

Gender Differences in Usage of Pathao's Two-Wheeler Services

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Abstract

The study tests the significant difference in usage patterns of Pathao Services between two different groups: male and female. In this context, the Independent Samples t-Test has been used to test equality in the mean usage of Pathao Services for both groups with and without the assumption of equal and unequal variances. We tested the sample of 397 participants, and the variance between these groups was found to be unequal by the Levene's Test showing the significant difference. The results reveal a statistically significant mean difference in the use of Pathao Services between the two groups. Precisely, the average of difference for 0.199, at 95% confidence interval, falls within a range of 0.087 to 0.310 when variances are considered to be equal and within a range of 0.073 to 0.325 when variances are taken to be unequal. As a matter of fact, the p-values for both tests were below the conventional alpha level of 0.05, meaning the differences observed are significant. The results derived from unequal variances tests were considered more reliable because of the significant F-value obtained from Levene's Test.

These results therefore indicate that one group is using Pathao Services more than the other. The significant differences of usage would require further examination of demographic, socio-economic, or even behavioral reasons responsible for these differences and might be useful in service provision and intervention. This thus calls for more research to find the root causes of such and perhaps inform strategies to help improve service engagement across diverse user groups.

Keywords: customer satisfaction, gender differences, Pathao services, two-wheeler experience

Introduction

Pathao is a Bangladeshi ride-sharing and logistics company with business expansion into Nepal. It has a provision of all types of transportation and logistics, from two-wheeler rides to anything. Since the inception of Pathao, the primary objective was to offer its patrons cost-effective and accessible means of traveling, taking into consideration urban congestion and the limited capacity of public transport (Hamal, 2019). The company offers a mobile application that links the riders with passengers - just as easy as it may sound - making life easy for either party (Shah, Parajuli, & Cherry, 2024; Tanvir, 2023). Customer satisfaction with the increased popularity of Pathao shall henceforth be understood in delicate detail and in consideration of the large demographic segments it addresses.

There has been an increasing demand in Nepal for more efficient and reliable means of transport, especially within major urban centers like Kathmandu (Shakya, 2023). Two-wheeler services have become an indispensable means for getting to and from work daily, faster and in a more flexible manner than traditional taxis and public transportation. Yet, there is great variability in customer satisfaction regarding these services based on influencing factors like gender, which affects expectation, experience, and general perception related to the aspect of safety and comfort (Gautam & Shrestha, 2023). While Pathao aims to improve its service offering, the evaluation of gender-specific satisfaction and concerns may be informative to improve its service quality and user experience.

Literature Review

Customer satisfaction is widely accepted as one of the most important critical success factors for companies engaged in the ride-sharing business; it influences both user retention and market growth. It has also been learned from previous studies that safety, reliability, and ease of use are some of the most influential factors that shape customer satisfaction in the transportation industry (Shuvo, 2022). For Pathao, mainly operating within urban areas undergoing extreme traffic pressure, these features become very applicable. Satisfaction can differ by demographic variables, especially gender differences, resulting from different expectations and perceptions of service quality (Mowri & Bailey, 2024).

There has been ample documentation regarding gendered transportation needs and preferences. For example, female users consider the issue of safety and security more than male users when traveling (Tanjim, 2019). This would be quite appropriate for the ride-sharing service, where a lot can depend on personal safety and comfort inherent to a ride. In fact, some researches demonstrate that women appear to be more sensitive to the behavior of a driver, the condition of a vehicle, and safety along a way in general. In this respect, as Pathao aims to try out all groups of customers, learning about those gender-based concerns makes the chance to improve the service satisfaction and accessibility. In addition to this, simmering the mobile applications used for booking and controlling rides must also play a significant role in customer satisfaction. According to the technology acceptance model given by Davis, 1989 two factors of user acceptance of technology are the perception of ease of use, and the perceived usefulness (Davis, 1989). In a ridesharing context, this means that the design and working of the Pathao mobile app might make a significant difference in the satisfaction users derive.

Gender differences in technological interaction means that women might have different expectations regarding app usability and hence may have a different degree of overall satisfaction with Pathao services (Shah N. , 2022).

Furthermore, the number of times the service is used may provide a cue to the satisfaction and loyalty of the users. It has also been found in studies that due to familiarity and understanding of the operation of the service, customers who use ride-sharing services more frequently express higher levels of satisfaction. However, if gender-specific barriers to frequent use exist, such as concerns about safety or EHU concerns, then service expectations would be different for men and women (Gautam & Shrestha, 2023). Understanding these differences could possibly offer the company information that may let Pathao engineer its services accordingly.

Lastly, the probability of recommending service to others, as measured by NPS, is realistic determinant of customer satisfaction and brand loyalty. Such an understanding of how gender drives an individual's tendency toward recommending Pathao services can lead to a better understanding of the experience and satisfaction for the users (Tanjim, 2019). If female users are not very willing to recommend the service because of specific concerns, the resolution of these issues would go a long way in boosting Pathao's reputation and market share.

Problem Statement

Growth in the volume of two-wheeler ride-sharing services, popularly represented by Pathao, has been growing fast in the Nepali market over the last couple of years. Very few studies have been conducted to assess differences in customer awareness and usage of these services due to gender differences. There is a need to recognize these differences for better

improvement in service quality, user safety, and customer experience. The purpose of this paper is to gauge how gender impacts the awareness and usage of Pathao two-wheeler services. This exploratory study has investigated variables that affect male and female users in terms of safety concerns, usability issues of the app, frequency of the service, and likelihood of recommendation with a view to providing insight into how gender dynamics shape the adoption and satisfaction with Pathao's offerings.

Rationale

The basis of justification for this research pertains to how it caters to equal opportunities and moves towards inclusivity-a satisfactory experience for all types of users of the services provided by Pathao. Hence, considering how gender impacts the awareness and usages of Pathao's two-wheeler ride-sharing services could help in trying to outline certain needs and issues that may vary between male and female users. This understanding will thereby allow Pathao to make offerings, address gender-specific problems, and work toward improving the overall satisfaction of customers. The result of this exploratory study will contribute to the inauguration of academic literature on gender differences in service awareness and usage, besides providing some practical insight. These can help Pathao refine its service strategies, foster customer loyalty, and establish a stronger competitive advantage in the marketplace.

Objective

(i) To examine the effect of gender on awareness and usage of the services offered by Pathao.

Hypothesis

Based on the research objective the following alternative hypothesis is set.

H1: The level of awareness and usage of Pathao services significantly differs among male and female customers in Nepal.

Conceptual Framework

The conceptual framework, based on the objective of the research, show the theoretical relationship that exists between gender and customer usage of the two-wheeler services of Pathao. It stipulated the important factors and variables which are associated with the objective and therefore showed the clear structure that can be used to contextualize how

Independent variable(s)	Dependent variables
Gender [Male & Female]	<ul style="list-style-type: none">Awareness and Usage: The extent to which gender plays a role in the awareness and first-time use of Pathao's services.

Methods and Materials

Methodology

This study uses a quantitative research design to collect and analyze data on gender disparities in customer satisfaction about the two-wheeler services offered by Pathao. The primary tool for data collection is a structured survey of questions, ensuring that the data obtained are measurable and comparable. Questions include user demographics (Neupane, 2014), frequency of use of the service, degree of satisfaction with the same, and likelihood of recommending the service to other potential users. This is useful in testing relationships and differences between male and female respondents through the use of statistical analysis.

Research Approach

The research design of the present study is deductive. In a deductive approach, research begins with the formulation of hypotheses based on existing theories and literature related to gender differences in customer satisfaction (Ghimire & Neupane, 2022). Data are collected through the survey method, and the hypotheses are tested by statistical testing. These results are then confirm or not confirm the hypotheses made at the beginning; thus, whether or not there is any difference in the factors that influence customer satisfaction with regard to gender.

Research Design

The research adopts a cross-sectional survey design. In this design, data is collected from a diverse range of participants at one instance in time. The questionnaire is forwarded to the users of Pathao two-wheelers, and their responses are analyzed to depict satisfaction levels, usage patterns, and perceptions by gender (Neupane, 2018). The cross-sectional design suits this research best because a snapshot of the current user satisfaction and gender differences allows for trends and correlations to be tested.

Instruments

Instruments

Questionnaire: The research questionnaire is the primary instrument for data collection in the study. This questionnaire is for recording quantitative data with respect to customer satisfaction in regards to the Two-Wheeler services offered at Pathao. The instrument contains closed-ended questions, multiple-choice questions, and statements with Likert scale for studying the awareness, usage frequency, service satisfaction, usability of the app, safety, and willingness to recommend the service. The structure is developed based on the various research objectives and hypotheses that the researchers want to fulfill.

Population

The population targeted for this research is all the registered users of Pathao's two-wheeler services in Nepal, focusing most on urban areas like Kathmandu, where the services offered by Pathao have gained immense popularity. This population is heterogeneous and includes both male and female users of different ages.

Sample Size

This study used the responses of 397 respondents, which is more than the minimum sample size (384 for an unknown population) required for a 95% confidence level with a 5% margin of error. This approach was necessary to enhance precision and the veracity of our research results. We were able to utilize full data from all respondents, minimize sampling error, and achieve accuracy in the results. This would provide an increased sample size and give more confidence that the findings of this study may generalize to the larger population.

Data Analysis: SPSS statistical software is used to analyze data collected. Independent sample t-test is conducted to compare mean satisfaction scores between male and female users.

Results and Analysis

Demographic variables

Age

Table 1 indicates the distribution of respondents whose information has been sourced from the survey carried out in the context of Pathao's two-wheeler service. The age distribution is classified into three categories: the first category is 16-22 years, the second category is 23-28 years, and the third being 29-37 years. The data from the table are represented by information related to frequency, percentage, valid percentage, and cumulative percentage.

Table 1

Age of Respondents

Age	Frequency	Percent	Cumulative Percent
16-22 years	304	76.6	76.6
23-28 years	59	14.9	91.4
29-37 years	34	8.6	100.0
Total	397	100.0	

Dominance of Young Adults : (16-22 years)

The age group of 16-22 years is the most represented in this sample, with 76.6% of the total sample, that is, 304 out of 397 respondents. This possibly shows that the biggest user segment of the two-wheeler services offered by Pathao is the young adults. This may be for a number of reasons, such as the affordability of two-wheeler services, ease with which younger users

adapt to digital platforms, or the convenience of such services to students and young professionals.

Mid-Young Adults (23-28 years):

The next significant group in the data is the age bracket of 23-28 years, that comprised 14.9% of the respondents, 59 out of the 397. This demographic stratum is evidently smaller in proportion compared to that of the young adults within the age brackets of 16-22 years. Nevertheless, it represents another significant market segment. This would fall into the age bracket of early-career professionals and graduate students who use the services of Pathao to go to work or university. Hence, their needs and expectations may vary from those of their younger peers.

Older Young Adults (29-37 years):

The age group 29-37 years is the smallest, comprising only 8.6% of the sample. This may result from a low demand for Pathao's two-wheeler services due to greater economic stability that can afford private vehicles, preference for more comfortable modes of transportation, or reduced reliance on ride-sharing services.

Valid Percent and Cumulative Percent Analysis

Since the age groups do not have any missing data, the valid percent is purely equal to the frequency distribution percentage. Also, all the percentages add up to 100%, which further verifies that the data set on age is full and representative of the sample surveyed.

The cumulative percent is the running total of the percentages. It helps in exploring the makeup of the respondent base as one goes from the younger to older age groups:

16-22 years: Cumulative percentage = 76.6, indicating that more than three-quarters are within this group.

23-28 years: Cumulative percentage = 91.4, indicating that more than 90 percent of the respondents are below the age of 29 years.

29-37 years: The cumulative percentage reaches 100%, meaning all the respondents fall under these three age groups.

Implication for Pathao Two-Wheeler Services

The dominant share in terms of percentage is held by young adults, 16-22 years old, as the main user. This may indicate that marketing and servicing by Pathao should be reasonably targeted at this age group. This group is probably tech-savvy, price sensitive, and mobile. It would prefer convenient and affordable means of transports, hence two-wheelers.

This implies that the smaller proportion of older young adults, aged 29-37 years, is the area where growth could be realized. The barriers that hold this group from more frequent use of Pathao could be understood and used for insights into service improvements or targeted

marketing campaigns. For example, a focus on features related to safety, convenience, or professional discounts would be expected to attract this demographic.

These could allow Pathao to customize services, develop targeted marketing strategies for specific needs, and enhance user experiences for its most significant customer segment while continuing to pursue opportunities to better engage underrepresented age groups.

Gender

Table 2
Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	326	82.1	82.1	82.1
	Female	71	17.9	17.9	100.0
	Total	397	100.0	100.0	

The sample is highly skewed in gender distribution, with over 80% males, while less than 20% are females. This disparity could point out a more serious issue, such as sampling bias, if this trend in distribution does not point toward the expected or known population proportion of a specific attribute.

Possible Sampling Bias: The potential problem in the sampling, if the sample had to be representative of a larger population, is the imbalance of gender. This might have been due to the method of participant recruitment or the nature of the study.

Implications for Analysis: This could have implications for any analysis conducted on this dataset, as the outcome and interpretation may be biased due to this gender imbalance. For instance, if the study was meant to generalize the findings to a more balanced population, the results may not reflect the views or experiences of females.

Context: The implication of this gender imbalance may be different with regards to the purpose or context of the study. For instance, assuming the research is about a field or industry known for gender imbalance—as in the case of engineering—the imbalance may not be as profound. However, this would be a different case if the study were supposed to be gender-neutral or encompassing. Based on these facts, recommendations and implications for the future are provided below.

Future studies should ensure, to the maximum extent possible, that the sample is balanced so that findings from the study can be generalized and representative. Alternatively, if such

a study design/limitations cannot avoid creating an imbalance in this regard, it is expected that this limitation or potential impact is discussed regarding the results.

Hypotheses Testing

H1: The level of awareness and usage of Pathao services significantly differs among male and female customers in Nepal.

Table 3
Awareness of Pathao Services
Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Awareness of Pathao Service	51.072	.000	3.158	395	.002	-.202	.064	-.328	-.076	
			6.774	325.000	.000	-.202	.030	-.261	-.144	

The Independent Samples t-Test is presented in Table 3. Such an analysis is done to test for significant differences between the means of two independent groups. The context here is comparing the "Awareness of Pathao Service" among two groups. Herein, a critical interpretation and analysis are done.

Levene's Test for Equality of Variances: F (51.072), Sig. (0.000): This Levene's Test has been done to test whether the variances across the two groups are equal. The F-value is significantly high, and the p-value (Sig.) is 0.000, less than the commonly accepted alpha of

0.05. Therefore, variances in the two groups are significantly different, and hence the assumption of the equality of variances is violated.

t-Test for Equality of Means:

Equal Variances Assumed: $t(-3.158)$, $df(395)$, Sig. (2tailed) (0.002): The t-value obtained is -3.158 at df of 395 and the resultant p-value is 0.002. This points out that, assuming variances are equal, a statistically significant difference does exist between the two groups in means. Since it is below 0.05, we reject the null hypothesis; therefore, there is a significant difference in awareness of Pathao Service between two groups.

The difference in means of the two groups is -0.202 . Since the confidence interval does not cross zero, this substantiates that a difference is significant.

If the variances are not equal, then the t value is -6.774 . The p value associated with this t value is 0.000. Hence, there is adequate statistical evidence to reject the null hypothesis in favor of the fact that there does exist some differences between the means. The p-value is less than 0.05 and therefore we reject the null hypothesis.

Indeed, the mean difference is the same as calculated above, although the standard error, having adjusted for unequal variances, is now smaller. Also, the confidence interval does not cross zero, confirming that this difference is significant.

The Levene's Test indicates that the assumption of variances equal is violated; thus, given that fact, results from t-test assuming variances equal might be less reliable. Given the significant F-value in Levene's test, the results assuming unequal variances are more likely to be robust.
Consistency in Interpretation:

Both versions of the t-test, including equal and unequal variances, establish significant differences. However, the value of t and the standard error is of a different magnitude. Since both tests have the same results, it has strengthened the proof that there is a significant difference in the awareness of Pathao Service between the groups.

Effect Size:

The mean difference is -0.202 ; thus, one group is less aware about Pathao Service compared to the other by this amount. However, though the result is statistically significant, consideration of real-life practical significance or effect size-for instance, Cohen's d-may be useful in effectively communicating the size of an effect.

Sample Size and Generalizability:

This will make the test powerful hence it can detect even small differences easily; the sample size is big, $n = 397$. However, there is a need to ensure that this sample represents the population for valid generalization of the findings.

Potential Biases:

Assess whether other variables exist that could influence the awareness about Pathao Service, which for this analysis have not been controlled. This may affect the validity of the conclusion. In other words, the analysis describes that there is a significant difference between the two groups regarding awareness about the Pathao Service. Although the result was robust considering the violations in assumption, practically it is relevant to consider and account for other influencing factors.

Table 4
Usage of Pathao Services

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Usage of Pathao Services	Equal variances assumed	25.677	.000	3.504	395	.001	.199	.057	.087	.310
	Equal variances not assumed			3.132	92.654	.002	.199	.063	.073	.325

Table 4 illustrates the results of the Independent Samples t-Test entitled "Usage of Pathao Services" between two groups. The following paragraphs explain its interpretation and critical analysis in detail.

The Levene's test for equality of variances checks the equality of variance between the two groups. A high value of F with a p-value of 0.000 (< 0.05) accepts H1 and rejects the null hypothesis. The null hypothesis states the equality of variances among the groups, which is violated; hence the test, assuming the equal variances become less reliable.

The independent sample t-test yields the following statistics: $t = 3.504$, $df = 395$, Sig. (2-tailed) = 0.001. The calculated t-value is 3.504, degrees of freedom are 395, and the p-value is 0.001, indicating that there is a significant difference between the means of the two groups. Since the p value is less than 0.05, one will fail to accept the null hypothesis, which indicates that there is a significant difference in the usage of Pathao Services between these groups.

The mean difference of 0.199 will imply that one group uses the Pathao Services more than the other by this quantum. The confidence interval does not contain zero, further bolstering the statistical significance of the difference.

Since the variances in this scenario are unequal, $t = 3.132$ while the p-value is 0.002. The result also showed a significant difference between the groups. The p-value is less than 0.05, so we reject the null hypothesis and conclude that there is a significant difference in Pathao Services usage.

Again, the mean difference stays the same, but the standard error is a bit larger for unequal variances test. The CI also does not cross zero indicating significance.

The large output of Levene's Test suggests that the variances are not equal; hence, this assumption is violated. The result of t-test assuming unequal variances is usually better in such a situation as it gives a more proper estimate of the difference.

Both point and interval estimates in support from the t-test of equality and unequal variances result in a significant difference in both directions and magnitude of mean difference. These support the finding to be more robust that there is a statistically significant difference in the usage of Pathao Services between the two groups.

The mean difference of 0.199 is statistically significant. However, regarding practical importance, one would be pleased to find the effect size after checking for statistical significance. This could be calculating the Cohen's d. It gives the idea of magnitude in a real-life situation.

This large sample size, $n = 397$, enhances the power of the test and lends greater reliability to the detection even of small differences. The degrees of freedom of the unequal variances test are 92.654, suggesting a reduction in sample size consideration due to a variance adjustment. Consider factors that might also be influencing the usage of the Pathao Services, which were not controlled in this research study. Of course, a number of variables could be altering the significant difference, and this should be taken into account with deeper analysis.

In summary, the analysis shows that there is a difference in the use of Pathao Services between the two groups. Since the variances are not equal, the t-test results assuming unequal variances will be more appropriate. The results come out strong and reliable, but to get the interpretation of the practical importance, understanding other influencing factors is crucial.

Conclusion

The test of the difference in using Pathao Services between two groups shows a significant difference. The test of Independent Samples t-Test sets that one group uses more of Pathao Services compared to the other, and it is statistically significant. Such a conclusion is

supported by both versions of the t-Test—assuming equal variances and assuming unequal variances—the latter being more reliable because the test of Levene's showed significant variance differences.

The p-values of both equal variances and unequal variances tests are below the common alpha level of 0.05. This indicates a significant difference between the usages of Pathao Services in the two groups. A mean difference of 0.199 has confidence intervals that do not include zero, showing disparity consistently in usage. Moreover, the outcome is viewed as more robust because the Levene's Test result has turned out to be significant, which in turn has confirmed the validity of the difference observed. This significant difference in usage would, therefore, suggest that different variables between these two groups might be responsible for influencing their usage of Pathao Services. If such factors were known, that would mean immense saliency for improving or intervening in those aspects. Further studies may wish to explore the causes of this inequality, which may be hiding in the demographic, socio-economic, or behavioral reasons for the differential utilization of these services.

In sum, the study provided adequate evidence of a distinct and statistically significant difference between the usages of Pathao Services by the two groups and thus pointed towards the need for further studies to be conducted with a view to explore the drivers of this inequality.

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