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Impacts of Ride Sharing Apps among the Youths of Kathmandu Valley

Jasmine Shrestha and Sumit Pradhan*

Abstract

The study examines the impacts of ride sharing apps among the youths of the Kathmandu Valley. Attitude towards using ride sharing apps is selected as the dependent variables. The selected independent variables ease of use, privacy concerns, time management, price and convenience. The primary source of data is used to assess the opinions of respondents regarding ease of use, privacy concerns, time management, price and convenience and attitude of youths towards using ride sharing apps. The study is based on primary data of 163 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and impacts of ride sharing apps among the youths of the Kathmandu Valley.

The study showed that ease of use is positively correlated to attitude towards using ride sharing apps. It indicates that ease of use leads to an increase in attitude towards using ride sharing apps. Likewise, privacy concern is positively correlated to attitude towards using ride sharing apps. It indicates that privacy concern has a positive impact on attitude towards using ride sharing apps. Further, time management is positively correlated to attitude towards using ride sharing apps. It indicates that time management leads to an increase in attitude towards using ride sharing apps. Additionally, price and convenience also demonstrate positive correlations with attitude towards using ride sharing apps., suggesting their significant roles in shaping the use of ride sharing apps in the Kathmandu Valley.

Keywords: ease of use, privacy concerns, time management, price, convenience, attitude towards using ride sharing apps

1. Introduction

Ride-sharing apps are mobile applications that facilitate on-demand transportation services, often with just a few taps on their smartphone, by connecting passengers with drivers who usually provide rides in their own vehicles. Users can request rides through a mobile app, specifying their pickup and drop-off locations, and choose from various vehicle options such as bikes or cars. Shaheen and Cohen (2019) defined ride-sharing apps as a smartphone-based platforms that leverage GPS technology to connect passengers with drivers willing to provide rides in their personal vehicles, offering an alternative to traditional taxi services. These apps enable real-time, on-demand transportation services, enhancing mobility options for users.

According to Mitropoulos *et al.* (2021), ride-sharing is an innovative on-demand transport service with a common use of a motor vehicle by a driver and one or several passengers, in order to share the costs (non-profit) or to compensate the driver (i.e., paid service) using billing information provided by the participants (for profit) that aims to promote sustainable transport, reduce car utilization, increase vehicle occupancy and public

* Ms. Shrestha is a Freelance Researcher, Kathmandu, Nepal and Mr. Pradhan is the Research Faculty, Uniglobe College (Pokhara University affiliate), Kathmandu, Nepal.

transport ridership.

Maruf *et al.* (2021) investigated the factors affecting attitudes towards using ride sharing apps. The study found that perceived ease of use is significant in influencing perceived usefulness but is not directly related to attitude toward using, even though perceived usefulness influences attitude toward using. Gaber and Elsamadicy (2021) examined the factors that influence customers to continue using ride-sharing apps during the COVID-19 pandemic in Egypt. The study revealed that customers' intention to continue using the ride-sharing apps during the pandemic is influenced by four factors which are performance expectancy, economic benefits, facilitating conditions and social influence. The study indicated that customers' effort expectancy, perceived infectability and fear of COVID-19 do not affect their intention to use these services. Schaller (2021) investigated whether sharing a ride make for less traffic. The study found that ride-hail can clearly be valuable to meet specific needs such as providing paratransit services to people with disabilities, providing first and last mile connections to transit services and connecting late-night workers to jobs.

Shokoohyar *et al.* (2020) examined impacts of trip characteristics and weather condition on ride-sourcing network. The study showed that pick-up waiting time, trip duration, and fare increase in extreme weather conditions during weekdays; while they decrease during weekends. Similarly, Cheah *et al.* (2020) investigated consumer attitude and intention toward ridesharing. The study found that perceived usefulness and word-of-mouth significantly influence the consumers' attitude toward ridesharing. Yuana *et al.* (2019) investigated a media analysis of ridesharing platforms in Indonesia and the Philippines. The study concluded that the responses were driven primarily by commercial and legal concerns rather than sustainability concerns. According to Giang *et al.* (2017), found that attitude, subjective norms and perceived behavior control play critical roles in predicting intention to use ride-sharing applications.

Tafreshian *et al.* (2020) proposed a peer-to-peer (P2P) ride sharing service that provides a platform for drivers to share their personal trips with riders who have similar itineraries. The study reviewed the major studies on the operations of p2p ride-sharing systems, with a focus on modeling and solution methodologies for matching, routing, and scheduling. Furthermore Li *et al.* (2022) investigated how on-demand ridesharing services affect traffic congestion does. The study concluded that the efficiency-enhancing and demand-inducing effects shape traffic congestion and that the net effect varies according to different levels of urban compactness. Möhlmann (2015) examined the determinants of satisfaction and the likelihood of using a sharing economy option again. The study revealed the satisfaction and the likelihood of choosing a sharing option again to be predominantly explained by determinants serving users' self-benefit. Utility, trust, cost savings, and familiarity were found to be essential.

According to Laukkanen & Tura (2020), the sharing economy has been boosted by mobile apps that have been widely accepted by customers within many business sectors such as vacation rentals (e.g., airbnb), mobile food delivery apps (e.g., talabat), health services (e.g., doctor on demand), online shopping (e.g., e-bay), freelancing services (e.g., fiverr) and transportation (e.g., uber). Dias *et al.* (2017) investigated a behavioral choice model of the use of car-sharing and ride-sourcing services. The study found that households with vehicles are less likely to use car-sharing services; however, households with one or more

vehicles and residing in a high-density location are more likely to use both ride-sourcing and car-sharing services. Bartel *et al.* (2019) investigated the health risks of ride-share work. The study also found that the nature of the work is stressful by design as rideshare drivers face regular stressors and pressures from passengers, such as to speed and drive young children without proper booster seats. Likewise, Dimitrijevic *et al*. (2013) found that inconvenience of having to search through large carpools and a pre-scheduled and advertised trip is adequately consistent with one owns schedule, makes such apps or sites non-practical for relatively short and near immediate on-the-go carpool and ridesharing trip plans).

Similarly, Ho *et al.* (2018) investigated the potential uptake and willingness-to-pay for mobility as a service (MaaS). The study found that almost half of the sampled respondents would take MaaS offerings, and the potential uptake levels vary significantly across population segments. Acheampong (2021) investigated societal impacts of smart, digital platform mobility services on passenger safety and security in ride-hailing. The study found that some individuals perceived a high sense of security and safety from ride-hailing platforms' inbuilt features, including driver and vehicle identification' and real-time journey trackability and traceability'. Likewise, Christensen and Osman (2023) found that individuals travel substantially more when the cost of ride-hailing services falls and they are not close to satiating their demand for mobility.

According to Si *et al.* (2023), ridesharing is a shared mobility service in which passengers and drivers with similar origins and destinations are matched to travel in the same vehicle. The study highlighted that ridesharing can improve the utilization of vehicle resources, decrease traffic congestion, and reduce both the cost of rides and energy consumption. Garud *et al.* (2022) investigated the liminal movement by digital platform-based sharing economy ventures of uber technologies. The study found that the interactions between the variables and the changes made by regulators and other social groups in response have shaped the emergent ecosystem around its ridesharing platform and business model. Liu and Xu (2018) investigated the adoption of ride-sharing apps by Chinese taxi drivers and its implication for the equality and wellbeing in the sharing economy. The study revealed that multiple forces shaped the adoption of ride-sharing apps by the taxi drivers surveyed in Beijing. Saadat *et al.* (2018) stated that users have a positive perception regarding the service of ride-sharing companies. Customers are not willing to wait a long time to get into the car. Similarly, Lee *et al.* (2018) noted that one of the main benefits that encourage customers to book trips through ride-sharing apps is the economic benefits of these apps.

In the context of Nepal, Singh (2022) analyzed the users' perception of contemporary ride sharing services in Kathmandu. The study found that individuals prefer prescheduled ridesharing. The study also revealed that more than half of the participants are satisfied with the service quality and consider RSS service as a safe and comfortable mode of transportation. Neupane (2021) investigated the sustainable urban mobility conditions in Kathmandu valley, Nepal. The study found that there is an ever-increasing necessity of continued and collaborative engagement of different stakeholders to practice, learn and improve the future condition to keep the people's mobility needs, rights, and choices at the center. The study also found that balancing social, economic, and environmental dimensions of MaaS leads to sustainability. Similarly, Mishra and Kumar (2022) investigated the technical challenges on acceptance of ride-sharing platform in the Kathmandu valley. The study found that all three variables have a positive and significant relationship with the acceptance of the ride- sharing

platform.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of ride sharing apps among the youths. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to determine the impact of ride sharing apps among the youths' of Kathmandu Valley. More specifically, it examines the relationship of ease of use, privacy concerns, time management, price and convenience with the attitude of youths' towards using ride sharing apps in the Kathmandu Valley.

The remainder of this study is organized as follows: Section two describes the sample, data and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on primary data. The data were gathered from 163 respondents through the questionnaire. The respondents' views were collected on ease of use, privacy concern, time management, price and convenience inside Kathmandu Valley. This study is based on descriptive as well as causal comparative research designs.

The model

The model estimated in this study assumes that attitude of youths' towards using ride sharing apps depends on ease of use, privacy concern, time management, price and convenience. The dependent variables selected for the study is attitude of youths' towards using ride. Similarly, the selected independent variables are ease of use, privacy concern, time management, price and convenience. Therefore, the models take the following forms:

$$ATT = \beta_0 + \beta_1 EOU + \beta_2 PRC + \beta_3 TMG + \beta_4 PRI + \beta_5 COV + \varepsilon$$

Where,

ATT= Attitude towards using ride sharing apps

EOU= Ease of use

PRC= Privacy concern

TMG= Time management

PRI= Price

COV= Convenience

Ease of use was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Using ride sharing apps is straightforward and user-friendly.", "The process of booking a ride through ride sharing apps is hassle-free." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.833$).

Privacy concern was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I am concerned about the privacy of my personal information when using ride sharing apps.", "I worry about the possibility of my ride history being accessed or shared without my consent by ride sharing apps." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.833$).

Time management was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Ride sharing apps help me save time during my daily commute.", "I find that ride sharing apps allows me to better plan and manage my schedule.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.878$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I find fares charged by ride sharing apps to be reasonable.", "The availability of affordable ride options through ride sharing apps influences my decision to use them." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.844$).

Convenience was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Ride sharing apps make it easy for me to find transportation when I need it.", "The availability of ride sharing apps reduces hassle of finding transportation.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.837$).

Attitude towards using ride sharing apps was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The ease of using ride sharing apps enhances my overall attitude towards utilizing them for transportation.", "Despite any privacy concerns, I still have a positive attitude towards using ride sharing apps.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.865$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Ease of use

Ease of use in terms of ride-sharing apps refers to the simplicity and user-friendliness of the app interface and overall experience for customers. According to Tahar *et al.* (2020), the term ease of use refers to customers' perceptions of how simple it is to use a particular technology. Similarly, Tandon *et al.* (2021) concluded that perceived ease of use comprises ease of control, simplicity of comprehension, user-friendliness, and access. Likewise, Wang *et al.* (2019) concluded that perceived ease of use is critical in the ride-sharing scenario. Furthermore, Rattanaburi and Vongurai (2021) found that perceived ease of use significantly

predicts attitudes towards using ride-sharing apps. Moreover, Karim *et al.* (2020) discovered that perceived ease of use influences perceived usefulness. On the other hand, Akbari *et al.* (2020) stated that perceived ease of use is strongly linked with attitudes of ride-sharing apps users. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between ease of use and attitude towards using ride sharing apps.

Privacy concern

Privacy concerns in ride-sharing apps refer to apprehensions and reservations individuals have regarding the protection and misuse of their personal information when using these digital platforms. According to Wang (2019), privacy concern is a major barrier that has been found to make consumers feel reluctant towards adapting a new technology or service (Wang, 2019). Likewise, Valente *et al.* (2019) found that the issues bothering the consumers are the risks associated with security, privacy, and additional payment charged at the time of using ride-sharing services. On the other hand, ride-sharing services are observed to be unmanaged; reasons such as rash driving, theft activities of drivers and unrecoverable loss of customer possessions have increased the perceived concerns associated with such services (Boateng *et al.,* 2019). Furthermore, Cheng *et al*. (2018) found that information disclosure and privacy information leakage can result in privacy concerns. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between privacy concern and attitude towards using ride sharing apps.

Time management

Time management in the context of the impact of using ride-sharing apps refers to the efficiency and effectiveness with which individuals allocate and utilize their time when utilizing these digital transportation platforms. According to Delitheou (2019), the use of smartphone applications, besides providing a tailored service to citizens, can also contribute to promoting participatory mobility planning. Moreover, Neoh *et al.* (2017) noted that factors such as the size of the employer company that can affect the possibility and the number of potential passengers, population density, or the time spent waiting for a shared ride. The usage pattern suggested that individuals opt for these services to ensure punctual arrival at their workplaces, taking advantage of ridesharing apps' efficiency and time-saving benefits (Smith *et al.,* 2019). Furthermore, Delhomme and Gheorghiu (2016) found that the commute time and the distance to the target destination are also substantial factors in the use of ridesharing. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between time management and attitude towards using ride sharing apps.

Price

Price refers to the monetary cost associated with utilizing these digital transportation platforms for commuting or travel purposes. Horpedah (2015) identified low prices as well as the simplified ride request and payment as the main reasons contributing to Uber's popularity among the riders. Similarly, Cramer and Krueger (2015) found that uber rides price was found to be cost-effective to taxi rides. Moreover, Elmeguid *et al.* (2018) concluded that

ride sharing apps usually provide services that are provide more economic benefits and price value than other alternatives. Likewise, Wan *et al.* (2016) found that one of the main drivers for users' usage of Uber services is their perception of its price value, as they think that ridesharing services have more economic benefits than traditional taxis. Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between price and attitude towards using ride sharing apps.

Convenience

Convenience refers to the accessibility, and efficiency with which individuals can access transportation services through these digital platforms. In the sharing economy context, convenience is expected to be important in influencing people's behavior in sharing economy (Nielsen *et al.*, 2015). Horpedah (2015) found short wait times, as well as the convenience of simplified ride request and payment as the main reasons contributing to Uber's popularity among the riders. Meanwhile, Berry *et al.* (2002) concluded that there may be different dimensions of convenience that are related to the service progress. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between convenience and attitude towards using ride sharing apps.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 163 observations. The dependent variable is ATT (Attitude towards using ride sharing apps). The independent variables are EOU (Ease of use), PRC (Privacy concern), TMG (Time management), PRI (Price) and COV (Convenience).

Variables	Mean	S.D.	ATT	EOU	PRC	TMG	PRI	COV
ATT	3.993	0.640	1					
EOU	3.961	0.819	0.532**	1				
PRC	3.928	0.646	0.401**	0.366**	1			
TMG	3.929	0.708	0.535**	0.541**	0.274**	1		
PRI	3.951	0.633	0.601**	0.492**	0.536**	0.442**	1	
COV	3.909	0.645	0.464**	0.495**	0.205**	0.661**	0.380**	1

Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.

Table 1 shows Kendall's Tau correlation coefficients between the variables. The study shows that ease of use is positively correlated to attitude towards using ride sharing. It means that increase in ease of use aspect of the ride sharing apps leads to increase in positive

attitude towards using ride sharing apps. Likewise, privacy concern is positively correlated to attitude towards using ride sharing. It implies that maintenance of customers' privacy by the ride sharing apps leads to increase in the attitude of youths' towards using ride sharing apps. Similarly, time management has a positive relationship with attitude towards using ride sharing apps indicating that better time management aspect of pick up and drop facility leads to increase in attitude towards using ride sharing apps. Furthermore, price has a positive relationship with attitude towards using ride sharing. It implies that affordable price leads to increase in attitude towards using ride sharing apps. Likewise, convenience is positively correlated to the attitude of youths' towards using ride sharing apps indicating that greater the convenience, greater will be the attitude towards using ride sharing apps.

Regression analysis

Having analyzed the Kendall's Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of ease of use, privacy concern, time management, price and convenience on the attitude of youths' towards using ride sharing apps in the Kathmandu Valley.

Table 2

Estimated regression results of ease of use, privacy concern, time management, price and convenience on the attitude of youths' towards using ride sharing apps in the Kathmandu Valley.

The results are based on 163 observations using linear regression model. The model is ATT= $\beta_0 + \beta_1$ EOU + β_2 PRC + β_3 TMG + β_4 PRI + β_5 COV + e, where the dependent variable is ATT (attitude towards using ride sharing apps). The independent variables are EOU (Ease of use), PRC (Privacy concern), TMG (Time management), PRI (Price) and COV (Convenience).

Model	Intercept	Regression coefficients of					Adj. R_bar^2	SEE	F-value
		EOU	PRC	TMG	PRI	COV			
1	1.395 (5.561)**	0.630 (10.153)**					0.387	0.5054	103.084
2	2.236 (10.546)**		0.423 (8.060)**				0.283	0.5464	64.965
3	1.296 (5.544)**			0.665 (11.328)**			0.440	0.4828	128.334
4	1.454 (6.969)**				0.625 (11.963)**		0.467	0.4709	143.105
5	1.374 (5.500)**					0.642 (10.274)**	0.392	0.5030	105.561
6	1.113 (4.472)**	0.477 (6.845)**	0.225 (4.122)**				0.442	0.4820	65.157
7	0.706 (2.910)**	0.231 (2.912)**	0.177 (3.456)**	0.402 (5.307) **			0.523	0.4457	60.199
8	0.555 (2.409)*	0.143 (1.858)	0.191 (1.765)**	0.303 (4.075)**	0.314 (4.683)**		0.578	0.4190	56.577
9	0.368 (1.571)	0.099 (1.294)	0.105 (2.079)*	0.159 (1.801)	0.301 (4.588)**	0.233 (2.894)**	0.597	0.4095	49.049

Note:

i. Figures in parenthesis are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. Attitude towards using ride sharing apps is the dependent variable.

Table 2 shows that the beta coefficients for ease of use are positive with attitude towards using ride sharing apps. It indicates that ease of use has a positive impact on attitude of youths' towards using ride sharing apps. This finding is similar to the findings of Akbari *et al.* (2020). Likewise, the beta coefficients for privacy concerns are positive with attitude towards using ride sharing apps. It indicates that customers are typically concerned about their privacy when they make decision regarding using ride sharing apps. This finding is consistent with the findings of Boateng *et al.* (2019).). Moreover, the beta coefficients for time management are positive with attitude towards using ride sharing apps. It indicates that time management has a positive impact on attitude towards using ride sharing apps. This finding is similar to the findings of Delhomme and Gheorghiu (2016). Further, the beta coefficients for price are positive with attitude towards using ride sharing apps. It indicates that price has a positive impact on attitude towards using ride sharing apps. This finding is consistent with the findings of Elmeguid *et al.,* (2018). Likewise, the beta coefficients for convenience are positive with attitude towards using ride sharing apps. It indicates that convenience has a positive impact on attitude towards using ride sharing apps. This finding is similar to the findings of Saadat *et al.* (2018).

4. Summary and conclusion

Ride-sharing apps, such as Uber and Lyft, emerged in the early 2010s and transformed urban transportation by using smartphone technology to connect passengers with drivers using their personal vehicles. Uber, founded in 2009, and Lyft, launched in 2012, pioneered this model, emphasizing convenience, real-time GPS tracking, and seamless mobile payments. These apps operate on a commission-based model and have rapidly expanded globally. However, their growth has spurred legal and regulatory challenges related to licensing, insurance, and competition with traditional taxi services. Despite these hurdles, ride-sharing apps have significantly impacted how people navigate cities, offering a flexible and often more affordable alternative to traditional transportation methods.

This study attempts to examine the impact of ride sharing apps among the youths' of Kathmandu Valley. The study is based on primary sources of data with 163 respondents.

The study on the impact of ride-sharing apps among the youths of the Kathmandu Valley reveals that attitudes towards using these apps are significantly influenced by several factors. Ease of use, privacy concerns, time management, price, and convenience all show a positive correlation with the dependent variable. This indicates that as ride-sharing apps become easier to use, more privacy-conscious, better for managing time, cost-effective, and convenient, the more positively they are perceived by the youth. The findings suggest that enhancing these aspects could further improve the adoption and favorable attitudes towards ride-sharing services in the Kathmandu Valley.

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