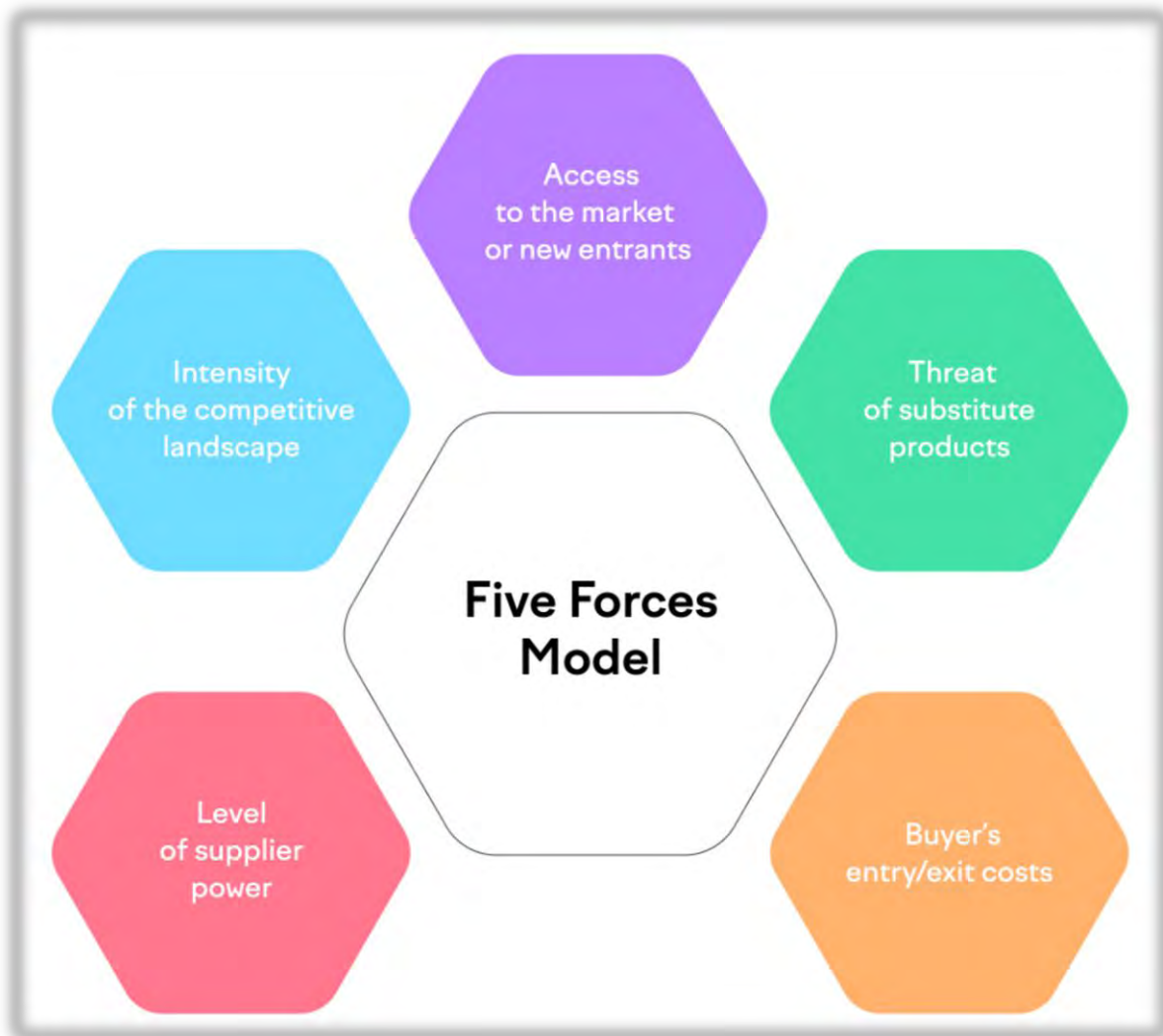
- 1) **Planning:** The planning process for SRGB depends a lot on their clients and their given deadlines. The team decides on the planning based on the deadlines and when each task needs to be completed. Planning also keeps updating to accommodate changing client briefs. The CEO and the research employees mainly take part in the planning process.
- 2) **Organizing:** SRGB is divided into different parts for all the tasks and day-to-day activities to run smoothly. At the top is the CEO and he is followed by the general manager. Directly below stands the head of HR and Senior research executives. Then, there are the finance and accounts departments, and lastly, interns. This hierarchy is maintained to be properly organized and reduce communication barriers.
- 3) **Leading:** Even though, the CEO is autocratic, he is quite good at his job. He is an expert in dealing with clients and briefing the employees accordingly. Though he takes the final decisions, he does consult the employees before making a decision.
- 4) **Controlling:** The CEO sets the performance standard for the employees and it is monitored by the head of HR, Mr. Faysal. He keeps track of employee performances and monitors their day-to-day activity and performance. In case, of any shortcomings, he is quick to let the employee where they need to improve.

2.7 Industry and Competitive Analysis

SRGB has to compete in the fairly competitive research market sector. There are a vast number of research and consultancy firms available in Bangladesh. Thus, to evaluate where they stand, I believe, Porter's five force analysis and SWOT analysis to understand their situation.

2.7.1 Porter's Five Forces Analysis

By using this method, it can be understood how the different competitive forces mold and determine how the industry operates. Evaluating these five forces properly enables SRGB to use this to its advantage and understand where they need to make changes.



- 1) **Competitive Rivalry:** There are a variety of small, mid, and large research firms that operate in Bangladesh. However, in this SRGB has moderate competitive rivalry as they have an advantage over their peers. They are working for a long time; thus, they have a good network connection which is vital in this sector. In addition, they can deliver a decent level

of quality within a lower budget as they are experts in cutting costs and minimizing expenses, thus the moderate rivalry as they do somewhat lack quality.

- 2) The threat of new entrants: The threat of new entrants is also moderate as it is not that costly or time-consuming to set up a research organization. However, it requires a high level of experience and skill sets as well as research work takes a different set of skill sets. Thus, it is moderate.
- 3) Power of Substitutes: The power of substitutes is high. As SRGB lacks somewhat when it comes to ensuring the quality of the research work. As well as other research firms have been operating for a long time and they can also work on a limited budget. Thus, it is high.
- 4) Power of Suppliers: The power of suppliers is low as SRGB uses freelancers for a lot of their research work. However, they are paid quite less and still, they regularly recruit new freelancers. Furthermore, when it comes to data collection, there are always new options.
- 5) Power of Buyers: The power of buyers is high as they have a lot of options when it comes to research firms and SRGB is not distinguishably different from other research firms. Therefore, the power of buyers is high, as they can switch easily

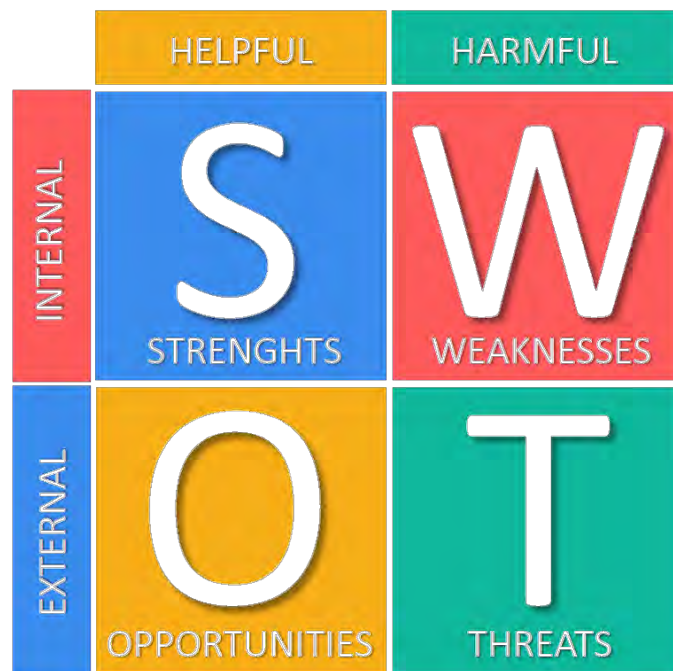
2.7.2 SWOT Analysis

Every organization has a distinguishable set of strengths and weaknesses. Also, there are opportunities and threats available to them at any given period. From my experience, while working at SRGB, I present the SWOT analysis below-

1. Strengths: SRGBs' main strength is the huge experience that they have gained while working in this sector for over 30 years. That has enabled them to build good connections and there is positive word-of-mouth for them. The large network and the ability to work in

different situations are some of the main strengths of SRGB. Moreover, SRGB has few employees who have worked in the research sector for a long time and thus, they are quite good at handling unforeseen situations.

2. Weaknesses: One of the main weaknesses of SRGB is their employee's lack of morale. They lack interest in ensuring quality and they also lack in skillsets. They also have a lack of resources which makes it harder for them. They also need to hire more employees when they are working on large projects with strict deadlines to reduce pressure on the existing employees.



3. Opportunities: SRGB has a good reputation and a large network. They can use this to spread positive word-of-mouth and through marketing channels, they can try to gain new clients. Moreover, nowadays more and more companies are interested in doing market research to understand their potential and existing consumers. Which will also open the door for new potential clients and new projects from existing clients.

4. Threats: SRGB lack distinguishable characteristics that make them special and different from other rivals. Which means they can lose clients and fall behind at any moment. Additionally, the pandemic has affected a lot of companies, that are still recovering and which can slow down research possibilities.

2.8 Summary and Conclusions:

SRGB is a prestigious organization that is continuing its journey from its inception in 1987. SRGB offers a variety of different research options and consultancy options for clients. Currently, SRGB has the main strength of its vast experience and a large network of clients and other sources. It is a privately owned company and follows its own set of rules and regulations. The CEO leads the company expertly and he is quite knowledgeable about the research sector. SRGB needs to update its existing practices to make sure that they stay relevant with the changing times.

2.9 Recommendations

I believe SRGB does quite a few things correctly. However, they have a lack of resources which creates constraints for them. Thus, they need to make sure they are up-to-date in their management and marketing practices. They need to ditch the old practices and move out of their comfort zones and face the new changing times. Additionally, they need to be more professional in their approach and love their work more to ensure quality. I believe, better pay and more benefits will increase their motivation in this regard, and the employees to receive more benefits and need to be treated nicer, for them to love their work.

Chapter 3 Project Part

3.1 Introduction

The emergence of ride-sharing apps in Bangladesh has forever changed how we see the transportation industry in Bangladesh. Ride-sharing can be defined as the addition of extra passengers to a trip that was already ongoing (Benoit et al., 2017; Davidson et al., 2018). Ride-sharing is a part of the sharing economy and it offers more value compared to its cost (Lamberton and Rose, 2012; Lee and Kim, 2018) and thus it has consistently become the preferred choice compared to traditional vehicles (Lee and Kim, 2018).

Through ride-sharing the users are granted permission to access a vehicle that might be owned by an organization or an individual and they can use the service for a partial or full trip, and in return, they must pay the driver (Le Vine et al., 2014). Ride-sharing apps like Uber, Pathao, and OBHAI are some of the most popular ride-sharing apps among the 12 apps approved by BRTA (Bangladesh Road Transport Authority). More than twenty ride-sharing service providers are providing service in Dhaka city as of 2020 (Tusher et al., 2020).

App-based ride-hailing services were first launched in Dhaka, in May of 2015 and since then it has gained in popularity hugely. Dhaka city has heavy population and a lack of transportation system compared to the need and thus there is extremely high traffic (Pucher *et al.*, 2005; Khan *et al.*, 2018). Furthermore, average traffic speed in Dhaka has significantly lessened from 21 km per hour to 7 km per hour in the last 10 years and thus, it wastes around 3.2 million working hours every day in Dhaka, according to World Bank (Palma, 2019).

Pathao, which is the most famous local ride-sharing service commenced its journey in 2016 and Uber a major international competitor entered the competition in late 2016. It has made

traveling more convenient for the people of Bangladesh, who were fed up with the mismanaged transportation sector of Bangladesh. Thus, people have started to use the ride-sharing apps more and more.

3.1.1 Literature Review

In a developing country like Bangladesh, the role of the transportation sector is immense as it directly correlates to productivity and efficiency, due to its relation with saving time and it also affects the communication system. Thus, the rise of ride-sharing apps and digitization of the transportation sector has helped to reduce the time and effort needed to travel, as well as the cost and convenience of traveling have also improved (Tang and Wang, et al., 2017). The ride-sharing companies have revolutionized the ride-sharing industry by applying a business model that is encouraged by digital technology (Watanabe, Kashif, & Neittaanmäki, 2016). The growing popularity of smartphones has made a paradigm shift in the ridesharing practices with a new category named on-demand ridesharing (ODRS) (Fielbaum *et al.*, 2021; Li *et al.*, 2021). ODRS enables a passenger to match with a driver using a mobile app.

The younger generation of Bangladesh was some of the early users of ride-sharing apps in Bangladesh as they are more adaptable in using technology and are more open-minded towards accepting changes. They were more interested in the apps as they helped them to reduce the hassle that comes with using public transportation like harassment, tiredness, and the cost and effort of maintaining transportation that is privately owned (Amey, Attanucci, and Mishalani, 2011). The rapid rise of internet users has also played a vital part in accepting ride-sharing apps. According to a report by the world bank, around 3.2 million work hours are wasted due to people getting stuck in traffic in Dhaka per day (The World Bank, 2017). The convenience

and ease of access of ride-sharing apps can help in combatting this huge number of wasted work hours. Thus, there has been a rise in the popularity of ride-sharing platforms. Consumers are nowadays moving away from their traditional sense of ownership (Morewedge, Monga, Palmatier, Shu, & Small, 2021). The availability of ride-sharing apps and the ease of getting rides has made the need of owning a private vehicle less and it can help reduce the traffic of Bangladesh gigantically, especially in the urban areas. As private vehicles are not used for 95% of their life cycle and they are kept in the garage in parked mode (Yaraghi and Ravi,2017). As a result, people are now more interested in the service and best price for the service, how convenient is it to access, and the most amount of benefit, convenience, and comfort associated with it are the main factors in switching to ride-sharing transportation services from the conventional ones (Beutin,2018; Sperling, Daniel; Brown, Austin; D'Agostino et al., 2016). People are more interested in what is more convenient for them and the functionality of the services, rather than the type of services. Ko and Kuo (2009), has defined Customer wellbeing as it being linked to their own consciousness and how they feel about their own lives, their high satisfaction, perception towards pleasure and their own positive emotions.

Previously taxi services were quite common and popular but now there has been a shift from traditional taxi services to ride-sharing apps and it can be conceptualized as the 'platformization' process (Plantin et al., 2018). Even though ride-sharing apps have a lot of positives, there are also some negative aspects of it. Issues like price hikes regularly in the app prices, unable to find rides during busy times, drivers not accustomed to using the apps, shady drivers, and harassment of the passengers, etc. are some of the most important ones. Drivers of ride-sharing apps often have terrible attitude towards the customers and often their feedback towards the drivers are not addressed sufficiently (Binte Shahid et al., 2020). Another huge safety concern is regarding sharing of personal data and the safety of it as both the passenger

and the driver have to share their personal information to use the ride-sharing apps (Cynthia et al., 2019).

Furthermore, drivers are also affected by some huge issues. A huge emphasis on how ride-sharing platform drivers is being treated is around the misclassification of their nature of work (Dubal, 2017a). Their misclassification confuses how they should be treated and they do not receive the proper treatment they deserve. The rise in street hailing has affected the ride-sharing apps heavily and it affects both the drivers and ride-sharing app companies. In this research, I want to emphasize the current state of ride-sharing apps in Bangladesh and if they are effective in achieving customer satisfaction or not. I would like to focus on mainly the customers' point of view and how they perceive the current state of ride-sharing in Bangladesh.

3.1.2 Objectives

The objective of this research is to understand if the current state of ride-sharing apps is satisfactory for customers. I was unable to find any similar comparison study between the different apps and therefore, through this research, I want to find out from the customer's perspective how they feel about the ride-sharing apps currently, what things they would like to be changed, and possible recommendations for the future, these are the things I want to find out through this research.

Broad Objective: The broad objective of this research is to find out the current state of ride-sharing apps in Bangladesh and whether are they able to achieve customer satisfaction.

Specific Objective:

- 1) To understand the customer's viewpoints on the pricing of the ride-sharing apps
- 2) To understand the safety concerns of the customers regarding driver behavior

3) To understand the convenience of use of ride-sharing apps for the customers

3.1.3 Significance

This report will show that the current state of ride-sharing apps needs changing and improving as the customers are not fully satisfied with their current state. As Bangladesh moves more into becoming a developed nation, transportation plays a huge role in its progress and ride-sharing apps are a huge part of it now. Thus, this report focuses on a critical issue that needs to be identified. I strongly believe, that there is a lack of research on this particular topic in Bangladesh and it needs to be thoroughly researched to identify the key factors. Thus, I want to contribute to this research.

3.1.4 Theoretical Significance

Most of the research on ride-sharing has come from developed countries as the ride-sharing market in developing countries is less flourished (Arteaga-sánchez *et al.*, 2020; Cattaneo *et al.*, 2018). Even the existing research on developing countries like Bangladesh was mostly done before the COVID-19 pandemic and the pandemic has hugely changed how people feel about online services and it has become the norm for them, due to the pandemic. Moreover, it has also hugely changed the public transportation industry as people were afraid to use overcrowded public transports, which made them shift more towards ride-sharing apps. Thus, there will be a significant theoretical benefit to update on the existing works.

3.1.5 Practical Significance

When it comes to the agile nature of digital technologies like ride-sharing apps, it is of the utmost importance for both scholars and practitioners to figure out what drives the motivation behind customers' continuation intentions to keep using the apps (Yan *et al.*, 2021) as it is

significantly less costly to retain customers compared to acquiring new customers (Nabavi et al., 2016). This research project focuses on the current state of ride-sharing in Bangladesh and the findings from this research can be used by the ride-sharing apps to further understand customer motivation and perception about their services. Thus, they will have to spend less money to retain customers and they will also be able to increase customer satisfaction and increase customer loyalty in the process.

3.2 Methodology

To conduct the research, I have used both Primary and Secondary research. Firstly, the research started with secondary research to identify the key factors and variables. Through secondary research, a literature review was done to find previous research on related topics. Secondary research was done by reading journals, research papers and researching online articles from credible sources.

Secondly, primary research was conducted by conducting an online survey through a questionnaire. In the questionnaire, the participants were asked several relevant questions to understand how the users of ride-sharing apps in Bangladesh currently feel about the service they are being provided.

3.2.1 Research Design:

A research design is a way to find out answers to the research questions you have with the help of empirical data. I have used descriptive conclusive research here as I want to find out the connection between the current state of ride-sharing apps in the eyes of its users and how that

affects their usage of the ride-sharing apps in a manner that is descriptive and well-defined. However, since I have limitations with deadlines, I have decided to do a single-cross sectional research in which the respondents who participated in my survey questionnaire will only give data once and no further data will be collected from them in the future.

3.2.2 Target Population:

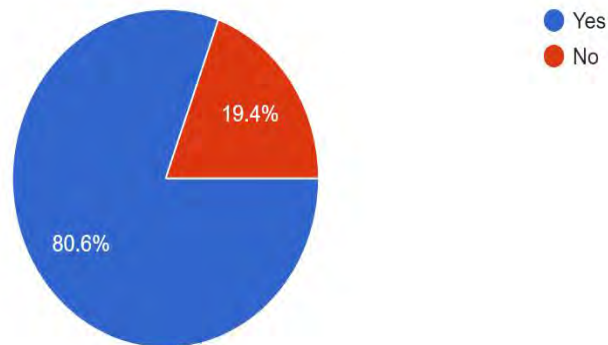
The target population for my research was the younger generation, with their ages consisting of mainly 16-25. I collected the data from mostly university students, as they use ride-sharing apps quite often. Furthermore, the data was collected from residents of Dhaka, as the ride-sharing apps are mostly used in major cities like Dhaka and Chittagong.

3.2.3 Sample Size:

The purpose of this research is to try to analyze the current state of ride-sharing apps from the perspective of the users and whether are they able to achieve customer satisfaction in various factors like price, safety, convenience, flexibility, etc. Thus, I needed a decent number of participants who are both users and non-users of ride-sharing apps, as it is also important to understand from the non-user's perspective, how they feel about the services and perhaps why they refrain from using it. Thus, I collected data from a total of 67 respondents, of which 54 are users and 13 are non-users of ride-sharing apps.

Do you use ride-sharing apps?

67 responses



3.2.4 Sampling technique:

I decided to use a sampling technique that was simple and easy to control for me and to make sure I get to choose the target population correctly. Thus, I used a non-probability judgment sampling. Even though I wanted to keep the sampling easy to handle, I did not use a convenient sampling technique and rather used a judgment sampling technique. My reason for doing so was the fact that I wanted to make sure my sample represents my target population and it is accurately getting the data from the population I want. Additionally, I used my intuition and my judgment and chose members only who fit my target population.

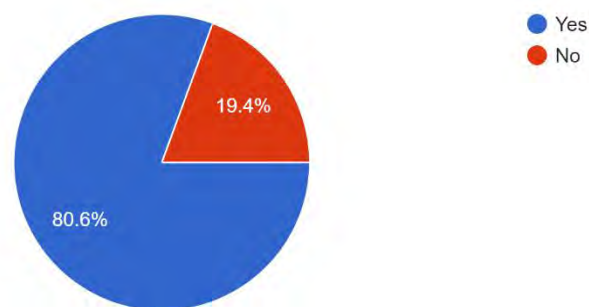
3.3 Findings and Analysis:

After collecting data, I have come to a few realizations regarding collecting both primary and secondary data.

Users and non-users of ride-sharing apps:

Do you use ride-sharing apps?

67 responses

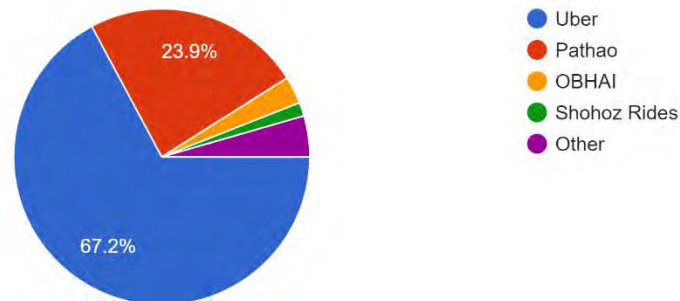


Out of the 67 respondents, 54 said they use ride-sharing apps and 13 people said they do not use ride-sharing apps. Here, both the party's data is invaluable as it is also important to understand from a non-user's perspective to find out how they perceive the ride-sharing app services and they might provide a completely different thought process and a unique perspective compared to the users.

Which ride-sharing apps are the most popular:

Which Ride-sharing app do you prefer most?

67 responses

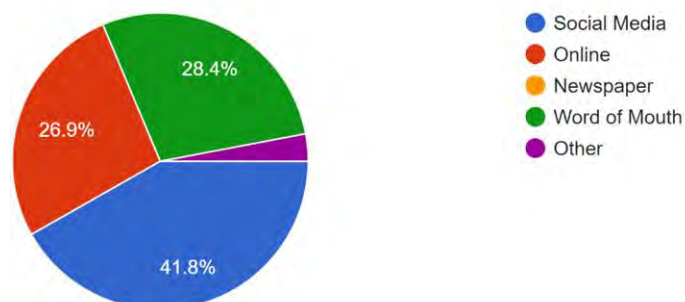


67.2 percent of the people prefer Uber, which makes it the most popular ride-sharing app among the respondents, which is quite a bit far ahead of the second place Pathao at 23.9%.

Touchpoints of Ride-sharing apps:

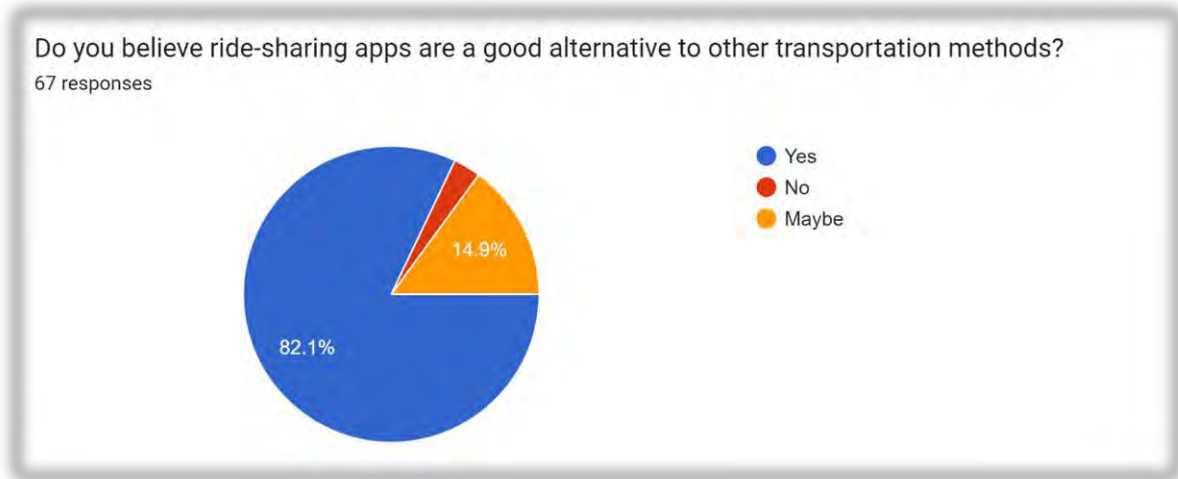
Where did you learn about ride-sharing apps?

67 responses



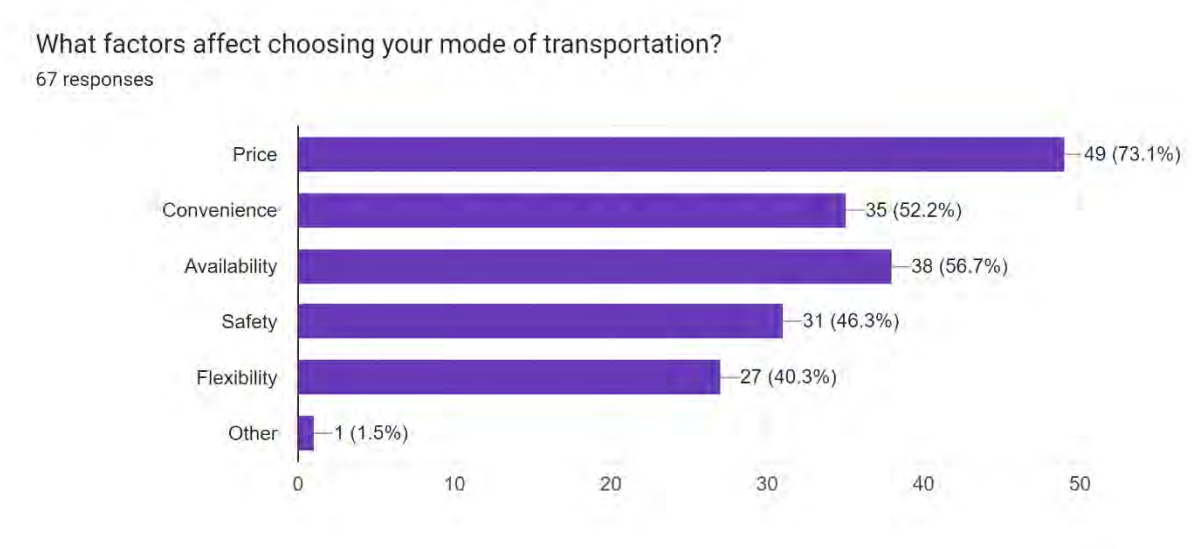
Social media is the most common place for people to learn about ride-sharing apps and both online mediums and word of mouth also play a vital role.

Alternative to other transportation methods:



82.1 % of the participant feel that ride-sharing apps can be a good alternative to other transportation methods and only 3% of the participants deny the claim.

Most important factors for choosing transportation mode:



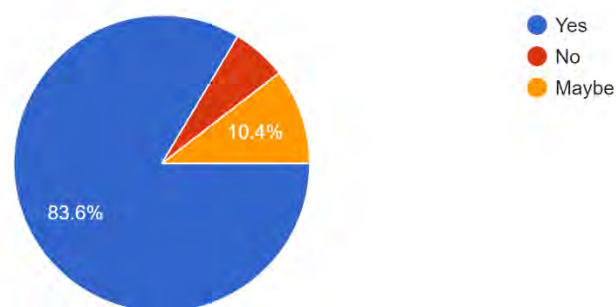
It is evident from the picture that price is the most important factor when it comes to choosing a transportation mode. Other important factors are convenience and availability, as well as followed by safety and flexibility.

Based on the questionnaire, I have come up with four hypotheses. The first two hypotheses are analyzed to understand how customer satisfaction is affected by two independent variables, which are the ease of use of the app and the safety of the users. The last two hypotheses are analyzed using SPSS to understand their correlation and regression with each other.

Hypothesis 1: The ease of navigating and using ride-sharing apps can positively affect the customer satisfaction of ride-sharing app users.

Do you believe the ride-sharing apps are easy to navigate and use?

67 responses



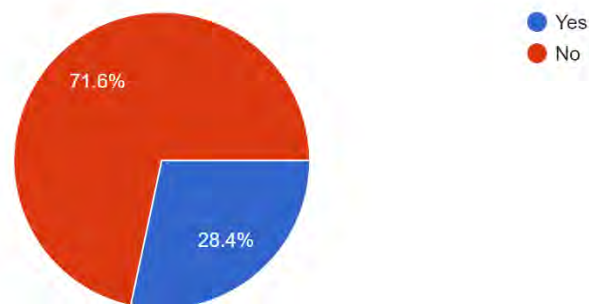
Out of the 67 respondents, 56 respondents feel the ride-sharing apps are too easy and 7 respondents are in between if they find it easy or not. Only 4 respondents, find it hard to navigate and use. This is also related to the fact that, out of all the respondents, 46 respondents find the apps easy to use and 14 are in between about it and only 7 do not agree that the apps are more convenient than other transportation methods. The apps being easy to use makes a huge difference specially in the context of Bangladesh as it is related to user acceptance. User acceptance can be classified as a person's inclination to use a new technology which is compared to the user's expectation, perception, and intention of the actual behavior (Davis et al. 1989; Venkatesh et al. 2003, Straub, 1995). Ride-sharing services have greatly emphasized emotional analysis and social intelligence to make the customer's experience better as these two facets of customer behavior are related to emotive aspects, multisensory and fantasy of the product usage experience (Hirschman and Holbrook, 1982, p. 92). It has been further emphasized by Jang and Liu (2019), by stating that both hedonic and economic values are responsible for continuance usage. Thus, it is crucial to make the ride-sharing apps easy to navigate and use as it affects customer experience and in turn will ensure long-term usage and customer loyalty.

Therefore, after evaluating both the survey and secondary research, it can be said that the ease of navigating and using ride-sharing apps positively affects the customer satisfaction of ride-sharing app users.

Hypothesis 2: Safety concerns and perceived safety of ride-sharing apps compared to other transportation methods can positively affect the customer satisfaction of users of ride-sharing apps.

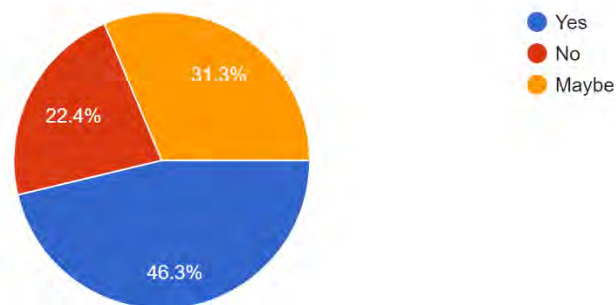
Have you faced any safety issues while using different ride-sharing apps?

67 responses



Do you believe ride sharing apps are safer compared to other transportation methods?

67 responses



Safety is one of the biggest things that matters when choosing transportation. There is a huge number of incidents of rape, assault, kidnapping, and serious accidents occurring every year

when it comes to various ride-sharing apps (Etzioni, 2019). It is a result of a lack of maintaining regulations and a low-security threshold in the case of ride-sharing platforms (Li *et al.*, 2019a).

Especially, in Bangladesh where safety is a big concern, especially for women. However, from the data collected, it is evident that 71.6% of the respondents have never faced any safety issues, which also affects the fact that, only 22.4% of the respondents disagree with the fact that, ride-sharing apps are not safer compared to other transportation methods. On the other hand, the rest of the respondents either agree that it is safer or are indifferent about it. Here, a clear majority can be seen to agree with the safety of ride-sharing apps.

Therefore, the survey results and relevant secondary research has led us to the conclusion that safety concerns and perceived safety of ride-sharing apps compared to other transportation methods positively affect the customer satisfaction of users of ride-sharing apps.

Hypothesis 3

Correlation:

- Null: There is a negative relationship or no relationship between customer satisfaction regarding prices and pricing strategy and the transparency of constant price changes of ride-sharing apps.
- Alternate: There is a positive relationship between customer satisfaction regarding prices and pricing strategy and the transparency of constant price changes in ride-sharing apps.

Correlations			
		Are you happy with the pricing strategy and prices of ride-sharing apps compared to other transportation methods?	Do you believe the prices should be more transparent regarding constant price changes?
Are you happy with the pricing strategy and prices of ride-sharing apps compared to other transportation methods?	Pearson Correlation	1	.329**
	Sig. (1-tailed)		.003
	N	67	67
Do you believe the prices should be more transparent regarding constant price changes?	Pearson Correlation	.329**	1
	Sig. (1-tailed)	.003	
	N	67	67

** . Correlation is significant at the 0.01 level (1-tailed).

It has been proven by several studies that there is a positive relationship between how customers perceive value when it comes to transportation cost and their level of satisfaction (Grujić *et al.*, 2014; Mouwen, 2015).

Value for money is what customers are generally looking for while choosing a transportation method. It can be defined as how customers feel about the overall attributes of a good or service and the monetary extent of their perception (Lee *et al.*, 2019).

Pricing of the ride-sharing apps is usually decided by focusing on the supply and demand imbalances as can be noticed in the case of Uber's surge pricing and similarly, prime time pricing of Lyft's as both increase price when there is extra demand and even though it might make customers unhappy, it has empirical evidence behind it that shows as it is effective at restoring the demand-supply balance in the market [Hall *et al.*, 2015].

There is a lack of awareness among the customers of the ride-sharing apps who do not know how the total cost of a trip is calculated. For example, the hidden fees for an amateur customers will be maintenance, insurance, fuel visible, depreciation and it was identified by Kot (2015) and built a system to better estimate it.

Decision:

- Here, the correlation coefficient, $r = 0.329$. Since our correlation value is 0.329 it represents a moderately strong positive relationship between the variables. On the other hand, significance, $p = 0.003$, indicates a statistically significant result and it provides strong evidence which helps us to reject the null hypothesis and thus, helps us to accept the alternate hypothesis that there is a positive relationship between customer satisfaction regarding prices and pricing strategy and the transparency of constant price changes of ride-sharing apps.

Regression:

- Null: If we run a regression between customer satisfaction regarding prices and pricing strategy and the transparency of constant price changes of ride-sharing apps, it will not produce a good regression model.
- Alternate: If we run a regression between customer satisfaction regarding prices and pricing strategy and the transparency of constant price changes of ride-sharing apps, it will produce a good regression model.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	.109	.095	.77629

a. Predictors: (Constant), Do you believe the prices should be more transparent regarding constant price changes?

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.770	1	4.770	7.915	.006 ^b
	Residual	39.170	65	.603		
	Total	43.940	66			

a. Dependent Variable: Are you happy with the pricing strategy and prices of ride-sharing apps compared to other transportation methods?

b. Predictors: (Constant), Do you believe the prices should be more transparent regarding constant price changes?

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.363	.236		5.788	.000
	Do you believe the prices should be more transparent regarding constant price changes?	.508	.181	.329	2.813	.006

a. Dependent Variable: Are you happy with the pricing strategy and prices of ride-sharing apps compared to other transportation methods?

Decision:

For a good regression model, the value of R Square needs to be 0.7 or 0.8 and if the value of R Square is less than 0.7 it will not be a good regression model. From our regression test, we can see that R Square = 0.109, which is much smaller than 0.7. It means that 10.9% of the changes in the dependent variable can be explained by the independent variable.

Next, if we look at the value of P, it is 0.006 and it means that under the assumption of the null hypothesis, the probability of obtaining the observed result will be 0.6 %. Based on both values,

the null hypothesis can be rejected and we can accept the alternate hypothesis that there is a positive relationship between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods.

Hypothesis 4

Correlation

- Null: There is a negative relationship or no relationship between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods.
- Alternate: There is a positive relationship between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods.

Correlations

Correlations			
		Do you believe ride-sharing apps are more convenient than other transportation methods?	Do you believe ride-sharing apps are more flexible than other transportation methods?
Do you believe ride-sharing apps are more convenient than other transportation methods?	Pearson Correlation	1	.345**
	Sig. (1-tailed)		.002
	N	67	67
Do you believe ride-sharing apps are more flexible than other transportation methods?	Pearson Correlation	.345**	1
	Sig. (1-tailed)	.002	
	N	67	67

** . Correlation is significant at the 0.01 level (1-tailed).

When it comes to intra-city transportation, ride-sharing services have become a popular method as it is a rather comfortable alternative to otherwise hectic public transportation systems that are quite uncomfortable due to the heavy crowd (Gaber & Elsamadicy, 2021).

Decision:

Here, the correlation coefficient, $r = 0.345$. Since our correlation value is 0.345 it represents a moderately strong positive relationship between the variables.

- On the other hand, significance, $p = 0.002$, indicates a statistically significant result and it provides strong evidence which helps us to reject the null hypothesis and thus, helps us to accept the alternate hypothesis that there is a positive relationship between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods.

Regression:

- Null: If we run a regression between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods, it will not produce a statistically good regression model.
- Alternate: If we run a regression between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods, it will produce a statistically good regression model.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.105	.77849

a. Predictors: (Constant), Do you believe ride-sharing apps are more flexible than other transportation methods?

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.323	1	5.323	8.783	.004 ^b
	Residual	39.393	65	.606		
	Total	44.716	66			

- a. Dependent Variable: Do you believe ride-sharing apps are more convenient than other transportation methods?
- b. Predictors: (Constant), Do you believe ride-sharing apps are more flexible than other transportation methods?

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.985	.205		4.805	.000
	Do you believe ride-sharing apps are more flexible than other transportation methods?	.372	.125	.345	2.964	.004

- a. Dependent Variable: Do you believe ride-sharing apps are more convenient than other transportation methods?

Decision:

For a good regression model, the value of R Square needs to be 0.7 or 0.8 and if the value of R Square is less than 0.7 it will not be a good regression model. From our regression test, we can see that R Square = 0.119, which is much smaller than 0.7. It means that 11.9% of the changes in the dependent variable can be explained by the independent variable.

- Next, if we look at the value of P, it is 0.004 and it means that under the assumption of the null hypothesis, the probability of obtaining the observed result will be 0.4 %. Based

on both the values, the null hypothesis can be rejected and we can accept the alternate hypothesis that, if we run a regression between customer satisfaction regarding convenience and flexibility of ride-sharing apps compared to other transportation methods, it will produce a statistically good regression model.

3.4 Conclusion

To conclude, it is evident that, ride-sharing has come a long way since its inception in Bangladesh. However, it still has a long way to go as customers are still not getting their expected level of satisfaction due to the mismanagement of the ride-sharing services and their shortcomings. The apps need to gather more customer feedback other than just the reviews they collect after every ride, as they are not that descriptive from personal experience and it is hard to fully explain every issue in their review layout properly. Thus, even with all the advancements, there is still work to do and it will only benefit both the ride-sharing apps and the customers.

3.5 Recommendations

I have a few recommendations based on the feedback collected from the survey and some of my recommendations.

- 1) Reduce Prices and offer discounts: Overwhelming amount of the respondents feel that the ride-sharing apps are too expensive and they want the prices to reduce which will enable them to use the services more. They also believe, more discounts should be offered.
- 2) Increase availability: A lot of the time, during peak hours or in the early mornings or late nights, the rides are less available and quite pricy. Thus, increasing drivers and availability is a big must for the apps.

- 3) Ensuring safety: Drivers of ride-sharing apps are freelancers and thus they most of the time lack proper etiquette in dealing with customers they sometimes misbehave with the customers and even harass them. Thus, ensuring safety is a top priority.
- 4) Canceling Rides: A lot of the drivers cancel, if they do not prefer the destination or if the fare is too low, thus it can take quite a bit of time to get the rides. Thus, stricter punishment for canceling rides should be there to reduce customer dissatisfaction.
- 5) Training of Drivers: Most of the time, the drivers are not well trained and they even get in accidents that harm the passengers they are constantly in fear of getting a bad driver, which reduces their rate of usage. Thus, drivers need to be given training.
- 6) Changing App Layout: The app layout of the ride-sharing apps needs to be more user-friendly. Especially, when it comes to people who are less technologically advanced, they would prefer an easier layout to navigate.
- 7) In-depth Review System: The review system for drivers in the ride-sharing apps is quite linear and there are only fixed criteria based on which drivers can be evaluated. However, on more serious offenses or specific complaints, it is hard to register them properly. Thus, there needs to be an option to write reviews and more criteria should be added.
- 8) Better customer support: Customer support needs to be more responsive and needs to be trained better as they do not know how to handle somewhat rare queries or issues often.
- 9) More coverage: The ride-sharing apps mostly cover the major cities only and they need to increase coverage for the betterment of the customers.

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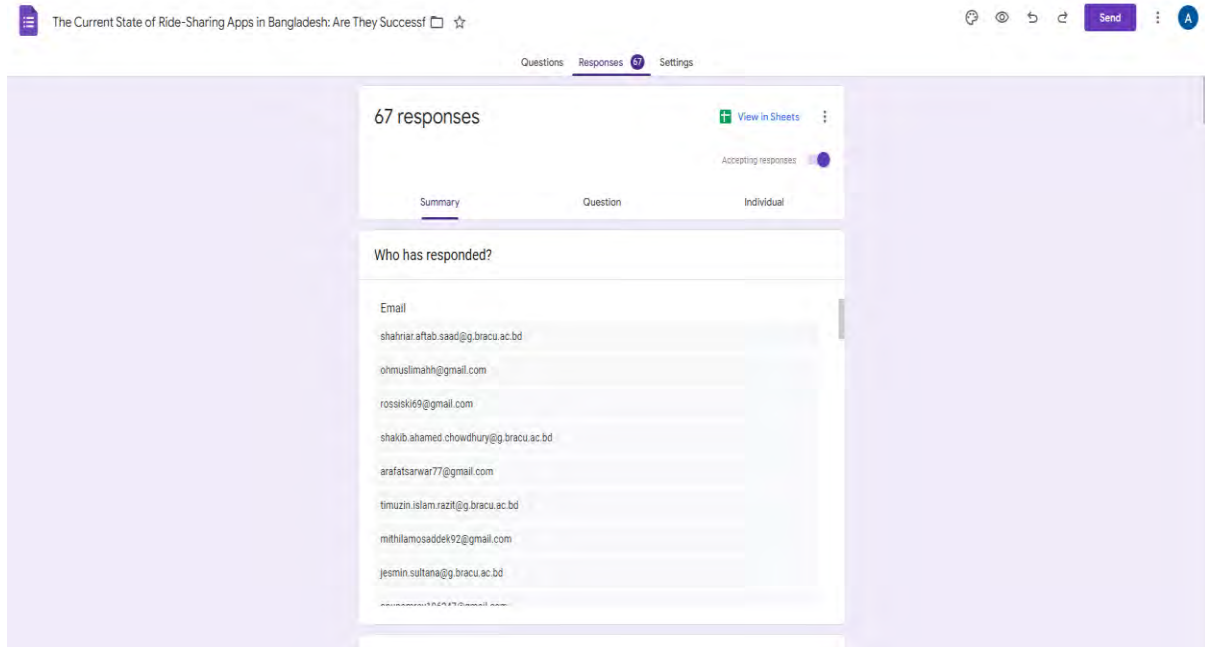
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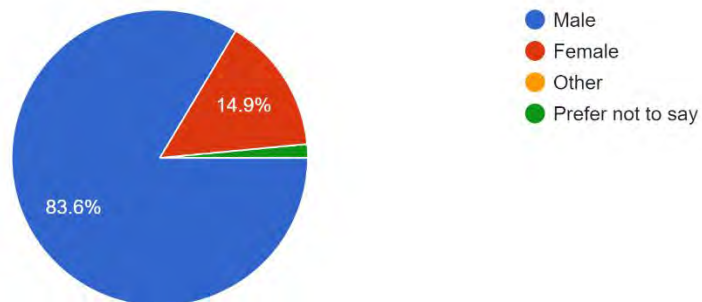
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Appendix:

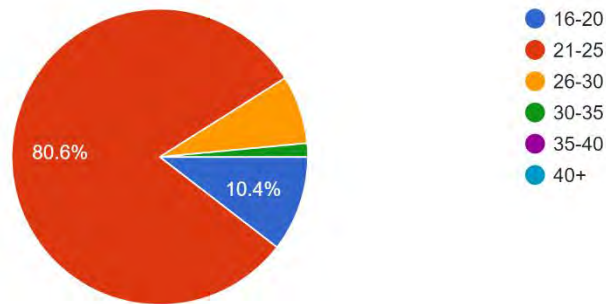


What is your gender?
67 responses



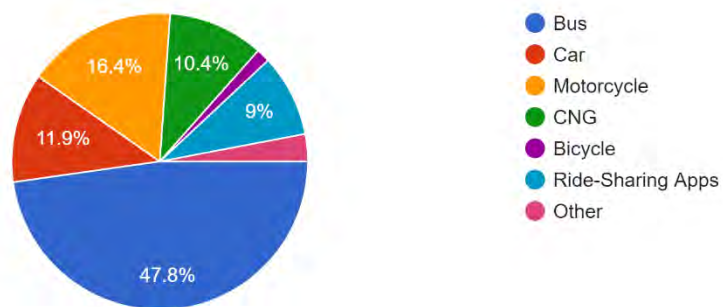
What is your age range?

67 responses



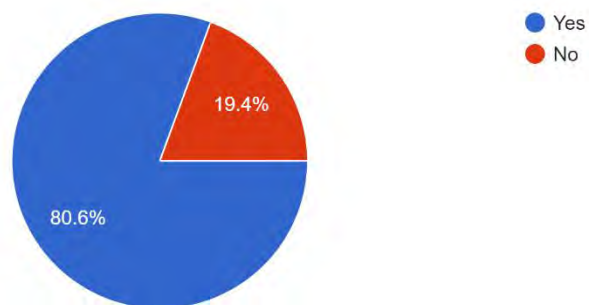
What type of transportation do you use regularly?

67 responses



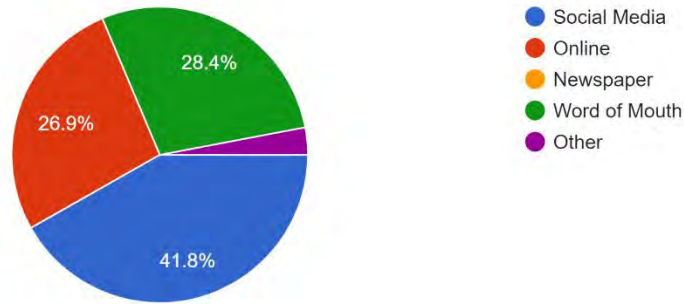
Do you use ride-sharing apps?

67 responses



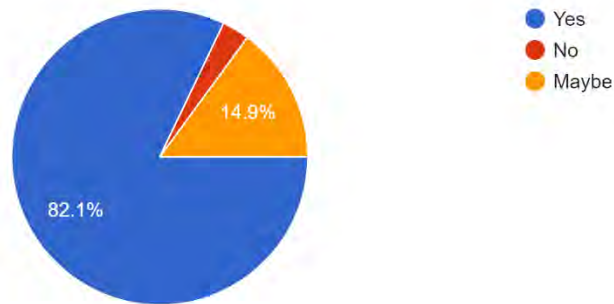
Where did you learn about ride-sharing apps?

67 responses



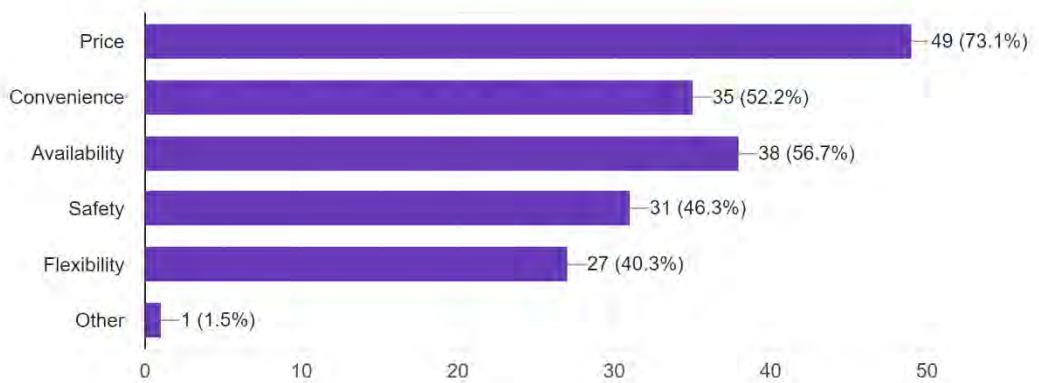
Do you believe ride-sharing apps are a good alternative to other transportation methods?

67 responses



What factors affect choosing your mode of transportation?

67 responses



What are some of the issues that stop you from using ride-sharing apps?

47 responses

Price

I believe the cost of ride-sharing is higher than regular transportations like bus

Bikash payment method

Sometimes high price. Sometimes time consuming searching the ride.

issues like there are less offers now than before when i started using them, the cost has gone up, most riders nowadays say that to cancel the ride so that they do not need to give shares to the service providers etc.

Ride-sharing applications may cost more than traditional taxis or public transportation.

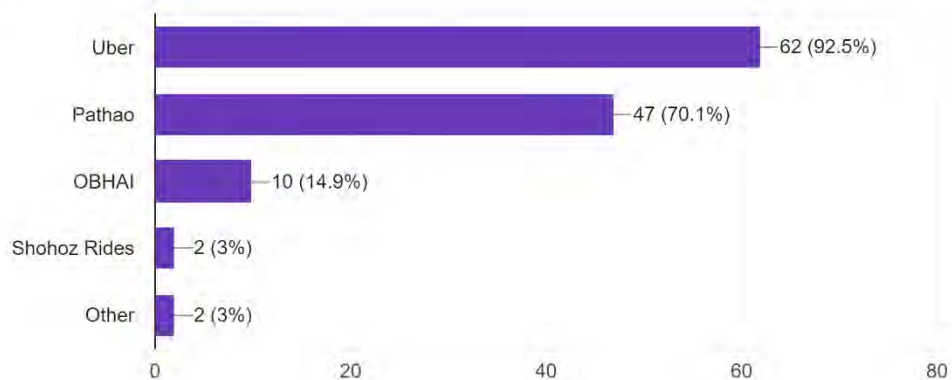
Not all areas may have ride-sharing apps.

There have been reports of safety issues with ride-sharing apps. Ride-sharing apps collect a lot of data about its users, which some people may find unsettling.

too costly

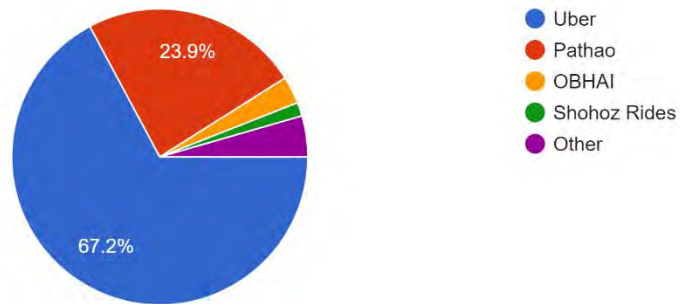
Which Ride-Sharing apps do you use?

67 responses



Which Ride-sharing app do you prefer most?

67 responses



Why do you prefer it over other apps?

67 responses

Availability

Yes

availability

seems authentic and easy UI.

Better options

I can find all types of vehicles here and also sometime cheap price.

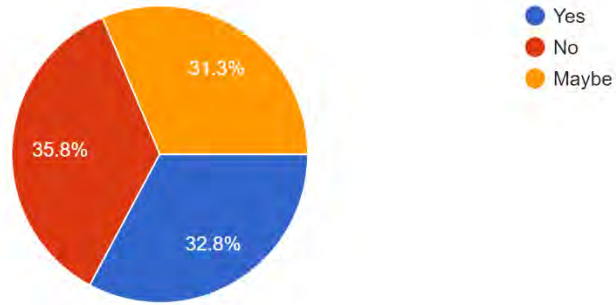
User-friendly and Competitive Pricing

I guess the user interface is better.

Because it's traceable and easily available.

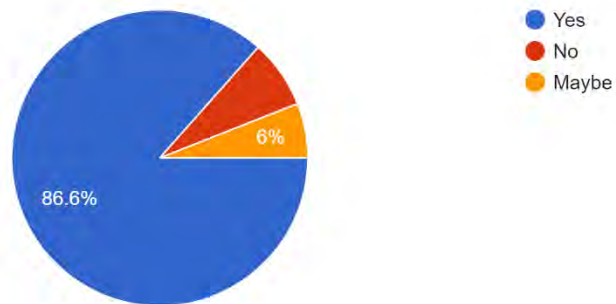
Are you happy with the pricing strategy and prices of ride-sharing apps compared to other transportation methods?

67 responses



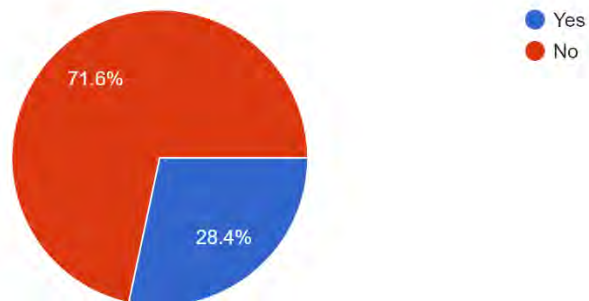
Do you believe the prices should be more transparent regarding constant price changes?

67 responses



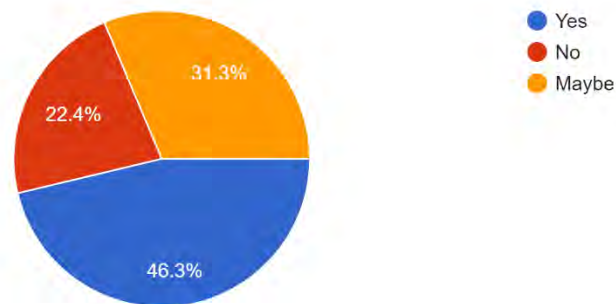
Have you faced any safety issues while using different ride-sharing apps?

67 responses



Do you believe ride sharing apps are safer compared to other transportation methods?

67 responses



What measures the ride-sharing apps can take to increase safety?

44 responses

N/A

maintaining drivers identity

For example the bike's speed limit should be measured by the apps so that the bikers will not ride with over speed

Riders should prioritize the use of high-quality helmets, as the current helmet standards often fail to meet the required quality benchmarks.

Training to drivers

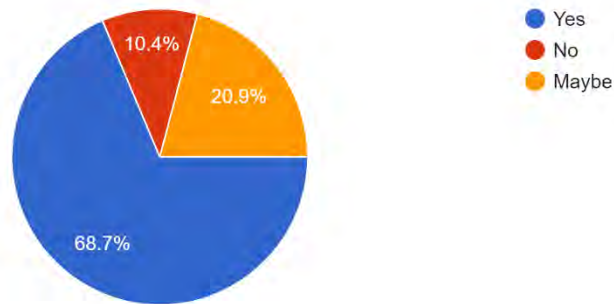
Because of tracking.

All drivers are subjected to background checks by ride-sharing applications. This aids in the identification of drivers with a criminal past or other potential safety concerns.

All rides are insured by ride-sharing applications. In the case of a collision, this serves to protect both riders and drivers.

Do you believe ride-sharing apps are more convenient than other transportation methods?

67 responses



What makes ride-sharing apps convenient compared to other transportation methods?

40 responses

Availability

can get a ride anytime or anywhere I want

You can search a ride from your home and also from your work place. You don't need to wait in the road and go to search some ride.

Local buses may not serve all destinations, necessitating the use of ride-sharing apps as an alternative, especially when considering the convenience of time.

Saves time and availability

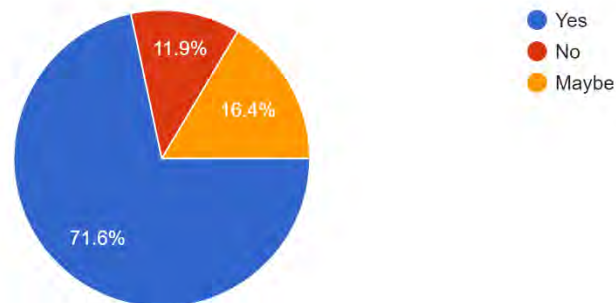
Flexibility

Availability: Ride-sharing apps are available in most major cities around the world. This means that you can use them no matter where you are traveling.

Convenience: Ride-sharing apps are very convenient to use. You can request a ride with just a few taps on your phone, and the driver will usually arrive within minutes.

Do you believe ride-sharing apps are more flexible than other transportation methods?

67 responses



What makes ride-sharing apps more flexible compared to other transportation methods?

31 responses

Availability

direct communication with the driver

Ride-sharing riders are readily available in most areas of Dhaka.

Easily use the app

Ride-sharing applications are accessible in the majority of world's major cities. This implies that you can utilize them everywhere you go.

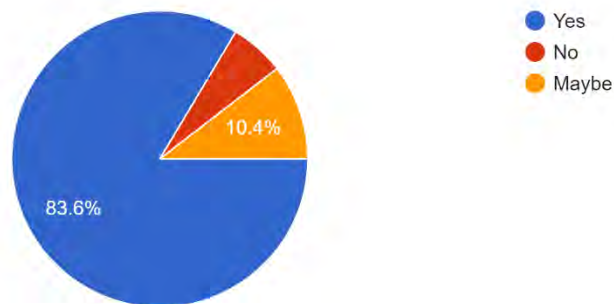
Convenience: Using ride-sharing applications is quite easy. With just a few taps on your phone, you may call for a ride, and the driver will typically show up shortly after.

Ride-sharing services may be more economical than regular taxis. You can plan your trip expenses by viewing the anticipated cost of your ride before you order it.

Options: A number of options are available through ride-sharing apps, including UberX, UberXL, UberBlack, and UberSUV. You can therefore locate a ride that meets your requirements and price range.

Do you believe the ride-sharing apps are easy to navigate and use?

67 responses



What suggestions will you give to ride-sharing apps to increase customer satisfaction?

67 responses

decreasing cost

Payment method should include cash.

Need to low the rent.

Ride sharing apps should consider the preference of customers paying with online methods like bKash, as it affects the rides' willingness to take rides.

It would be nice if the can somehow cut the cost, which is actually the main factor for us. Moreover, sometimes when I am really in need of a ride to go to a place with my family, I get cars which are really old model and also the interior condition is bad.

Work to be more secure

Make it more easy for mass people.

No more