



User Perceptions and Satisfaction Levels with Pathao Services in Nepal

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Abstract

Background: Pathao, a leading ride-sharing and delivery service in Nepal, has gained significant popularity, especially among younger demographics. Understanding customer perceptions, usage patterns, and satisfaction levels is crucial for Pathao to enhance its offerings and maintain its competitive edge in the growing market. **Objective:** This study aims to evaluate user awareness, service adoption, satisfaction levels, and areas of improvement for Pathao services in Nepal. **Methods:** A structured survey was conducted among 59 respondents to gather data on demographic characteristics, service usage preferences, and customer satisfaction. Responses were analyzed using frequency and percentage distributions to identify key trends and insights. **Findings:** The results indicate a high level of awareness (96.6%) and adoption (89.8%) of Pathao services, with ride-sharing being the most preferred service



(45.8%). The majority of users belong to the 18-24 age group (76.3%) and are male (66.1%). Customer satisfaction is notable in areas such as service availability (71.2%) and responsiveness (52.5%), but some users expressed neutrality or dissatisfaction regarding peak-time charges (49%) and vehicle cleanliness (47.5%). A significant portion (54.2%) is likely to recommend Pathao, highlighting strong word-of-mouth potential. **Conclusion:** Pathao has established itself as a trusted service provider among its core demographics. However, addressing concerns related to dynamic pricing, vehicle cleanliness, and tailored services for female users can enhance satisfaction and loyalty. **Novelty:** This study offers a comprehensive analysis of customer experiences with Pathao in Nepal, providing actionable insights to bridge service gaps and improve market positioning in a competitive landscape.

Keywords: Pathao, ride-sharing, customer satisfaction, Nepal, service quality, demographic analysis, dynamic pricing.

Introduction

Ride-sharing services have revolutionized urban transportation worldwide, offering convenience, affordability, and flexibility. In Nepal, Pathao has emerged as a prominent player in this space, diversifying its offerings to include ride-sharing, delivery, and logistics solutions. With the increasing adoption of digital technologies and smartphones, services like Pathao are reshaping mobility patterns, particularly in urban centers. Understanding customer behavior and satisfaction is essential for ensuring sustained growth and adapting to evolving user needs (Abir, 2024).

Awareness and adoption of Pathao services are notably high, with nearly all respondents familiar with the brand and a significant portion having used its services. This widespread adoption signifies Pathao's strong market penetration and acceptance as a reliable service provider. However, understanding the nuances of service usage, such as the preference for ride-sharing over delivery, can help Pathao refine its focus and address specific customer needs (Chakraborty, 2024).

Customer satisfaction plays a pivotal role in determining the success of ride-sharing platforms. For Pathao, the study reveals generally positive feedback, particularly regarding service availability and responsiveness. However, areas such as peak-time pricing and vehicle cleanliness elicited mixed responses, highlighting the need for improvements. Addressing these issues could enhance the overall user experience and foster stronger loyalty among customers (Chaudhary et al., 2024).

Competitor analysis is another critical aspect of Pathao's market positioning. While users expressed satisfaction with Pathao services compared to its competitors, a notable proportion remained neutral (Shrestha & Shrestha, 2024). This indicates that Pathao faces significant competition in the ride-sharing and delivery sector, necessitating a continuous effort to innovate and differentiate itself from rivals. Strengthening its unique value propositions will be key to maintaining its leadership in the market (Shrestha, 2023).

Moreover, the frequency of usage and the likelihood of recommending Pathao to others underscore the platform's influence and potential for growth. With over half of the respondents



likely to recommend Pathao to friends and colleagues, the service benefits from robust word-of-mouth marketing. By addressing areas of dissatisfaction, Pathao can further amplify its customer advocacy and expand its user base (Mishra & Kumar, 2024).

This study aims to provide a comprehensive analysis of Pathao’s performance in the Nepalese market. By examining user demographics, service preferences, and satisfaction levels, the findings offer actionable insights for enhancing service quality. The results not only contribute to understanding the dynamics of ride-sharing services in Nepal but also serve as a valuable reference for other emerging markets with similar socioeconomic conditions.

Methods and Materials

This study employed a quantitative research approach using a structured survey to gather data on customer perceptions and experiences with Pathao services in Nepal. The survey was designed to collect demographic details, usage patterns, satisfaction levels, and feedback on various aspects of Pathao's services. A total of 300 respondents participated in the survey, representing a diverse age range and user base. The sample size, though limited, provides indicative insights into customer behavior and preferences.

Data collection involved a questionnaire divided into multiple sections, focusing on demographic characteristics, service awareness, frequency of usage, and satisfaction across key parameters such as pricing, vehicle cleanliness, responsiveness, and availability. The survey also included specific questions about user preferences for different Pathao services, such as ride-sharing and delivery, as well as their likelihood to recommend the platform to others. Responses were recorded on a Likert scale where applicable, allowing for nuanced analysis of satisfaction levels.

The collected data was analyzed using descriptive statistics, including frequency and percentage distributions, to identify patterns and trends. The analysis focused on understanding the demographic profile of users, their awareness and adoption of Pathao services, and areas of satisfaction or dissatisfaction. This approach enabled the identification of strengths and weaknesses in Pathao's service delivery, providing a basis for actionable recommendations to enhance customer experience and market positioning.

Results and Analysis

Demographic analysis

Table 1 : Age

		Percent	Valid Percent	Cumulative Percent
Valid	18-24	76.3	76.3	76.3
	24-30	16.9	16.9	93.2
	30-36	3.4	3.4	96.6
	36 or above	3.4	3.4	100.0
	Total	100.0	100.0	

Source: Survey 2024

The data reveals a predominantly young population, with 76.3% of individuals falling in the 18-24 age group and an additional 16.9% in the 24-30 range, together accounting for 93.2% of the total. Only a small fraction of the population belongs to older age groups, with 3.4% each in the 30-36 and 36+ categories. This indicates a strong concentration in younger demographics, suggesting a society that may benefit from youth-focused policies, workforce development initiatives, and services tailored to the aspirations and needs of a younger population. The cumulative percentages highlight that the vast majority of the population is under 30, underscoring the minimal representation of older age groups.

Table 2: Gender

		Percent	Valid Percent	Cumulative Percent
Valid	male	66.1	66.1	66.1
	female	33.9	33.9	100.0
	Total	100.0	100.0	

Source: Survey 2024

The data indicates a gender distribution where males constitute 66.1% of the population, while females make up 33.9%. This suggests a significant gender imbalance, with males outnumbering females by a considerable margin. The cumulative percentage shows that the entire population is accounted for by these two categories, with males forming the majority and females completing the total at 100%. This disparity could have implications for social dynamics, resource allocation, and the development of gender-specific programs or policies within the population.

Table 3 : Do you ever heard the name of pathao in Nepal?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	57	96.6	96.6	96.6
	no	2	3.4	3.4	100.0
	Total	59	100.0	100.0	

Table 3 shows the percentage of respondent i.e. 96.6% customers known about the pathao services.

Table 4 : Have you ever used any of the services of pathao limited?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	53	89.8	89.8	89.8
	no	3	5.1	5.1	94.9
	Maybe	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

Table 4 shows the 89.8% of customer are using the services of pathao limited where 5.1% of customer are not using services of the pathao.

Table 5 : Which service or services of pathao you have used recently from the following option?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ride sharing pathao	27	45.8	45.8	45.8
	Delivery service	4	6.8	6.8	52.5
	All of these above	24	40.7	40.7	93.2
	Non of these above	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

Table 5 shows that 45.8 % of customer are using ride sharing services 6.8% customer are using delivery service and remaining 40.7 are using both of them at last 6.8% of customer are not using any service among them.

Table 6 :Do you think the charges of pathao in peak times are reasonable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	5.1	5.1	5.1
	Agree	26	44.1	44.1	49.2
	Neutral	22	37.3	37.3	86.4
	Disagree	7	11.9	11.9	98.3
	Strongly disagree	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

From the above table 5.1% of customer are strongly agree that the charges of pathao in peak times are reasonable .44.1% of customer are agree, 37.3% of customer are neutral, 11.9% of customer are disagree and 1.7% of customer are strongly disagree.

Table 7 : Which type of vehicle of pathao do you mostly travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bike	48	81.4	81.4	81.4
	Car	9	15.3	15.3	96.6
	Publicly transportation	2	3.4	3.4	100.0
	Total	59	100.0	100.0	

From the following table 81.4% of customer are using bike,15.3% of customer are using car remaining 3.4% of customer are using public transportation.

Table 8 : If you are female? do you feel comfortable in travelling on car in pathao?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	54.2	54.2	54.2
	no	11	18.6	18.6	72.9
	maybe	16	27.1	27.1	100.0
	Total	59	100.0	100.0	

In the Above table 54.2% of female customer feel comfortable in travelling on car in pathao and 18.6% of female customer are not feel comfortable.

Table 9 : Did you ever meet with a medical emergency while travelling in pathao?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	20.3	20.3	20.3
	no	44	74.6	74.6	94.9
	maybe	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

From the following table 20.3% of customer meet with a medical emergency while travelling in pathao,74.6% of customer did not meet a medical emergency while travelling in pathao.

Table 10 : How satisfied are you with the convenience of payment option available on pathao?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	11	18.6	18.6	18.6
	Satisfied	27	45.8	45.8	64.4
	Neutral	20	33.9	33.9	98.3
	Very dissatisfied	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

Table 10 shows that 18.6% of customer are very satisfied with the convenience of payment option available on pathao,45.8% of customer is satisfied, 33.9% of customer are neutral and 1.7% of customer are very dissatisfied.

Table 11 : How often do you typically use any of the services of pathao?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	1	1.7	1.7	1.7
	Weekly	22	37.3	37.3	39.0
	Monthly	32	54.2	54.2	93.2
	do not use	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

From the following table 1.7% of customer are using pathao daily, 37.3% of customer are using pathao weekly and 54.2% of customer are using pathao monthly, 6.8 % of customer do not use pathao.

Table 12 : Have you ever used pathao mobile application?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	88.1	88.1	88.1
	no	4	6.8	6.8	94.9
	maybe	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

From the following table 88.1% of customer are using pathao application 6.85 of customer are not using pathao application.

Table 13 : How satisfied are you with the condition of vehicle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	7	11.9	11.9	11.9
	Satisfied	26	44.1	44.1	55.9
	Neutral	24	40.7	40.7	96.6
	Dissatisfied	1	1.7	1.7	98.3
	Very dissatisfied	1	1.7	1.7	100.0
	Total	59	100.0	100.0	

In the above table, it shows that 44.1% of customer are satisfied, 11.9% of customer are very satisfied, 40.7% of customer are neutral toward the condition of vehicle, where it shows more no. of customer are satisfied by the condition of vehicle.

Table 14 : How satisfied are you with the responsiveness of pathao customer service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	4	6.8	6.8	6.8
	Satisfied	31	52.5	52.5	59.3
	Neutral	24	40.7	40.7	100.0
	Total	59	100.0	100.0	

By the above table, we found that satisfied has the more majority than the others which seems that are satisfied toward the customer service of pathao.

Table 15 : How satisfied are you with the availability of pathao rides in your area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	12	20.3	20.3	20.3

	Satisfied	30	50.8	50.8	71.2
	Neutral	17	28.8	28.8	100.0
	Total	59	100.0	100.0	

By the above table we found that people are satisfied by the availability of their pathao ride in their area. Here, satisfied has the majority than others.

Table 16 : How likely are you to recommended pathao to a friend or colleague?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most likely	17	28.8	28.8	28.8
	Sometime	32	54.2	54.2	83.1
	Neutral	7	11.9	11.9	94.9
	May be	3	5.1	5.1	100.0
	Total	59	100.0	100.0	

Above table shows that the average uses of pathao seems that 54.2% people are involve sometimes and also it recommended to friends.

Table 17 : How satisfied are you with the cleanliness of the vehicle?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	5	8.5	8.5	8.5
	Satisfied	26	44.1	44.1	52.5
	Neutral	24	40.7	40.7	93.2
	Dissatisfied	4	6.8	6.8	100.0
	Total	59	100.0	100.0	

Vehicles makes our days easier, from the table many of the customer satisfied with this statement cleanliness of the vehicle.

Table 18 : Are you satisfied to the services offered by pathao compared to its competitors?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	4	6.8	6.8	6.8
	Satisfied	25	42.4	42.4	49.2
	Neutral	25	42.4	42.4	91.5
	Dissatisfied	4	6.8	6.8	98.3
	Very dissatisfied	1	1.7	1.7	100.0
	Total	59	100.0	100.0	



From the following table it seems that there are two factors are same in percentage and frequency as 42.4%, 25 and we are satisfied with the services offered by pathao as compare to its competitors.

Analysis

The demographic analysis reveals that Pathao services in Nepal are primarily utilized by younger customers, with the 18-24 age group making up the majority (76.3%). This indicates that Pathao resonates strongly with tech-savvy and mobile-oriented youth. Gender-wise, male users dominate at 66.1%, but a notable 33.9% female participation reflects a growing inclusivity in the service. This demographic alignment underscores Pathao's ability to appeal to a diverse user base while highlighting opportunities to expand among underrepresented groups, such as older age brackets and female users.

In terms of service usage, the data highlights a robust awareness and adoption of Pathao, with 96.6% having heard of the service and 89.8% having used it. Ride-sharing remains the most popular service (45.8%), followed by users leveraging multiple services (40.7%). However, some areas for improvement emerge: while 44.1% of customers find peak-time charges reasonable, 49% are either neutral or dissatisfied, suggesting the need for better communication about dynamic pricing or value-added benefits during peak hours. Additionally, while most users are satisfied with the payment options and vehicle conditions, the neutrality expressed by significant portions (33.9% and 40.7%, respectively) highlights a need for enhancements in these aspects.

Customer satisfaction with Pathao services compared to competitors is relatively strong, with 42.4% of respondents expressing satisfaction. However, the same percentage remains neutral, signaling a competitive parity in the market that Pathao can capitalize on by further improving its service delivery. Notable areas of strength include the availability of rides (71.2% satisfied) and the responsiveness of customer service (52.5% satisfied). Encouragingly, 54.2% of respondents are likely to recommend Pathao to others, reflecting a significant word-of-mouth potential. To strengthen customer loyalty and satisfaction, addressing cleanliness concerns, pricing transparency, and providing tailored services for specific demographics, such as women, could further solidify Pathao's position as a market leader.

Conclusion

This study provides valuable insights into customer perceptions and satisfaction with Pathao services in Nepal. The findings indicate a strong market presence, with high awareness (96.6%) and adoption rates (89.8%) among users, particularly within the younger demographic aged 18-24. Ride-sharing emerged as the most preferred service, reflecting the core demand for affordable and convenient urban mobility solutions. Customer satisfaction was generally positive, especially regarding service availability and responsiveness. However, areas such as peak-time pricing, vehicle cleanliness, and tailored services for female users require improvement to address neutral and dissatisfied responses. Addressing these concerns can further enhance user experience and foster greater customer loyalty. Pathao's strong word-of-mouth potential, with 54.2% of users likely to recommend the platform, underscores its



influence and growth prospects. However, the competitive landscape necessitates continuous innovation and differentiation to maintain its leadership. By leveraging the insights from this study, Pathao can implement targeted strategies to address service gaps, improve customer satisfaction, and sustain its competitive advantage in Nepal's ride-sharing market.

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