

Internship report on

Digital convenience: Exploring the factors in determining the satisfaction of consumers in using Pathao service

By
Anika Tasnim
ID: 18304118

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
May, 2024

© 2024. BRAC University
All rights reserved.

Declaration

I hereby submit the internship report titled "Exploring the factors in determining the satisfaction of consumers in using Pathao service" was written by me under the supervision of my supervisor. The report was prepared by giving original and authentic work. The submission of this report is required by BRAC university for the BBA degree and will only be utilized to meet academic requirements. The report is not distributed to any other institutions, and all business-related data is kept strictly confidential. 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. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution also, I have acknowledged all main sources of help.

Student's Full Name & Signature:

Anika Tasnim

Anika Tasnim

Student ID: 18304118

Supervisor's Full Name & Signature:

Dr. Larry sau kei Leung, Lecturer

BRAC Business School,

BRAC University

Letter of Transmittal

Dr. Larry sau kei Leung

Assistant Professor.

Department of Marketing

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Academic Internship Report.

Dear sir,

respectfully, as required by the BBA Program of BRAC University, I hereby present my internship report titled “Digital convenience: Exploring the factors in determining the satisfaction of consumers in using Pathao service”.I completed the report with the support and in obedience to BRAC Business School rules where I briefly mentioned my experiences as an intern at Pathao Ltd.

The results of the investigation and observation are included in this report. Along with my extensive research, this report's insightful analysis has helped me be able to undertake a full analysis of my chosen issue. For my future career to succeed, these three months of internship have been a crucial requirement. I've learned about the corporate culture and how supply chain operations are running in the back of the service and so on during this time. I think this platform has taught me a lot. I'm pleased to inform you that working for this organization and on the topic chosen to enhance our practical knowledge was very appealing and insightful for me.

I have tried my best to include the relevant data and offer recommendations in order to conclude the report in the most comprehensible, condensed, and comprehensive manner feasible.I sincerely hope and pray that you will accept my internship report in consideration of this.

Sincerely yours,

Anika Tasnim

ID: 18304118

(BRAC Business School) BRAC University

Date: May 22th, 2024

Non-Disclosure Agreement

This contract was created and agreed upon with Anika Tasnim, a recognized student at BRAC University, and Pathao Ltd.

I, Anika Tasnim, hereby certify that the report does not contain any private information that can endanger Pathao Ltd. This report, which is based on my day-to-day experiences, has been put together with my supervisor's help.

Acknowledgement

I would like to begin by thanking the Almighty for having kindness to me and allowing me to successfully complete my report. Firstly, I want to thank everyone who helped finish this research and for their contributions. Their tremendous assistance, suggestions, and encouragement were extremely helpful in forming my investigation. Moreover, I want to express my sincere gratitude to all of the participants for voluntarily contributing their time, experiences, and viewpoints. This study would not have been possible without their willingness to participate in the study. sincerely, Dr. Larry Sau Kei Leung, my supervisor at BRAC University, has been extremely helpful whose advice, knowledge, and unceasing encouragement have been a driving force throughout this trip, deserves my sincere gratitude. Their astute criticism and unflinching support were crucial in shaping the research's course so, If I hadn't had his adequate support the entire time, I wouldn't have been able to complete this report. I would like to thank Pathao Limited for the internship opportunity and for enlightening me about the company's operations and supply chain functions. I also want to express my sincere gratitude to Safikul Alam, General manager of rides and supply operations who served as my line manager at Pathao Ltd. Whenever

I encountered difficulties in finishing a task, my fellow team members always helped me. They also gave me a lot of insight into how things get done. Last but not least, I want to express my gratitude to my team members Shohel Rana, Afser Amin, Mehedi Hassan, Shihab Uddin, Abdul Baten and Faisal Akhon. It would be difficult to complete my report without their support and aid. So, During my internship at Pathao, I got a tremendous opportunity to study and enhance my career. For this reason, I feel myself quite fortunate to have been given the opportunity to participate in it. I'm also grateful for meeting so many lovely people and professionals that assisted me during my internship.

Executive Summary

The fastest growing technology firm in Bangladesh, Pathao Ltd., provides a variety of services, including ride-sharing, food & grocery delivery from restaurants to customers' homes, and efficient parcel and mail handling. A group of ambitious young people founded the business in 2015, and it quickly turned into a national icon and sensation. The company's primary mode of operation was a package delivery service using a smartphone application, but it quickly expanded into the previously mentioned industries.

When I joined Pathao Limited as an operations intern I got the opportunity to work there full-time and contributed to other distinct teams inside the rides and supply operations department. Where my job was not specific, rather dynamic I got the chance to learn how to Onboard new drivers, training the drivers, comparing competitors, dealing with the supply fleet, tracking the riders and monitoring supply & performance statistics were among my primary duties. Moreover, I received experience in a variety of verticals, including data analysis, managing projects, market analysis, training & development, and supply management & support,

while working with a variety of teams and departments throughout my internship. I gained essential knowledge about the market and its dynamics while also observing how the company performed in a competitive marketplace.

This study looks extensively into the area of customer satisfaction in the context of Pathao, a cutting-edge platform that is transforming delivery and ride-sharing services along with different verticals in one app. In order to explore the several elements that affect consumers' satisfaction with Pathao's services, qualitative research methods have been used. Moreover, Through interviews and carefully analyzing consumers feedback in this qualitative research actually helped to extract the factors in details as the study not only emphasizes on the significance of solving consumer complaints, but also how to bettering consumer experience and building connection of trust.

In conclusion, this study provides an engaging trip into the aspects that contribute to Pathao's service satisfaction. It delivers a broad understanding of the digital convenience tapestry through a qualitative lens, helping businesses to authentically connect with consumers and create long-lasting relationships and unravels the varied yet significant factors that shape and influence consumer pleasure by immersing itself in their narratives. This is to make it clear that, before making any inferences from this internship report, it is important to keep in mind that it was rushed to completion and that many facts had to be hidden due to client confidentiality issues. Therefore, the document might be excused if there was any discomfort or confusion.

Table of Contents

Declaration	3
Letter of Transmittal	4
Non-Disclosure Agreement	5
Acknowledgement	5
Executive Summary	6
Chapter 1	9
INTERNSHIP OVERVIEW	9
1.1. Student Information:	9
1.2 Internship Information:	9
1.2.1. Company Information	9
1.2.2 Internship Company Supervisor's Information:	10
1.2.3 Job scope	10
1.3 Internship Outcomes	12
1.3.1 Contribution to the company as an Intern	12
1.3.2 Benefits to the student	13
1.3.3 Difficulties faced during internship	14
Chapter 2	15
Background of the Organizational	15
2.0 Company Analysis	15
2.1 Overview of the Company	15
2.2 Company Background	17
2.3 Mission & Vision	19
2.4 organizations Departments	20
2.5 Industry and Competitive Analysis	24
2.5.1 SOWT	24
2.5.2 Porter's 5 forces	27
2.6 Organization Structure	29
Chapter 3	30
The research findings	30
3.0 Background of the study	30
3.1. Introduction	30
3.1.2 Research Objectives	32
3.1.3 Significance of the research	33

3.2 Methodology	34
3.2.1 Interview	35
3.2.2 Sampling strategy and Sample Size	36
3.2.3 Thematic analysis	36
3.3 Research and Finding Importance	37
3.3.1 Extracting factors of satisfaction from the interview	38
3.3.1.1 Time convenient:	38
3.3.1.2. Inexpensive & Budget-friendly:	39
3.3.1.3. Reliable technology compared to competitors:	40
3.3.1.4. Availability of services	40
3.3.1.5. All in one (a full package of services):	41
3.3.2 Challenges in the service of digital convenience	42
3.3.2.1 Difficulties understanding the map	42
3.3.2.2 Lack in employee skills	42
3.3.2.3 Drivers creating inconvenience for consumers	43
3.3.2.4 How useful was their technology is in solving consumer problems	43
3.3.3 Finding how and why factors of digital convenience determine the satisfaction of consumers in Pathao service	44
3.3.4 interview factors that Consumers found to be influencing their behavior	46
3.4 Discussion on the perspective of Bangladesh and importance of its culture, environment, and industry	47
3.5 Summary & Conclusion	50
3.6 Recommendations and Future Suggestions	52
References:	54
Appendix	57

Chapter 1

INTERNSHIP OVERVIEW

1.1. Student Information:

Name: Anika Tasnim

ID: 18304118

Program: Bachelor of Business Administration

Major:Marketing

1.2 Internship Information:

1.2.1. Company Information

Period: 3 months (22nd March 2023 to 22nd June 2022)

Company Name: Pathao Ltd.

Department: rides & Supply operations

Address: House 3A, Genetic Bhuiyan(Floor 6,), Road No. 49, Gulshan 2, Dhaka, Dhaka, Bangladesh.

In March 2023, I began working as an intern in Pathao Limited. I worked in their rides and supply operation department, to be more specific I got the chance to work with the Pathao food team for three months as it was on a contract basis that expires on June 22, 2023.

1.2.2 Internship Company Supervisor's Information:

Name: sakiful Alam

Position: General Manage

As the general Manager of Pathao's supply and operation Department, Mr. Sakiful Alam is crucial to managing the department's overall operations. His role as the general operations manager is crucial to maintaining the efficiency, and growth of the division. He is responsible for overseeing, keeping an eye on, resolving arising problems, making decisions, managing supply flet and encouraging productive teamwork and communication so that the everyday operations run smoothly.

1.2.3 Job scope

In my internship I got the opportunity to work with the Pathao food team .Where I got various work experiences that might help me in future jobs.

- Assist in coordinating driver/rider activities, including recruitment, onboarding, maintaining records of driver/rider performance and service quality.
- Handling consumer inquiries and resolving issues related to operations and Support with the required development and implementation to attract new users.
- Conduct market research to gather insights into the local competitive landscape and compare how competitors are providing the service and generating business revenue.

- Talking about legal agreements ,product price percentages ,available supplies for grocery items for online marketplaces with the suppliers and keeping an eye on to quickly take an active role in identifying and resolving any operational issues that may come up.
- updating the daily changes if any in the menus for Tong shops that are included in the platform to resolve client concerns and questions about business operations to ensure a satisfying client experience.
- I had to be Proficient in using computer software and applications as most of my work depended on analyzing the previous business data in excel to optimize operational processes to enhance efficiency and customer satisfaction in the service industry.
- Had to learn to be a team player with a positive attitude as I got the opportunity to work with other departments including marketing and IT to ensure effective coordination and implementation of operational strategies are taken to boost productivity and customer satisfaction in return.
- Most importantly, I had to communicate with different clients everyday for various queries and every other day fixing up meetings with clients if needed.

1.3 Internship Outcomes

1.3.1 Contribution to the company as an Intern

I had the opportunity to work with a vibrant, quick-moving team in supply & operations as an intern at Pathao . I performed a variety of duties and tasks linked to operations management in my role. Despite the fact that I am an intern, my supervisor gave me the opportunity to share my knowledge, suggestions and opinions on various day to day operation matters and also guided me in doing challenging tasks to better my skills.

My major duty was to work as a point of contact (POC) for pathao's tong service where I had to recruit new chain retail market shops for grocery & food on to our online delivery service platform along with maintaining a good relation with the existing on board brands. Then reporting the major points to my supervisor about how the daily operations meetings went .

However, I acknowledge that the actual world differs greatly from theory, and having a full-time job has been extremely beneficial to me because I got the opportunity to transition my knowledge from theory to real practice in real life. Working in this fast-paced, dynamic environment I had to Assist with Daily meetings to carry out research to comprehend market dynamics, customer preferences, and competitive landscape in order to keep up with the changing service industry trends where there is an uprising market demand for online food and grocery meal delivery .While working for the company , I had to deal with new clients and maintain a positive relationship with them over the phone also in writing documents describing major insides in detail-oriented way.keeping the strong communication skills ,I had to visit clients on occasion in order to bring in new business , several factory visits were made to ensure

enough supplies and face-to-face meetings were conducted where i got to work with brands like Unimart, Meena bazar,Pran,shwapno and bengal meat.

Moreover,monitoring real-time data and analytics to identify trends and areas for improvement ,where I had to gather daily data of food & tong deliveries then examine and analyze operational data in order to spot patterns in canceled orders and also report to my supervisor on areas for development in bettering the food & tong supply chain service in both customer and driver service end.Gaining knowledge of logistics related to the supply chain, including how to handle drivers, vehicles, and delivery routes by tracking the whole delivery process, after collecting the issued reasons from drivers, then report to the support teams for drivers and partners to address driver issues, offer training, and uphold a productive working environment and service. Corporate with different teams within the company if needed to ensure the operations run smoothly in the back of the food & tong delivery service.

1.3.2 Benefits to the student

In addition to greatly enhancing my skills, this internship raised my sense of worth and trust in myself. This had a profound impact on me and changed my life in a lot of ways. As an intern at Pathao ltd, I obtained valuable job experience that will benefit me in a corporate role down the road. I got the chance to enhance my technical proficiency, people management skills, and general development as Hands-on Experience at Pathao. I gained practical experience by actively participating in day-to-day operations within the Supply & Operations department. As part of my job responsibilities, I acquired skills in data analysis that let me learn how to use analytical tools and techniques to make informed decisions while Encountering various challenges and

enhancing my critical thinking and problem-solving abilities, which were valuable in any professional setting.

In contrast, my technological skill in Microsoft Teams, Microsoft Word, Microsoft Excel, and Microsoft Word got more enhanced in resolving intricate logistical problems in real time as it was a common task for those working in the operations and supply chain departments but along with all the skills, I would say my communication and collaboration skills got more enhanced as that led me to effectively communicate ideas, negotiate contracts, and build strong professional networking relationships with external clients and suppliers also within the company. All things considered, working as a supply and operations intern at Pathao provides a platform for both professional and personal development.

1.3.3 Difficulties faced during internship

Interning at Pathao's Supply & Operations department can be extremely rewarding. The internship report offered valuable insights into Pathao Limited and the ride-supply operations sector though some data was not available as it had an agreement with the company that prohibits me from sharing certain data. Compared to a regular employee of the company, I did not have access to all the data and tools while I was an intern.

Besides, if some obstacles could have been removed, the report may offer more useful data. Though there was insufficient time to fully comprehend the sector and the businesses that operate in but getting familiar with the principles of logistics and operations management, it was difficult at first to adapt to the fast-paced atmosphere and learn new procedures and systems. Although balancing the time was difficult to manage several things at once and meet deadlines,

where field work was there every other day and sometimes fixed meetings had to be rescheduled at the last moment according to everyone's convenience. Technical Difficulties acquired from time to time as It might take time and effort to figure out new software features or troubleshoot problems but my colleagues were helpful enough to guide me through that time. Despite these obstacles, overcoming them with fortitude, an openness to new ideas, and asking for help from mentors and peers really transformed into beneficial experiences. But with the amazing support from the department, I was able to go through the difficulty with ease.

Chapter 2

Background of the Organizational

2.0 Company Analysis

This area of study explains about the company culture, history, and departments etc of Pathao Ltd.

2.1 Overview of the Company

Pathao is a visionary technological platform that has revolutionized South Asian transportation and logistics businesses. Although Pathao is well recognized for its on-demand ride-sharing service, it was initially established as a courier delivery service later on Offering shared bike rides to domestic clients, allowing them to move around Dhaka without encountering traffic

jams, was a resounding success for Pathao and the idea of ride-sharing with motorcycles came along as most of the packages were delivered through motorbikes. Since then It has grown to be one of Bangladesh's most cutting-edge logistics companies, providing great client service through professionally educated riders.

Pathao gives excellent services at reasonable prices and ensures fast delivery around the city by utilizing cutting-edge technologies. Founded in 2015, the company's forward-thinking strategy has resulted in game-changing breakthroughs in ride-hailing, package services, and food delivery. At the moment, Pathao is active in Kathmandu and Chitwan in Nepal, as well as Dhaka, Sylhet, and Chattogram in Bangladesh. In addition to its ongoing established services, it provides e-commerce and online retail delivery options taking a business-to-business (B2B) approach which is reflected as job development and economic growth by providing options for work as a driver but for the research we will only be focusing on the region of Bangladesh. The core of Pathao's services is its ride sharing platform, which offers millions of consumers feasible and affordable transportation options. Customers may reserve rides from motorcycles, cars, or bicycles using a user-friendly smartphone application, depending on their preferences and the distance they need to go. Urban dwellers no longer need to worry about their everyday traveling and transportation thanks to Pathao's wide fleet of skilled drivers, who guarantee prompt and dependable transportation.

Apart from this, Pathao increased the scope of its activities by including Pathao Foods in reaction to the rising demand for food delivery services. Customers may utilize this service to place online orders for delivery from their preferred eateries which helped Pathao Food to build its image as a preferred go-to choice among food lovers because of its large network of restaurant

partnerships and effective delivery service . Not just that, there is Pathao Tong under the wings of Pathao food which has reinvented online grocery shopping as a joyful experience. It provides rapid and dependable doorstep delivery with a smooth purchase and offering Tong consumers save money with unique bulk discounts and promos.

On the other hand Pathao has successfully created Pathao Pay, a digital payment platform, to enable simple and safe transactions inside and outside the app. The option to pay for trips, food deliveries, and courier services without using cash makes consumers' daily transactions more easy. If Pathao Pay can become more and more popular it can assist the company in creating a simple cashless transaction system.

In conclusion, Pathao has become a well-known leader in the logistics and transportation sector in Bangladesh as well as in South Asia regions. Customers' trust and popularity in Pathao have increased as a result of its dedication to offering simple, dependable, and acceptable problem solutions. The company's commitment to innovation and positive social effect is still at the heart of its mission as it enters new markets and expands its product of service lines.

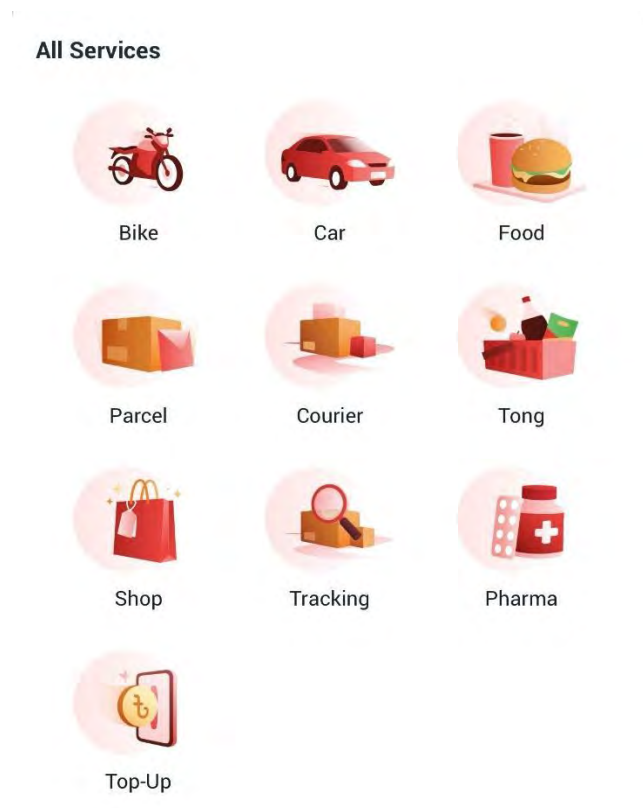
2.2 Company Background

Pathao is a well-known technical platform that has altered the transportation and logistics industries in South Asia. Pathao was founded in Bangladesh in 2015 with the ambitious goal of creating new job opportunities. Hussain M Elius, Shifat Adnan, and Fahim Saleh co-founded the enterprise, which was suitably titled 'Pathao,' meaning 'Send' in Bengali. The company quickly established itself as a delivery service provider, servicing both individuals and businesses in

Dhaka and beyond with a fleet of two-wheeled vehicles such as bicycles and motorbikes, and expanded to other countries in the region, including Nepal and Myanmar. Pathao manages a large fleet, with around 80,000 bike riders operating in crucial areas of Bangladesh like Sylhet, Chittagong, and Dhaka. This strategic shift coincided with the growth of e-commerce, fulfilling the growing demand for fast, dependable, and cost-effective delivery options.

In November 2017, Pathao launched Pathao Cars, a ride-sharing service focused on automobiles. While Uber provided multiple options for both normal and premium clients, Pathao took a different approach by offering a single product to its consumers. In 2018, Pathao Foods emerged, capitalizing on the burgeoning popularity of bicycles in urban Bangladesh to establish a robust presence in the food delivery sector.

Figure 2: Pathao's offered services



This strategic decision allowed the company to streamline its services, ensuring a straightforward and efficient experience for consumers seeking any kind of service. Based on the popularity of its motorbike service, Pathao increased the range of services it provided in order to match the changing needs of its clients and take on more established competitors in the market.

Furthermore, Pathao tong was introduced in 2020 during the covid-19 pandemic, where

introducing easy online grocery shopping was a credible market challenger for Pathao food team by adding Tong under its wings. Recent expansions include Pathao's forays into retail with Pathao Shop, and its commitment to healthcare through Pathao pharma and many new verticals to be added in the same app believing the concept “PATHAONE”.

Lastly, Pathao has effectively altered the way people travel, order food, and access numerous services, with the goal of creating a more interconnected productive society. Pathao has swiftly grown its presence, linking communities and transforming urban mobility across the area, with a dedication to convenience, safety, and social impact. Navigating the dynamic landscape of urban services, Pathao has not only met the needs of a burgeoning digital economy but has also played a transformative role in shaping Bangladesh's service marketing realm.

2.3 Mission & Vision

Mission	Vision
<i>"Pathao aims to provide all services on a single platform by utilizing the power of technology."</i> To harness the power of technology and innovation to provide accessible, reliable, and efficient solutions for transportation, logistics, and essential services, enhancing the lives of individuals and contributing to the socio-economic growth of communities.	<i>"Building a platform for entrepreneurs for moving Bangladesh forward and upward."</i> That creates a better everyday life for people in Bangladesh by making transportation and logistics easier, faster, and more reliable."

The goal of Pathao is to increase the mobility of individuals and goods in Bangladesh by offering a dependable, locally-powered mode of transportation that offers services for package delivery, ridesharing, and food delivery. The company's primary goal is to provide door-to-door deliveries that reduce the cost and speed up travel.

It seeks to support the expansion of small and medium-sized businesses while transforming the nation's current logistical practices with technology-driven approaches."Pathao aims to provide all services on a single platform by leveraging the power of technology."By combining all of its services into a single smartphone app, the company hopes to provide users with an all-encompassing solution. This "One app, all solutions" concept aims to encourage small company owners who will contribute to the country's economy as well as boost user convenience.

2.4 organizations Departments

The Pathao Headquarters has a large number of operational divisions, but if all the other offices are included, the list may grow even larger. The departments that work at Pathao Headquarters are listed below because the majority of significant administrative work is done there.

Rides and Supply Operations Department

This section is in charge of managing Pathao's services on a daily basis. It controls driver deployment, guarantees service quality, and addresses any operational issues that may arise. The department in charge of riding and supply operations makes sure that there is a steady flow of supplies to meet the demand. The supply crew acts to deliver the supply to the designated areas.

The operations team keeps a careful eye on how every customer and passenger uses the services in real-time and reacts fast in case of an emergency.

Sales & Marketing Department

The marketing team is solely responsible for all types of contact and content across all organizational verticals. The team helps the company acquire and retain customers by participating in a range of events. The business development team is largely responsible for managing Pathao's company growth and promotion prospects via a variety of offline venues as well as ATL and BTL media. where Pathao's branding, marketing campaigns, and communication strategies are managed by this department and they are in charge of advertising Pathao's services, engaging customers, and fostering brand loyalty. They run digital campaigns as Pathao, an online service based platform gives the scope of spreading offered service and help.

Finance & Accounting Department

Managing the company's financial elements, including budgeting, financial reporting, and regulatory compliance are core activities of the team and The finance team, led by a CFO with vast experience, constantly examines all financial concerns and Pathao's financial projections. The accounting team is primarily in charge of managing all monetary and liquidity issues pertaining to Pathao's primary business. The financial team coordinates with Pathao's banks and manages all tasks related to obtaining financial incentives.

HR Department

The HR department at Pathao is responsible for managing the company's workforce, including recruitment, onboarding, and employee engagement.

They design training programs, oversee performance evaluations, and handle employee benefits and compensation.

HR ensures compliance with labor laws and internal policies, maintaining employee records and documentation. They play a crucial role in talent retention and succession planning, fostering a diverse and inclusive workplace. However, Pathao's HR department treats every employee as though they are the company's most valuable asset. The HR staff conducts campaigns across all offices on a regular basis to motivate the workers with world-class benefits and remuneration. The administrative staff is in charge of maintaining track of Pathao's physical assets, which range from chairs to pricey equipment at all offices. The HR team's efforts contribute to creating a positive work environment, supporting Pathao's growth, and attracting skilled and motivated employees.

Product and Engineering Technology department

The Pathao mobile app is constantly being developed, adjusted, and updated by the product team. The product team works closely with the product design team to update the application in response to top management, data science, and technical team proposals. The product team receives feedback from all of Pathao's functional units. The product design team addresses the app's key challenges. The designers in this field work closely with the engineering team to troubleshoot app difficulties. The technical workforce consists of almost hundred computer engineers. From the backend to the front end, the team works tirelessly to maintain the integrity of Pathao's exclusive software and products and the technical department is responsible for creating and maintaining the digital platforms that underpin Pathao's services.

This covers the user and driver mobile apps, as well as the backend infrastructure that allow for smooth operations. As Product Development is an ongoing process this department is responsible for improving existing services and establishing new ones to collect feedback from users, assess market trends, and try to improve the entire user experience.

Customer Service Department

Customer service is critical for responding to user enquiries, resolving problems, and offering assistance. The customer assistance team is accessible round-the-clock. The department responds to each query posted on the Pathao Facebook page and app. The department has a dedicated staff that works closely with the customers and provides them with the support they need in order to keep the service quality as high-quality and efficient as possible. This section guarantees that consumers have a great experience and that any issues are resolved as soon as possible.

Well there are other departments that work as well as these to make sure that Pathao moves forward smoothly to its mission of ‘Moving Bangladesh’. Such a **Research & Data Analytics** team may concentrate on data collection and analysis in order to get insights into user behavior, market trends, and the performance of various services. Every single piece of data generated by Pathao's users, riders, and therefore the services offered through Pathao's verticals must be managed by the department. The group examines all the information and turns it into actionable steps and can help businesses to make decisions and develop plans. Moreover, the **Legal and Compliance** department is in charge of legal affairs, such as regulatory compliance, contracts, and any other legal issues that may emerge

2.5 Industry and Competitive Analysis

2.5.1 SOWT

Strengths

- A solid brand value.
- providing services that combined with the use of automated systems and personal touch.
- An intuitive smartphone interface with real-time tracking for better customer service.
- Easy Navigation with English and Bangla versions of the app.
- Strategic alliances with significant e-commerce platforms and companies.
- Prompt and trustworthy service with Reasonable prices.
- Provides a variety of service options, such as logistics, food delivery, and ride-sharing, digital paying service.
- Customers have the option to negotiate with service providers over Dynamic services and changing prices.
- A welcoming and flexible work environment that supports both remote and traditional working arrangements.
- A sizable fleet of about 80,000 cyclists, ensuring thorough coverage make the brand service more strong.
- A very good platform for freelancing that helps to create work opportunities.

Weaknesses

- Potential difficulties keeping up service standards across a diverse fleet.
- Not as an improved app system as worldwide competitors having restricted international growth .
- Strong rivalry between local and international ride-sharing & logistic companies.
- Inadequate training centers covering the entire city of Dhaka.
- As a Rented space, There are few working areas and no dedicated zone for indoor gaming or socializing and less employee stress-relieving workshops and outdoor physical activities.
- More chances of human error since it is mainly reliant on intuition
- It is difficult to clearly identify Pathao-registered cars or their drivers as bike usage has increased over the past few years.
- Exposure to shifts in engagement in the freelancing economy.

Opportunities

- The digital economy and e-commerce development are driving up demand for delivery services.
- Exploration of new markets both inside and outside of Bangladesh.

- More corporate transactions with businesses Offering subscription-based plans to regular users in order to increase client loyalty and repeat business.
- To diversify revenue streams, consider expanding into similar services.
- Creating innovative road safety solutions and Providing customized services to underserved rural communities in order to overcome transportation blockages.
- In order to attract environmentally aware clients, sustainable transportation solutions should be integrated by bringing innovative services to the market.
- Collaborating with local businesses for last-mile product delivery, increasing customer convenience along with bringing urban mobility solutions with governments and local transportation agencies.
- Making use of client data to provide customized promotions, recommendations, and focused marketing efforts by Integration of New technology.

Threats

- A shifting regulatory environment that affects platforms for the freelance economy and ride-sharing.
- Cyberattacks or technological interruptions that compromise platform dependability.
- Data security and safety worries, as well as traffic safety.
- New developments in automotive and bicycle technology.

- Shifts in people's preferences towards the less expensive option as Consumer spending has been impacted by financial instability.
- A change in how the government law of road and traffic might impact the service business .
- A poor public perception of working conditions in the freelance economy.

2.5.2 Porter's 5 forces

Bargaining Power of suppliers: High

The industry's supply is supplied by the providers of ride-sharing services. They have a significant impact on the industry's growth and appeal.

Suppliers have strong bargaining power because all of the company's operations model is dependent on them, and switching from one platform to another is expensive.

Bargaining Power of Buyers: Low

The final consumers of the product are those who mainly use Pathaos transportation services systems. They bring in money for the sector. Due to the lower switching costs between platforms and the buyers' limited supplier options, the buyers have a measure of bargaining power over the suppliers. The benefits that the vendors offer are comparable, and their prices are nearly the same.

Threat of new Entrants:High

The market is mostly controlled by the current competitors, who have also created a high barrier to entry in this highly competitive industry. Customers are loyal to at least one of the existing businesses, making it difficult for new companies to match the advantages offered by the established ones. To achieve economies of scale faster, new enterprises entering the market will need a large capital expenditure.

Threat of Substitution:Low

Because the sector depends on technology, a rapid shift in technology or the introduction of new technologies could reduce the financial viability of the sector. Successful development in the energy and bike/car manufacturing sectors could also have an impact on the profitability of the sector.

Competitive Rivalry:Low

A small number of participants in the market are vying for the available resources. The industry has few barriers to leaving, and it is expanding in a healthy way. As a result, the industry is more competitive, and businesses who are not making enough money can quickly leave. Additionally, the industry's expansion is attracting a lot of new competitors.

2.6 Organization Structure

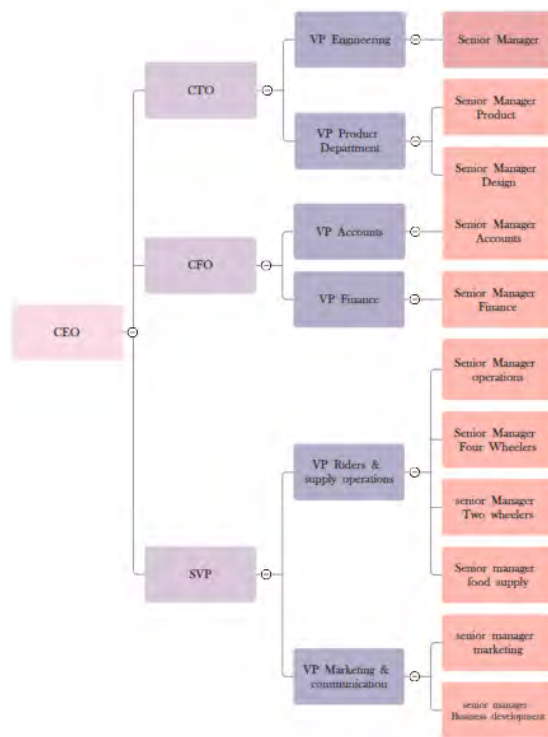


Figure 3: Organogram of Pathao Ltd

Chapter 3

The research findings

“Exploring the factors in determining the satisfaction of consumers in using Pathao”

3.0 Background of the study

To examine the qualitative data obtained comprehensively for this report, I decided to perform a thematic analysis. Thematic analysis is a systematic and comprehensive way to identify repeating patterns, thoughts, and perspectives in data. It enables us to recognize and investigate emerging themes, providing a more nuanced grasp of our subject's details. The reason for using thematic analysis is to extract rich narratives, interesting viewpoints, and notable trends from the data, which will then inform the study's key findings and conclusions. This method presents an effective foundation for revealing the underlying intricacies and complexity of the research topic, thus increasing the depth and authenticity of thoughts.

3.1. Introduction

Grabbing the opportunities in the service marketing field Pathao has become one significant player in this market. Having a business with roots in Bangladesh that offers food and grocery delivery services in addition to ride-sharing where it connects communities along with creating a field of work. Pathao proposes a variation of online services keeping in mind digital

convenience.where Convenience has emerged as a crucial factor affecting consumer decisions and impacting market dynamics in today's fast-paced and digital environment. Digital technology has brought about profound changes in a number of industries, including the field of delivery services.

The primary objective of Pathao is to serve consumers the experience and convenience that they wanna seek repeatedly. The rapid expansion of this new business model of Pathao has been made possible by the affordability of smart devices, improvements in communication networks, rising purchasing power and time convenience. These factors have compelled businesses to integrate technology into their operations in order to meet the needs of their customers.Also,Online Pathao's retailing and e-commerce advances have been significantly impacted by the internet's and wireless technologies' explosive growth nowadays.Throughout its different verticals of services Pathao were able connect business and service in the same platform.starting from their food and parcel delivery , car and bike sharing rides , online shopping mart including grocery all these bring new consumer along with business for those who wanna make service through this app.

In the previous five years, the number of internet subscribers in the nation has more than doubled creating a huge supply market demand.Moreover,The way consumers access goods and services has been completely transformed by the introduction of on-demand delivery platforms. Customers now have the ability to order their preferred meals or necessary supplies or ride services with a few simple swipes on their phones. The increasing number of mobile devices, rising adoption of the internet, and shifting consumer preferences have all contributed to this

transition. Pathao has become a prominent participant in this space by utilizing digital technology to provide a range of services that meet contemporary needs.

3.1.2 Research Objectives

The aim of this study is to obtain firsthand knowledge about consumer behavior and preferences about digital convenience services. Through interviewing Pathao users and evaluating their answers, the study seeks to identify the fundamental elements that influence customer satisfaction and provide guidance for improving the user experience as a whole. Over the past five years, ride-sharing services have become more and more popular, and they now have a greater economic impact. So, in the perspective of Bangladesh, this study is to investigate the variables that affect customers' happiness when utilizing Pathao services, with a particular emphasis on digital ease. The study aims to ascertain the primary factors that influence customer satisfaction, investigate the correlation between customer satisfaction and loyalty, and comprehend the consequences of customer satisfaction on Pathao's business expansion and competitive standing. However, the report's overall goal and its more focused objectives are-

- ❖ to determine the main factors that influence how satisfied customers are with Pathao services.
- ❖ to investigate the connection between customer pleasure and digital convenience and finding how and why those factors are determining the satisfaction of consumers in Pathao service.
- ❖ to investigate possible areas where Pathao's services could be improved in light of customer feedback.

3.1.3 Significance of the research

This research can help shape Pathao's business strategy and advance knowledge of customer behavior and service quality in this digital economy era by offering empirical evidence and practical ideas. Improving Customer Experience for service-oriented companies like Pathao, it is critical to comprehend the elements that lead to customer happiness. Through the acquisition of data pertaining to customer preferences, challenges, and satisfaction factors, Pathao can optimize its offerings, target opportunities for growth, and eventually increase the overall customer experience. Secondly, the research tries to identify any gap in the service regarding consumer satisfaction in the context of digital convenience services in Bangladesh.

In addition, Understanding the factors influencing consumer satisfaction in using Pathao services is crucial for several reasons as it can advance academic understanding and has real-world applications for Bangladesh's digital services sector while regarding Bangladesh and the industry of digital convenience and how in economic growth businesses like Pathao's success helps Bangladesh's digital economy expand by bringing in investment, generating jobs, and encouraging innovation. Furthermore, the better quality of life People living in the metropolitan areas because of digital convenience services like meal delivery and ride-sharing, which offer inexpensive and practical options for getting around and getting items with the touch of technological Advancement helping customers. Pathao's creative use of technology promotes digital literacy and technological advancement in Bangladesh and so this research contributes to the progress of both theory and practice in service marketing and digital transformation, improves consumer experience, fosters business growth, and provides empirical insights into factors that influence consumer satisfaction with Pathao services.

In the end, the research conclusions might be advantageous to Bangladeshi businesses and customers in the digital services sector as Ultimately, the findings of this research might have the potential to benefit both consumers and companies operating in the digital service industry in Bangladesh.

3.2 Methodology

A research methodology lends validity to the study and produces academically acceptable outcomes. It also includes a clear plan that assists researchers in staying on the right path, making the procedure seamless, efficient, and reasonable. The methodology of a researcher allows the reader to comprehend the approach and methods utilized to obtain findings. Methodological techniques are classified as qualitative, quantitative, or mixed-methods based on their emphasis on words, numbers, or both. However, Qualitative research is concerned with gathering and analyzing words (written or spoken) and textual or visual data, whereas quantitative research is concerned with measurement and testing using numerical data. Because of this, qualitative research methods enable in-depth probing and questioning based on what participants say, with the interviewer/researcher also seeking to assess their intentions and ideas.

In this Research study, I have done qualitative research to analyze how numerous factors of digital convenience are making consumers adopt the service purchase and user loyalty to pathao's services, Where Information is gathered through qualitative research, a type of market research, which is open-ended and conversational in nature . Qualitative research offers a deeper grasp of the subject matter since it is well-suited to capture each aspect of individual experiences and viewpoints.

Interviewing individuals with prior Pathao's experience in-depth through semi-structured and open-ended interview questions with carefully chosen samples of Pathao users that represented a range of demographics and usage behaviors was one of the methods used to obtain data and investigate the variables affecting customers' satisfaction with Pathao services. lastly, there has been inclusion of some secondary data that contributed to bettering the report.

3.2.1 Interview

The study used a qualitative research methodology to investigate the variables affecting customers' satisfaction with Pathao services. Interviewing individuals with prior Pathao app experience in-depth. Through semi-structured interviews was one of the methods used to obtain data. Obviously, One-on-one interviews were done in a comfortable setting for participants to express themselves freely. To capture the depth of participants' comments, the answers were audio recorded and asking some follow-up questions helped to guarantee that everyone understood the topics covered and to promote elaboration on certain themes.

The data was collected from both gender participants starting from eighteen years of age living in Dhaka city. Where twelve participants agreed to give an interview along with agreeing that Participant privacy and confidentiality will be strictly respected as ethical issues. They were asked to answer five to six questions sharing their experience with the Pathao app and the services they provide in a casual environment and the reason to choose this interview method was to simply bring out the factors of satisfaction that attracts consumers to purchase the service more. Although the use of qualitative research may restrict its applicability, it allowed for a more in-depth investigation of Pathao customer satisfaction and yielded valuable insights.

3.2.2 Sampling strategy and Sample Size

The focus was on the quality of participants compared to their number to make sure that the data obtained was of the highest possible standard, each respondent was chosen based on their usefulness to the study problem and their willingness to offer perceptive viewpoints. A sufficient sample size of twelve was determined by taking into account the time and resource restrictions involved in conducting qualitative interviews, while still yielding rich and significant data for analysis.

Participants provide insightful information on the elements impacting customer satisfaction with Pathao's services using a convenience and purposive sample approach. An acceptable sample was chosen to choose research participants since the participants' busy lives need flexibility and by using convenience sampling helped gather information from research participants who are conveniently reachable. All types of subjects are invited to take part as Convenience sampling does not employ detailed parameters before selecting participants and the framework of the qualitative research model, this sample size was deemed suitable for accomplishing the study goals.

3.2.3 Thematic analysis

In order to extract, comprehend, and portray the underlying patterns, themes, and narratives within the research data, I decided to undertake a thematic analysis for this report. By choosing thematic analysis, my aim was to not only capture the depth of the raw data offering but also getting a grasp of the main problems, experiences, and viewpoints that our participants have in common to have a comprehensive understanding of the complex issues under examination of the

many facts of the research topic. The primary focus of the analysis was to extract the raw data obtained from the interview recordings then as a result transcribe the main factors found into manual analysis of the limited sample size. This hands-on approach was necessary for a comprehensive evaluation as it is easier to identify the key themes and trends that come from our qualitative research. Following the interviews, main factors were extracted from the recordings into transcripts of dialogues that were meticulously documented from participants in research findings. Moreover, exploring each factor resulted from interviews for in-depth analysis in discussion with this thematic method. The primary data collected is presented in the following section into a more detailed way for understanding the purpose of research deeply.

3.3 Research and Finding Importance

Consumers depend more and more on digital platforms for efficiency and convenience in today's fast-paced environment. This tendency is seen in the growing popularity of businesses like Pathao, which provide practical options for meal delivery, package services, and transportation all in one app. So, with an emphasis on digital convenience the goal was to specifically investigate the aspects that affect consumers' happiness when utilizing Pathao services in this qualitative study. A well-known technology-based service provider in Bangladesh, Pathao provides a number of services, such as parcel delivery, meal delivery, and ride-sharing. The success and survival of service-based companies like Pathao depend heavily on their ability to comprehend the elements that lead to customer satisfaction, given the rising dependence of modern society on digital services.

This study examines those factors influencing customer satisfaction may benefit Pathao and related businesses in finding areas for development and refining their offerings to improve the

overall satisfaction of customers. Not only Positive word-of-mouth referrals and a rise in client loyalty may follow from this but also to make potential participants' access easier convenience sampling was used, where individuals who were convenient and willing to participate in the study and were interviewed and the findings might be useful enough to extract the factors of consumer influence. A set of questions being asked to the participants and going through their answers in the interview recordings the findings has been useful enough to extract the factors that have influenced consumers satisfaction in Pathao service along with consumers experience. In the research finding analysis the influential factors & the consumers statements were discussed.

3.3.1 Extracting factors of satisfaction from the interview

3.3.1.1 Time convenient:

Most of the participants shared the same reason as their satisfaction factor for using Pathao services because of convenient time. Where Participant three stated this with his other statements while asking him about what could be the benefits he felt after using this app. *“Pathao’s food service is very smooth , smoother than their comparative market as compared to in my own opinion and the reason I think so is they keep their customers waiting less for them and are more punctual in delivery of the service,as seen in their food , parcel and ride service.”*

However,Participants five and ten had a similar statement that the reason for satisfaction they started using the service is “ *it's easily accessible and less time consuming* “ added this with other statements .Where as Participant six expressed that,*“Its less time consuming and fastest way to travel in a rush . especially,in this metropolitan city.”* participant seven added “ *First of*

all, after using this app it has become very easy to order food in a short period of time and get it delivered to your door steps easily Especially in this hectic daily life.”

Participant nine shared her experience saying *“I got introduced to Pathao”s ride service when I was a university student struggling everyday to travel long distances and finding a ride on time with other apps that weren't quite fast and available .”*lastly, Participant Eleven added this with other statements *“The main reason I use the service is because it's user friendly and you don't need to wait for a long time on a road for a ride as it is really time convenient and same with the food and parcel delivery service.”* Participants eight and twelve statements were similar and said as *“ It is really convenient as I can easily travel to somewhere quickly through a Pathao bike when I'm in a rush.”*

3.3.1.2. Inexpensive & Budget-friendly:

Participant three stated that *“ one of the best services of Pathao among all is that consumers can burgain easily about the ride fair.”* And participant five said *“ The reason I use the service is that it's budget friendly obviously! And Whenever I go looking for a casual ride on apps like uber and other service apps like these , they set a random budget and the price becomes twice and thrice sometimes . Pathao sets a standard limit of price that is convenient for us students to burgain and choose our ride .”*

Along with participants six saying *“ the app is cost reliable and easy to get a ride “* and seven *“ talking about the bike and car rides it's really cheaper and faster than other apps”*Participant nine stated *“Pathao made it very convenient for those who have a lower budget.”* Participants

Ten and Eleven agreed on *“It's more budget friendly than any other service app.”* lastly, participant twelve said *“As a student it's really budget friendly for me.”*

3.3.1.3. Reliable technology compared to competitors:

In the current time people are more outgoing and seek services that are reliable and make their everyday life easier. So as Participant three said *“ the app interface is really smooth to use and their live tracking option is brilliant, User friendly As there is no language barrier anyone can navigate easily.”* participant four expressed, *“A specific feature I liked about the app is the very easy navigation option as I can easily chat with the foodman or parcel riders as I use these two services a lot.”* Participant seven expressed that *“ The technology is trendy & fun of course because it makes our hectic life a bit easier.”*

Moreover, Participant eight added his experience as *“The technology is reliable in the ride sharing service I took which was very convenient for me at the time of eid where rides on other apps were not available and I couldn't find a ride.”* Participant ten answered while asked *“ Yes, I'm familiar with their ride sharing, food & tong delivery and the reason I used these services is because the technology is easy to use and more convenient than any other app.”* also added by participant eleven that *“The app interface is user friendly than competitors”*

3.3.1.4. Availability of services

While asking about the benefits she felt after using the app to participant one, she opined as she is familiar with the app service as she has been using the service for multiple purposes. *“ I*

mostly felt benefited after using their parcel & food delivery service as they have a lot of options for restaurants and good coverage of areas.”adding more specifically ,“ where i can order from one area to another like recently i ordered from Banani restaurants to niketon which i couldn't find in other competitors app services like uber eats, Shohoz or foodpanda.”

Participant seven stated with her other statements that *“There are Availability of different restaurants in one platform compared to competitors. For intense food panda doesn't offer many restaurants that can easily be found in Pathao which is very helpful.”*Participant twelve also stated that *“Pathao has more options of restaurants in their app rather than other competitors' apps where I can easily pick my choice.”*

3.3.1.5. All in one (a full package of services):

Participant one expresses her opinions in the interview saying *“ It's a full package of services like food,rideshare,parcel delivery and even marchant option in production delivery for businesses like e-commerce and entrepreneurs.”*Also added that *“ I sometimes even use Pathao tong service for groceries as it's really convenient for me as exchanging goods has become easier due to Pathao's services.”*

Participant two stated *“ The app is lightweight,easy to use, easy to navigate, cheap on budget, friendly but reliable as it saves time mainly as rate, time ,place are fixed which is a good thing for getting all in one.”*Moreover, Participant twelve shared before that she is familiar with Pathao's parcel, food, bike and tong services. While adding her factor of satisfaction she stated as *“Best thing is that I get all of the options in one app which is really good in a way, finding all these in one app is a huge thing for me as I benefited from this in my everyday busy life.”*

3.3.2 Challenges in the service of digital convenience

More or less consumers had faced some difficulties in their user experience. Though most of the participants were satisfied and driven towards the service, there were some experiences participants shared that they wished were different or might not face in the near future.

3.3.2.1 Difficulties understand the map

Consumers sharing their user experiences as participant one expressed *“since it's a technology based app , what happens is that sometimes drivers don't understand the map or locations properly . which makes it a bit hard for consumers to make them understand which shows that employees lack technological skills.”* added by two *“ Had location finding problems as the right coordinates of locations wasn't accessible.”* whereas participant three opined more details on the same issue as *“yes,i did face problems a bit. One of them is that drivers don't understand the GPS tracking and go to different or wrong locations. While it gets quite frustrating to guide them to the right place on the map.”* Participant five sharing similar problems as, *“the problem i faced was understanding the map which is a problem as it's not affiliated with the google app .so, when riders come to the corner we don't get live updates on time sometimes even being in the exact location riders couldn't find us properly.”* Lastly, *“The driver doesn't understand the maps easily which makes it very hard to navigate them for a long time.”* added by participant twelve.

3.3.2.2 Lack in employee skills

Sometimes what happens is that riders are not familiar with technology or not highly educated that ultimately results in lacing in the service they give. where participant expressed one of the problems they faced by participant ten said, *“ he faced a technological glitch in the app like the*

map doesn't work well. Sometimes the delivery man or the ride driver does not pick the call easily or cancels the ride often.” along with participant seven added “ *some difficulties i felt using the app is that sometimes riders don't pick up the calls nor responses to texts, another one is they go to the wrong location or don't understand the map properly and it creates hassle for both sides.*” Participant twelve shared that “ *Bike riders cancel rides a lot without any reasons and whenever they cancel the ride I don't get notification through the app.*”

3.3.2.3 Drivers creating inconvenience for consumers

As Pathao is also an ecommerce site for drivers or riders who provide the services in the field, what happens is that they come from different educational and non-educational backgrounds . where some struggle with providing services properly creating inconvenience for consumers. Participant three simply stated that “ *some riders are not sincere enough, that's a problem.*” where as participant six “*riders cancels rides easily and sometimes cost much more than in less distance rides.*” Participant nine added to her statement “ *one of the problems i faced was when i booked a parcel service and waited for 30 to 45 mins but no riders were to be found which was really inconvenient for me*” and so as Participant eleven faced a problem recently that he shared “ *what happens is the riders want to negotiate without the app so that they don't have to give their percentage to the Pathao company mainly facing this issue after corona.*”

3.3.2.4 How useful was their technology is in solving consumer problems

From the interview survey while asking participants to choose the factor they think about Pathao That has been solving their problems and influencing their purchase decision of the service. among the options most of them choose option (e) as “the technology can shorten the

delivery time of the service .” while four participants choose option (b) “The Technology is reliable in the service you take.” and some agree on (C) “The technology is useful in solving the problem.” More or less most of the participants agree on the fact that Pathao has been helpful in solving their daily problems related to service fields and has only been making consumers' lives easier everyday.

3.3.3 Finding how and why factors of digital convenience determine the satisfaction of consumers in Pathao service.

Digital convenience is becoming increasingly important in Bangladesh's fast-changing environment, where technological advances play an ever-increasing role in daily life. When investigating the variables that contribute to digital convenience, it is critical to look into both the mechanisms that drive its growth and the deeper explanations for its importance. Here's a closer look at how and why these variables are influencing Bangladesh's digital landscape.

Affordable smartphones and enhanced internet availability have increased access to online services for all demographics in Bangladesh. That's Why Enhanced technical accessibility enables people to use digital solutions for a variety of requirements, from communication and entertainment to crucial services like finance and transportation, promoting convenience and efficiency in everyday life.

More likely, Bangladesh's digital platforms prioritize user-friendly interfaces with simple designs and streamlined navigation to improve usability for users with different degrees of technological knowledge. Such as Pathao's User-friendly interfaces can help reduce the barrier to entry for digital services, making them more inclusive and accessible to a wider audience, resulting in

increased acceptance and utilization across many segments of society. Through the integration of various services, including e-commerce, food delivery, and ride-sharing, digital platforms are creating unified habitats that provide users with centralized access to a variety of features in a single click and for those who are looking for convenience in their everyday online services. Pathao's different vertical actually offers this seamless service integration which simplifies tasks and saves time by removing the need to navigate between numerous apps or platforms for different services which actually saves a lot of trouble.

Nowadays data analytics and AI-driven algorithms are being used by digital services in Bangladesh more and more to provide individualized suggestions and personalized services based on user preferences and historical activity. Pathao focuses on providing services and content that are easy to customize, relevant to their individual needs and interests, so that personalization increases user happiness and encourages user loyalty and deeper levels of involvement.

Strong security mechanisms such as user authentication as well as encryption protocols, are being implemented by digital platforms to protect user information and activities against malicious activity and privacy violations and establishing trust via efficient security protocols is crucial for promoting user assurance and digital service adoption, since people like digital platforms that value their privacy and data protection. So, Pathao heavily implies on the measures of trust and security of their users. In conclusion, knowing the what, how, and why of Bangladesh's digital convenience elements offers important new perspectives on the rapidly changing digital ecosystem and its social implications. Digital platforms can continue to drive convenience and enable people in Bangladesh to take use of the advantages of the digital era by

emphasizing technological accessibility, user-friendly interfaces, seamless integration of services, personalization, and trust and security measures.

3.3.4 interview factors that Consumers found to be influencing their behavior

- Participants emphasized how time-efficient Pathao services are. They praised Pathao's delivery and ride services for being timely and efficient, noting that it saves them time and provides immediate solutions, particularly in crowded cities like ours.
- Focusing on inexpensive and budget-Friendly Pathao services' pricing has been identified as a key element influencing customer satisfaction. Participants were pleased with Pathao's inexpensive pricing, which makes it simple to negotiate and provides solutions that are affordable, especially for those who are students or on a tight budget.
- In contrast to its rivals, customers found Pathao's technology to be dependable and easy to use. They praised functions that improve the entire user experience and simplify daily duties, like live tracking, simple navigation, and seamless communication choices in comparison to rivals.
- The wide range of services provided by Pathao was appreciated by the participants, especially the restaurant delivery alternatives. Their appreciation stemmed from the platform's extensive coverage of places and diverse options, which distinguish Pathao from its rivals and offer users enhanced ease.
- Participants expressed great appreciation for Pathao's extensive range of services, which included ride-sharing, meal delivery, package delivery, and merchant options. They emphasized how convenient it was to have all of these services combined into a one

platform, which allowed them to save time and effort by having a one-stop shop for all of their daily needs.

Based on their interactions and preferences, customers evaluated the variables impacting how satisfied they were with Pathao services. Time convenience has proven to be essential, particularly in crowded areas where people appreciate prompt and dependable services. Additionally, a major factor influencing customer satisfaction was Pathao services' dependability and price in comparison to those of rivals. Pathao's wide range of services and user-friendly technology were valued by participants, and this helped to shape a favorable impression of the platform as a whole. The fact that Pathao is an all-in-one software that provided a comprehensive suite of services was considered a significant convenience feature that set it apart from its rivals and fit in well with the hectic schedules of its users. All things considered, time convenience, cost-effectiveness, dependable technology, service accessibility, and the platform's all-in-one design contributed to customers' overall satisfaction with Pathao services. These findings demonstrate Pathao's ability to satisfy the wide range of needs and preferences of its user base.

3.4 Discussion on the perspective of bangladesh and importance of its culture, environment and industry

Bangladesh's digital convenience is complex, shaped by a number of variables including the nation's climate, culture, and business dynamics. We can recognize important variables that influence customer satisfaction and the broader implications of these variables in the context of Bangladesh based on interviews we conducted with Pathao service users.

Convenience of time: Time efficiency is a major concern for urban people in Bangladesh, a country with a dense population and heavy traffic. The necessity for prompt services is increased

in places like Dhaka due to rapid urbanization and fast-paced lifestyles. Also, Being on time is highly valued in this culture, particularly in professional and academic contexts. Managing your time well is essential to staying productive. Rapid and dependable transit choices are highly desired due to the well-known traffic bottlenecks in large cities and Businesses that can meet customers' urgent needs with rapid service delivery have a competitive advantage.

Time convenience was repeatedly mentioned by participants as a key source of satisfaction, emphasizing the promptness and efficiency of Pathao's services. As an example, Participant Three said that food, parcel, and ride services were delivered smoothly and on schedule. Other participants highlighted how simple it was to find a ride quickly in a city.

Affordable & Cost-Effective: Due to restricted disposable income, a sizable section of the individuals, notably students and lower-income groups, value affordability Bangladeshis have a strong inclination for haggling and finding the best deal. Budget-friendly solutions are required due to financial limitations and a range of income levels. Companies that provide affordable solutions have the potential to draw in a wider clientele and cultivate a sense of loyalty among consumers who are price-conscious.

Participants emphasized the importance of affordability and expressed gratitude for Pathao's cost-effective services. While some participants, such as Participant Nine, highlighted the pricing and convenience Pathao offers to consumers on a tight budget, Participant Five highlighted how simple it is to haggle over ride costs.

Reliable Technology Compared to Competitors: As a growing country, using reliable and advanced technology is critical for streamlining operations and improving service delivery. There is an increasing number of tech-savvy people who value seamless and user-friendly digital interactions. The challenges of managing metropolitan infrastructure and connection issues highlight the importance of efficient and dependable technological solutions. Superior technology can set a service provider apart in a competitive market, resulting in increased client satisfaction and retention. Pathao's technology received high recognition for its dependability and use.

Participant Three, for example, praised the app as having a smooth and easy user interface as well as its live tracking, while others complimented the app's simplicity of use and communication.

Accessibility of Services: People are in strong demand for a variety of easily available services, particularly in metropolitan areas where they are looking for convenience and variation. All-inclusive platforms that provide a range of choices to meet different demands are preferred. Broad service accessibility means that customers can obtain what they need without regard to location and solves logistical issues. Meeting the varied needs of consumers, a wide range of services can improve market penetration and customer satisfaction.

For the participants, who appreciated the wide range of possibilities Pathao offers, reliability of service was a crucial element. While some, like Participant Twelve, highlighted the benefit of having more options than rivals, Participant One valued the wide restaurant coverage for food delivery.

All-in-One Importance: An all-in-one service platform is particularly enticing in a congested urban setting where consumers desire integrated solutions to make their life easier. The culture

encourages multi-functional platforms that offer a variety of services under one roof, increasing convenience. Utilizing a full-service platform reduces the inconvenience of utilizing several apps, especially in areas with limited internet. Companies that provide integrated services can increase customer engagement and loyalty by offering comprehensive solutions that address numerous needs. Participants praised Pathao's extensive service offerings.

For example, Participant One emphasized the ease of obtaining food, ride-sharing, parcel delivery, and even grocery services through a single app, making everyday duties more feasible. Consumer satisfaction with Pathao services is heavily influenced by the social and economic factors and cultural fabric of Bangladesh. These elements include time convenience, price, dependable technology, service availability, and comprehensive service options. By addressing these elements, Pathao not only improves user satisfaction but also sets a standard for digital ease in the industry, reflecting Bangladeshi customers' increasing wants and preferences.

3.5 Summary & Conclusion

This study focuses on the important variables that affect Bangladeshi customers' happiness with Pathao's digital convenience services. The study investigates how Pathao's varied service offerings like food delivery, parcel delivery, and ride-sharing meet changing consumer expectations in busy cities setting like ours. The results highlight the critical factors that determine user happiness, including availability of services, cost-effectiveness, dependability of technology, time convenience, and all-in-one service packages and the reason for Pathao's success is its ability to properly address these concerns.

Digital knowledge and education must be given top importance by marketers and businesses in order to properly handle the rapidly changing digital marketplace. by staying abreast of changes in consumer behavior and technological advancements.

The study indicates that Pathao is up against a lot of challenges, including competition from local and foreign companies like Uber, Shohoz, Obhai, Sheba and many other companies competing in the same field with similar service offerings. To get over these challenges, Pathao needs to continually come up with fresh concepts and expand its product offering. By staying abreast of technological advancements and shifts in consumer behavior, companies such as Pathao can leverage digital marketing to enhance customer engagement, accelerate growth, and other business strategies to achieve their objectives. To summarize, the study on Pathao's digital convenience services provides valuable insights into the factors that influence customer satisfaction in Bangladesh's digital economy. Pathao's technical infrastructure, client input, and service delivery are thoroughly reviewed to determine the business's advantages and areas for improvement in this research. Pathao has the potential to maintain its market leadership and make a substantial contribution to Bangladesh's digital transformation as well as in economy by tackling the difficulties that have been highlighted and capitalizing on its key strengths.

Pathao encourages interns to push themselves outside of their comfort zones, take on new challenges, and build resistance and adaptability. Interns get to work in a fast-paced environment, engage with different teams, and strengthen their interpersonal and problem-solving skills. Where can Interns gain a sense of ownership by participating in projects, decision-making, and other efforts from an early stage. However, I was able to learn a great deal about the business world. I must acknowledge that the corporate world differs greatly from any student's academic

experience. Through theoretical study and case studies, we are only given a limited window into the real world during our academic careers. A portion of that data may be out of date or largely irrelevant given how the world is now operating. I was able to evaluate real-world instances and scenarios in the corporate sector. I had many issues while working as an intern at Pathao Limited, but my astute education gave me the great support I needed to succeed in this organization. So, I think this internship at Pathao will benefit my future professional career. My exposure to the field and real-world employment experience will enhance my resume and future employability. This chance allowed me to use my theoretical knowledge in actual life. Furthermore, the internship allowed me to study and grasp the transportation and delivery services business, where I learned about the company's operations and issues in a competitive market. This helped me gain a better understanding of current market conditions, client behavior, and the industry situation.

3.6 Recommendation and future Suggestions

I feel incredibly fortunate to have had the chance to finish my internship program here at Pathao Limited, where I successfully completed my internship as a marketing intern. Pathao Limited has a positive workplace environment and uses a variety of forms of business procedures to execute their commercial activities. Even if the company can now satisfy customer demand and conduct its operations effectively, I would still like to draw attention to a few points that I believe need to be taken into consideration. Pathao, one of Bangladesh's leading companies, offers innovative delivery and transportation services but needs to diversify and expand its business strategy to thrive in a competitive market.

- Firstly, A user of Pathao can access a wide range of services with a single app. However, people frequently become sidetracked when one platform offers a variety of services across several industries. As a result, some services are constantly overlooked. Rather than creating new verticals, I will advise Pathao to concentrate on its current verticals and develop cutting-edge features that remain one step ahead of its rivals.
- Secondly,Enhanced media campaigns and online marketing can boost Pathao’s visibility. It's crucial to educate users about the app's safety features.
- Testimonial advertising can also help influence and persuade customers to use the app more frequently.
- Pathao should also focus on enhancing employee well-being by providing recreational facilities like game corners, gyms, and indoor games, fostering a positive work environment and aiding employee retention.
- Pathao can also grow its client base by offering new options like scheduled trips, shared rides, and dedicated corporate service plans. Corporate service plans can offer reliable transportation for business employees. Shared rides can provide affordable transportation for those traveling in the same direction, while scheduled trips allow customers to book rides in advance at a fixed rate only.

Suggestions :There are some added suggestions from the participants that gave interviews in research findings.Some participants came up with their own suggestions such as participant seven suggested that,

“They should work on their riders more, so they make the service easier in the consumer experience.”

Participant simply means emphasizing on rider skills on technology usage and navigation for bettering the service and consumer experience. Participant nine added,

“Most of the drivers or riders are male in this service. so, coming from a conservative family i couldn't share with my family that i was using these rides. it could have been so much easier if there were more female riders , i think women would feel more safe out there to use this service more.”

Participants suggested this because Nowadays women are more active in everything especially in Bangladesh and the number of female riders is increasing and it is also creating earning opportunities for women as society is becoming more accepting towards this revolution.

References:

- (Shifat & Elius, 2018). Pathao's strategic innovations have been crucial in maintaining their competitive edge Pathao. (2021). About Us. Pathao. Retrieved from <https://pathao.com/about-us/>
- Shuvo, M. S. K. (2022). *Internship Activities Completed in Digital Marketing, Marketing Department, Pathao Limited*. Department of Business and Technology Management (BTM), Islamic University of Technology (IUT), Board Bazar, Gazipur-1704, Bangladesh.
- Pathao. (n.d.). News items. Pathao. Retrieved 20 december, 2023, from <https://pathao.com/blog/newsitems/>

- (Junaid, M.I.H, Hossain (2022). Bangla food review sentiment analysis using machine learning .<https://ieeexplore.ieee.org/abstract/document/9720761>
- Shuvo, M. S. K. (2022). *Internship Activities Completed in Digital Marketing, Marketing Department, Pathao Limited*. Department of Business and Technology Management (BTM), Islamic University of Technology (IUT), Board Bazar, Gazipur-1704, Bangladesh.
- Khan, M., Islam, S. B., Tasnim, A. A., Rahman, M. H., & Mohammad, S. (2021). Assessment of perceived service quality, safety and security of ride-sourcing services from passengers' perspective in Dhaka city. *TECHNOLOGY*, 6, 7.
- (DhakaTribune 9 October,2023)Pathao, Bangladeshi champion that is beating silicon valley at its own game. Received from <https://www.dhakatribune.com/bangladesh/bangladesh-others/327495/pathao-bangladeshi-unicorn-that-is-beating>
- Amin, Md. A., Nowsin, N., Hossain, I., & Bala, T. (2020, July 3). Impact of Social Media on Consumer Buying Behaviour through Online Value Proposition: https://www.researchgate.net/publication/342656449_Impact_of_Social_Media_on_Consumer_Buying_Behaviour_through_Online_Value_Proposition_A_Study_on_ECommerce_Business_in_Bangladesh_Impact_of_Facebook_Marketing_on_Brand_Awareness_View_project_Impact_of
- Alok, A. B., Sakib, H., Ullah, S. A., Huq, F., Ghosh, R., Mondal, J. J., ... & Noor, J. (2023, August). 'Khep': Exploring Factors that Influence The Preference of

Contractual Rides to Ride-Sharing Apps in Bangladesh. In *Proceedings of the 6th ACM SIGCAS/SIGCHI Conference on Computing and Sustainable Societies* (pp. 43-53).https://www.researchgate.net/profile/Sadiqul-Sakif/publication/373159698_'Khep'_Exploring_Factors_that_Influence_The_Preference_of_Contractual_Rides_to_Ride-Sharing_Apps_in_Bangladesh/links/64defa18caf5ff5cd0c39dc5/Khep-Exploring-Factors-that-Influence-The-Preference-of-Contractual-Rides-to-Ride-Sharing-Apps-in-Bangladesh.pdf

- Junaid, M.I.H., Hossain, F., Upal, U.S., Tameem, A., Kashim, A. and Fahmin, A., 2022, January. Bangla food review sentiment analysis using machine learning. In *2022 IEEE 12th Annual Computing and Communication Workshop and Conference (CCWC)* (pp. 0347-0353). IEEE.
- Hossen, M. A. (2023). Investigating the consumer preferences for ride sharing companies in urban areas: A study of Pathao. https://www.theseus.fi/bitstream/handle/10024/810460/Hossen_MdAmzad.pdf?sequence=2.
- Ogunbanjo, Gboyega & Mabuza, Langelibalele & Govender, Indiran & B, Mash. (2014). Qualitative data analysis and writing results (workshop). Received from https://www.researchgate.net/publication/280917835_Qualitative_data_analysis_and_writing_results_workshop

Appendix

Survey questions for the interview:

1. Have you used the pathao app before?
2. Have you already used the services they offer and are familiar with it ?
3. What could be the benefits you felt while using the app?
4. What problems did you face while using the app?
5. How useful their technology is in solving your problem?
 - a)Easy to use the tech.
 - b)The Technology is reliable in the service you take
 - c)The technology is trendy & fun
 - d)The technology is fun and entertaining to use
 - e)The technology can shorten the delivery time of the service

Research Consent Form

Title: How Supply Chain and Service Marketing Perspectives in Pathao's Food and Grocery Delivery is bringing change in Bangladesh's digital convenience usage in everyday life.

Investigator in charge: Anika Tasnim

Inquire with: anika.tasnim1@g.bracu.ac.bd

You are invited to take part in a study looking at the food and grocery delivery services offered by Pathao. The goal of the study is to comprehend how service marketing and supply chain management interact to shape these offerings. Your involvement is crucial to gaining insightful knowledge. Here, You will have to complete a live or online interview where you will be asked questions related to Pathao's given service if you decide to take part.

Your experiences with Pathao's services, in particular those involving supply chain effectiveness and service marketing components, are asked about in the survey. Your replies will only be used

for study. Your participation and replies will be kept completely private. Your anonymity will be protected while the data is collectively analyzed.

Participation is voluntary, and you are free to stop at any time without repercussions. Your choice will not have an impact on your connections or your relationship with Pathao. You can Contact the primary investigator: anika.tasnim1@g.bracu.ac.bd. if you have any queries with any inquiries you may have regarding your rights as a participant.

Consent:

You certify that you have reviewed and understood the offered information by moving on to the survey. Your participation signifies that you have agreed voluntarily to participate in this study.

I accept _____

I disagree _____

Electronic Signature of Participant _____

Date _____