

**STUDY ON THE EXPERIENCE OF RIDE-SHARING SERVICES AMONG THE YOUTH OF
BHOPAL**

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ABSTRACT

Ride-sharing services have transformed urban transportation by providing convenient, technology-driven mobility solutions. This study examines the experience of ride-sharing services among the youth of Bhopal, focusing on their usage patterns, preferences, and challenges. With the increasing adoption of services like Uber, Ola, Rapido, and InDrive, youth rely on these platforms for daily commutes, offering benefits such as reduced waiting times, enhanced safety measures, and cashless transactions. However, issues like high fares, ride availability, and app-related glitches also affect user satisfaction.

Through real-life user opinion, this research uncovers how ride-sharing is shaping the transportation choices of Bhopal's youth. By analysing both its advantages and drawbacks, the study highlights areas where improvements can enhance the overall experience.

Keywords: Ride-Sharing Services, Ride-Sharing apps, Transportation, Youth, Experience

INTRODUCTION

Ride-Sharing Services also known as transportation network platforms that connects passenger with a driver who use their own vehicle or vehicle provided by their transportation company to travel from one place to another, ride sharing services such as Uber, Ola, Rapido, inDrive etc operates in across more than 100 cities in India including big cities like Bangalore, Kolkata, Hyderabad, Delhi, Mumbai. These services have made travelling more convenient and are easy to use, making seamless travel experience for its users. They have app through which the users can book the rides, can pay digitally and track their journey.

This study explores the experience of Bhopal's youth with ride-sharing services, Bhopal being one of the urban centres has witnessed a substantial adoption of ride-sharing services among the youth, there are many youths who accesses these transportation services to make it convenient for themselves. Many young professional, student and urban resident prefer ride-sharing because they provide various advantages than the conventional transportation method, it has several other benefits which make youth to assess these services like time saving, it can reduce waiting times and can enable faster travelling, increases mobility, there are various safety measures implemented for the users like GPS tracking, emergency assistance, rating system, scheduled rides, they have user friendly apps to book the ride, track their journeys and pay digitally, they ensure payment to be secure and cashless transactions.

However, despite their advantages, ride-sharing services also have certain drawbacks, including ride unavailability during peak hours, high fares, poor vehicle conditions, and occasional technical glitches in booking and payment. This study aims to analyse the real-time experiences of Bhopal's youth, focusing on their usage patterns, frequency, demographics, perceived benefits, and challenges associated with these services. By understanding these aspects, the research seeks to provide understanding the growing role of ride-sharing in the city's evolving transportation landscape.

RESEARCH PROBLEM

- This study explores the challenges faced by Bhopal's youth while using ride-sharing services, including ride unavailability, long wait times, high fares, rash driving, poor vehicle conditions, and driver behaviour, which impact their overall experience and perception.
- It aims to assess whether these services meet user expectations and identify key areas for improvement to enhance the commuting experience for Bhopal's youth.

BACKGROUND, LITERATURE REVIEW:

October 2009, Brian Caulfield, "*Estimating the environmental benefits of ride-sharing: A case study of Dublin*": Ride-sharing is often seen as a good way to reduce traffic and greenhouse gas emissions. This paper looks at ride-sharing patterns in Dublin and calculates the environmental benefits, focusing on cutting emissions and reducing the distance vehicles travel.

2010, Andrew Amey, “*Integrating Information on Ridesharing Opportunities*”: This article highlights the need to connect rideshare programs with other transportation options like transit, traffic updates, private shuttles, and intercity travel to boost participation. Research shows that more than half of rideshare users also use other transport modes. Providing information about different travel options can help people make better decisions.

January 2011, Andrew Amey, John Attanucci, Rabi Mishalani, “*Real-Time Ridesharing: Opportunities and Challenges in Using Mobile Phone Technology to Improve Rideshare Services*”: In recent years, real-time ridesharing has become popular by using advanced mobile technology to make ridesharing more flexible. Unlike traditional rideshare, where people arrange long-term commuting plans, real-time ridesharing allows drivers and passengers to share rides on short notice or plan occasional trips. This innovation helps solve some challenges of traditional ridesharing but also brings new issues. The study aimed to explore the benefits and challenges of real-time ridesharing and suggest future research directions. It found that the challenges are economic, behavioural, institutional, and technological. Recommendations include more comprehensive trials to understand how people use these services better.

October 2014, Nicola Bicchieri, Marco Mamei, *Investigating ride sharing opportunities through mobility data analysis*: Smartphones and social media make it possible to gather large amounts of data about how people move around. This data can help improve ways to share rides and better coordinate transportation, which could lower overall travel demand. Our goal is to create a recommendation system that works on smartphones, tablets, and in-car systems to identify ride-sharing opportunities.

June 2021, Mohamed Abouelela, Christelle Al Haddad, Constantinos Antoniou, *Are young users willing to shift from carsharing to scooter-sharing?*: This study focuses on understanding how scooters impact transportation and whether they could change existing systems, especially the shift from car-sharing to scooter-sharing. A survey of young people (ages 18–34) in Munich was used to create a model comparing car-sharing and scooter-sharing choices. The model was tested with real trip data from car-sharing services. In the best scenario, scooters could attract about 23% of people who currently use car-sharing.

2018, Michiko Namazu, Don MacKenzie, Hisham Zerriffi, Hadi Dowlatabadi, “*Is carsharing for everyone? Understanding the diffusion of carsharing services*”: Carsharing (CS) has become popular for reducing car ownership, encouraging multiple transport options, and

cutting greenhouse gases. Some cities have made rules to help promote it, and early studies show CS reduces car ownership and emissions. The concept allows users to access shared vehicles on a temporary, as-needed basis, providing an alternative to owning a personal car. This system benefits urban residents by offering flexibility in transportation without the long-term costs and responsibilities associated with car ownership.

RESEARCH METHODOLOGY

The data was collected through a survey in an online base, from which questionnaire was prepared on google form and was circulated to youth of Bhopal through various forms like QR, WhatsApp, email. The size of the survey was 80. Following are the breakdown of the key steps typically involved in the analysis process:

1. Questionnaire creation: questions were framed focusing on various aspects such as usage pattern, experience of youth, frequency.
2. Data collection: responses were collected.
3. Data analysis: the collected data wereorganised and analysed properly.
4. Draw result: results are drawn, the results are highlighting the findings which are important like youth satisfaction level, their safety concern which factor they think need the most improvements and many more.

OBJECTIVES

- This study identifies key demographic trends, such as age and gender, in ride-sharing usage and analyses how young users perceive these services based on their experiences.
- The research examines common safety concerns, including driver behavior, rash driving, vehicle conditions, and fare issues, while also assessing overall user satisfaction.
- Based on user feedback, the study provides suggestions to enhance safety, affordability, and convenience, improving the overall ride-sharing experience for Bhopal's youth.

DATA ANALYSIS AND INTERPRETATION

1. Doyou use ride-sharing service

Table 1:Distribution of participant based on usage of ride-sharing

Basis	No. of responses	Percentage
Yes	67	83.8%
No	13	16.2%
Total	80	100%

According to this specific question many respondents responded that they use ride sharing services, out of 80 about 67 (83.8%) respondents use ride-sharing services and about 13 (16.2%) respondents do not use ride-sharing services.

Result: There are many people who prefer using ride-sharing services but there are also people who doesn't.

Do you use ride-sharing services?
80 responses

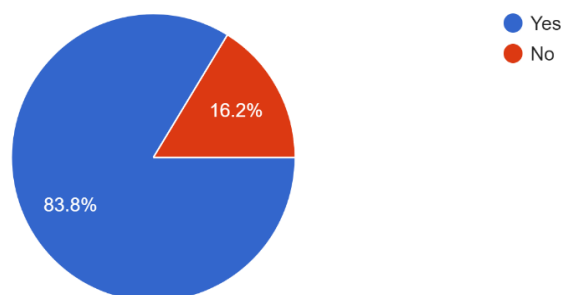


Figure 1

2. Gender

Table 2: Distribution of users using ride-sharing services based on genders

Gender	No. of respondent	Percentage
Male	29	36.3%
Female	50	62.5%
Prefer not to say	1	1.2%

Total	80	100%
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As per the survey conducted it is found that out of 80, 29 (36.3%) respondents are men who use ride-sharing services, 50 (62.5%) respondents are women who use ride-sharing services, 1 (1.2%) respondent did not prefer to say.

Result: Women use ride-sharing more than men, women are active users of this ride-sharing.

Gender
80 responses

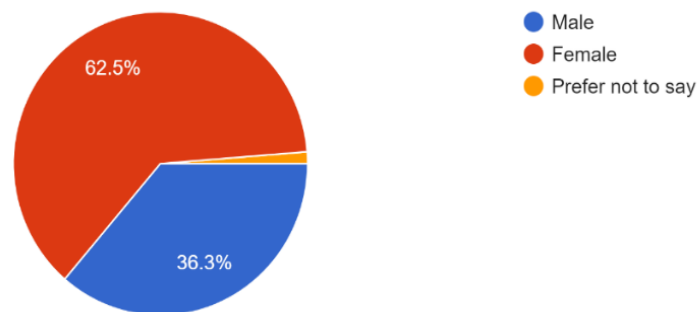


Figure 2

3. Age Group

Table 3: categorisation of users using ride-sharing services on basis of age groups

Age group	No. of respondent	Percentage
16-19	23	28.7%
20-24	42	52.5%
25-29	5	6.3%
30-35	3	3.7%
Above 35	7	8.8%
Total	80	100%

As per the responses received from the 80 respondent it can be observe that age group 16-19 are 23(28.7%), age group of 20-24 are 42(52.5%), age group of 25-29 are 5(6.3%), age group of 30-35 are 3(3.7%), above 35 are 7(8.8%).

Result: from these responses we can conclude that the age group who mainly use ride sharing services are of 20-24 years.

Age Group
80 responses

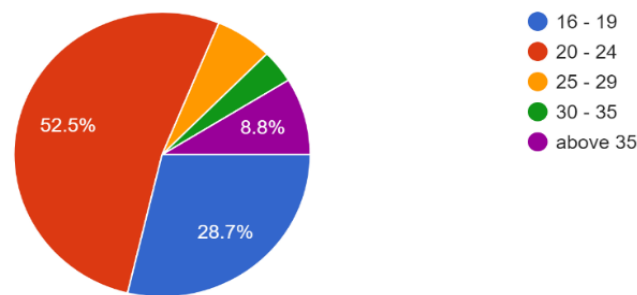


Figure 3

4. How frequently do you use these ride-sharing services?

Table 4: showing distribution of frequency of usage of ride-sharing among youths with percentages

Basis	No. of responses	Percentage
Daily	4	6%
Weekly	20	29.9%
Monthly	22	32.8%
Rarely	21	31.3%
Total	67	100%

As per the responses received from 67 respondent, on the daily basis 4(6%) respondent uses ride-sharing services, on the weekly basis 20(29.9), on monthly basis 22(32.8%), on the rarely basis 21(31.3%).

Result: respondent mostly use these ride sharing services on monthly basis then rarely, then weekly and then daily.

How frequently do you use these ride-sharing services?
 67 responses

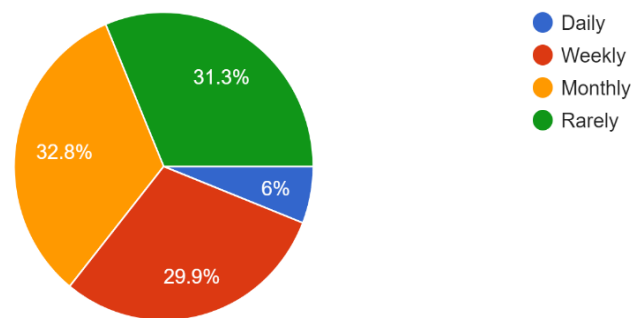


Figure 4

5. Which ride-sharing services app you use the most?

Most used ride sharing app:

Respondent using ola are 35(52.2%), uber 20(29.9%), rapido 49(73.1%), inDrive 5(7.5%).

Result: through this we can conclude that Rapido is mostly used among youth, they prefer Rapido more than other ride-sharing services.

Which ride-sharing services app you use the most?
 67 responses

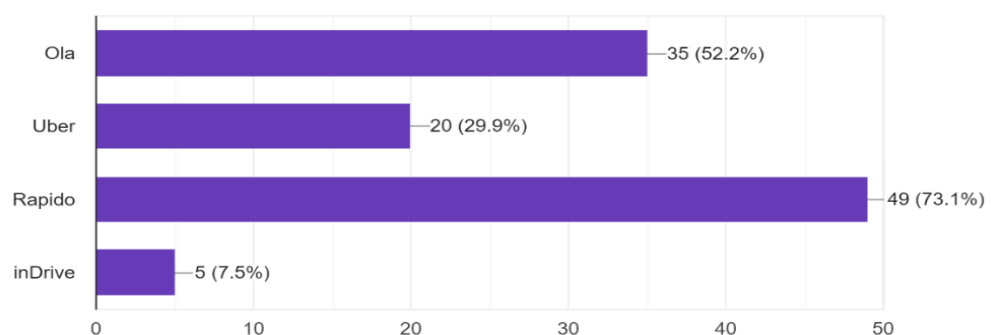


Figure 5

6. Faced any problem related to safety measures?

Table 5:percentage of respondents that faced problem regarding safety

Basis	No. of responses	Percentage
Yes	27	40.3%
No	40	59.7%
Total	67	100%

About 27(40.3%) out of 67 respondent faced issue with their ride-sharing services and 40(59.7%) respondents does not face any problem.

Result: we can conclude that many faced problems related to safety measures and many not.

Faced any problem related to safety measures?
67 responses

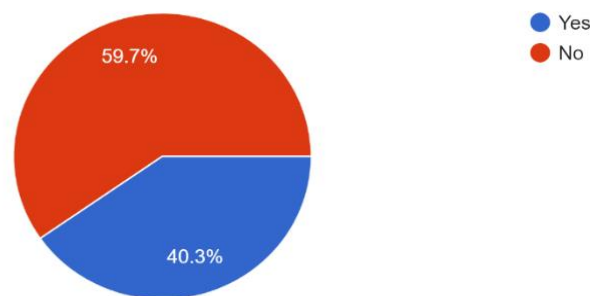
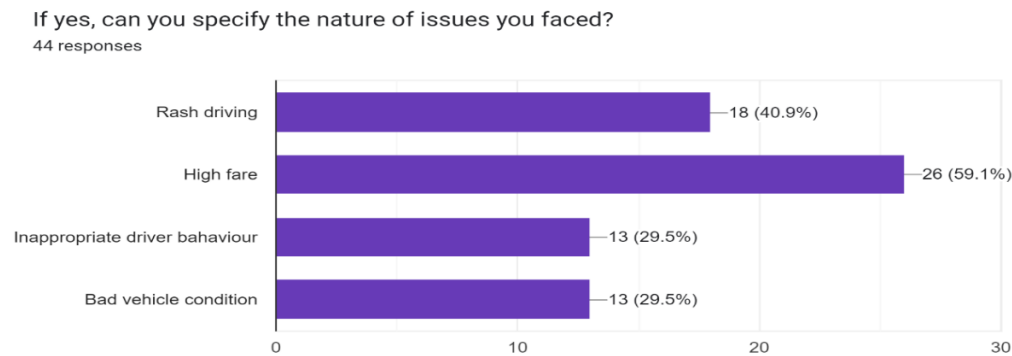


Figure 6

7. If yes, can you specify the nature of issues you faced?

Nature of issues: Out of 44 respondents, the responses for rash driving are 18(40.9%), for high fare 26(59.1%), for inappropriate behaviour 13(29.5%), and for bad vehicle condition 13(29.5%).

Result: high fare issues faced by respondent are, a lot.



8. Do these ride-sharing services improve your daily commute?

Table 6: respondent percentage about their daily commute improvement

Basis	No. of responses	Percentage
Yes	48	71.6%
No	3	4.5%
Not sure	16	23.9%
Total	67	100%

As far as the concern of the question we found that out of 67 respondents 48(71.6%) responded yes, 3(4.5%) responded no,16(23.9%) responded not sure.

Result: as per the results we can conclude that most of the respondent have improved their daily commute.

Does these ride-sharing services improved your daily commute?

67 responses

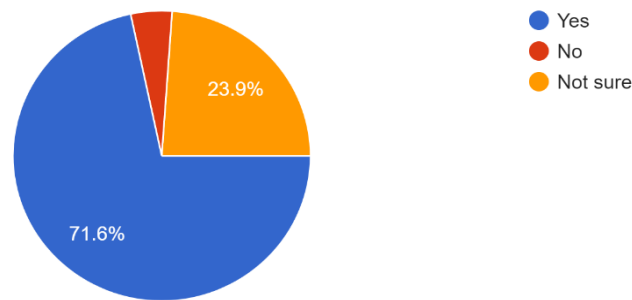


Figure 7

9. **Do you prefer ride-sharing services over Bus or mini-Bus?**

Table7: number of respondents that prefer ride-sharing services over bus or mini bus

Basis	No. of responses	Percentage
Yes	37	55.2%
No	12	17.9%
Not sure	18	26.9%
Total	67	100%

According to this question respondents responded with about 55.2% of total ratio they prefer ride-sharing services and 26.9% are not sure about it, about 17.9% of total ratio they prefer bus or mini bus more.

Result: we can conclude that half of the respondent prefers ride-sharing services.

Do you prefer ride-sharing services over Bus or mini Bus?

67 responses

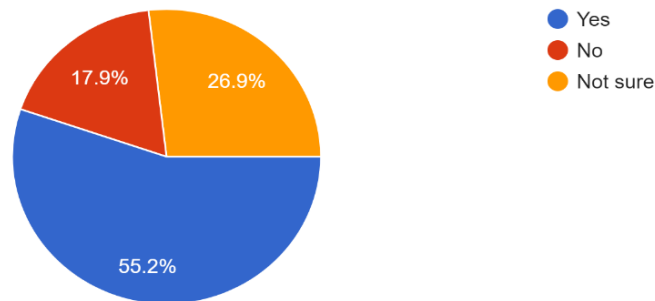


Figure 8

10. Does using of these services saves your time as compared to other transportation modes? (like bus or mini bus).

Table 8: Table showing respondents in percentage that thinks ride-sharing saves their time

Basis	No. of responses	Percentage
Yes	54	80.6%
No	4	6%
Not sure	9	13.4%
Total	67	100%

According to this specific question out of 67 respondents, it is found that about 54(80.6%) respondents feel that ride-sharing saves time, and 4(6%) answered no, 9(13.4%) are not sure.

Result: many respondents out of total respondent feel it does saves time as compared to bus or mini bus.

Does using of these services saves your time as compared to other transportation modes? (like bus or mini bus)

67 responses

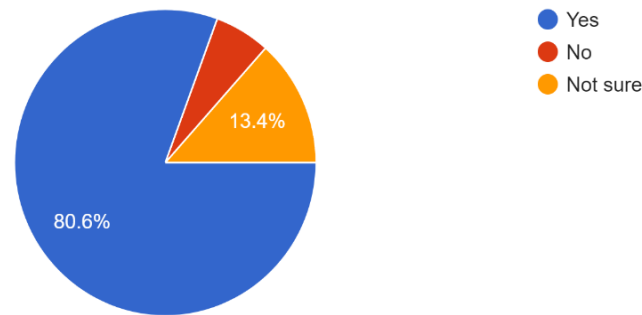


Figure 9

11. Does introduction of these transportation services made it easier for you to travel more conveniently anywhere anytime?

Respondent's view on conveniency of ride-sharing:

Table9: percentage of respondent about their conveniency using ride-sharing service

Basis	No. of responses	Percentage
Yes	58	86.6%
No	5	7.5%
Not sure	4	6%
Total	67	100%

Out of 67 respondent 58(86.6%) respondent have responded that ride-sharing services is convenient. About 5(7.5%) respondents said that they did not find it easier to travel more conveniently anywhere and anytime, rest of the respondent 4(6%) are not sure about it.

Result: almost most of the respondent said these transportation services made conveniently to travel anywhere anytime.

Does introduction of these transportation services made it easier for you to travel more conveniently anywhere anytime?

67 responses

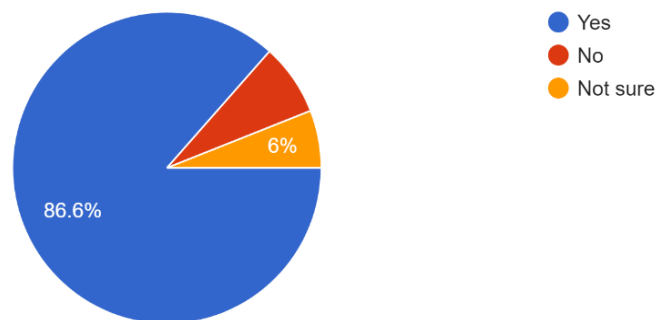


Figure 10

12. How would you rate your overall experience on ride sharing services?

Table10:respondent overall experience

Basis	No. of responses	Percentage
Outstanding	3	4.5%
Excellent	17	25.4%
Very good	25	37.3%
Good	22	32.8%
Poor	-	-
Total	67	100%

As far as the concern of this question it is found that 3(4.5%) respondents feel that ride sharing services is outstanding, 17(25.4%) respondents feel that ride sharing services is excellent, 25(37.3%) respondents feel that ride sharing services is very good, 22(32.8%) feel that ride sharing services is good.

Result: Most of the respondent feel that ride-sharing is good and very good.

How would you rate your overall experience on ride sharing services?

67 responses

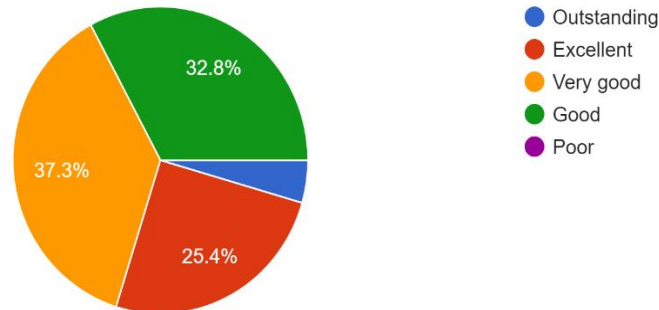


Figure 11

13. **Do you intend to use these services in future?**

Table11:respondents'intention to use ride-sharing service in future

Basis	No. of responses	Percentage
Yes	36	54.5%
No	2	3%
Maybe yes	27	40.9%
Maybe no	1	1.5%
Total	67	100%

Out of 67 respondent 36(54.5%) of them said yes, 2(3%) said no, 27(40.9%) said maybe yes, 1(1.5%) said no

Result: Many of them responded that they will use these services.

Do you intend to use these services in future?

66 responses

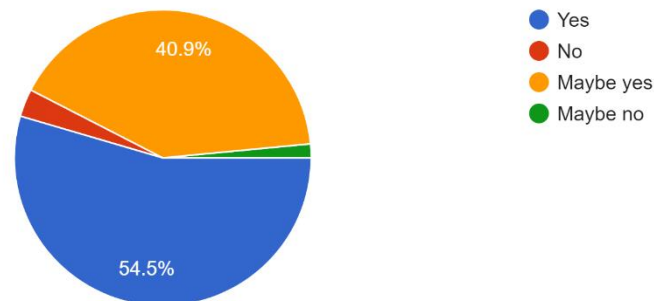


Figure 12

14. **Will you suggest these services to others?**

Table 12: Respondent intention to suggest ride-sharing services to others

Basis	No. of responses	Percentage
Very likely	25	37.3%
Somewhat likely	38	56.7%
Not likely	3	4.5%
Not at all likely	1	1.5%
Total	67	100%

According to this question about 25(37.3%) have respondent that somewhat likely they would suggest these ride-sharing services to others and 38(56.7%) are very likely to suggest it.3(4.5%) are not likely to suggest and 1(1.5%) are not at all likely.

Result: more than half the respondent are somewhat likely to suggest these ride-sharing services to others.

Will you suggest these services to others?
67 responses

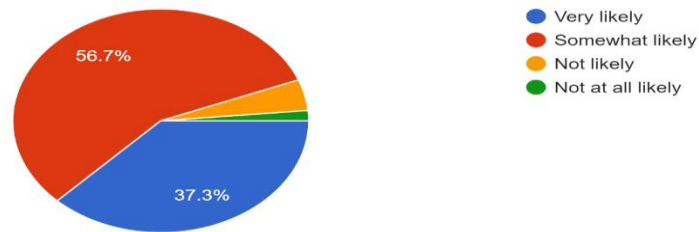


Figure 13

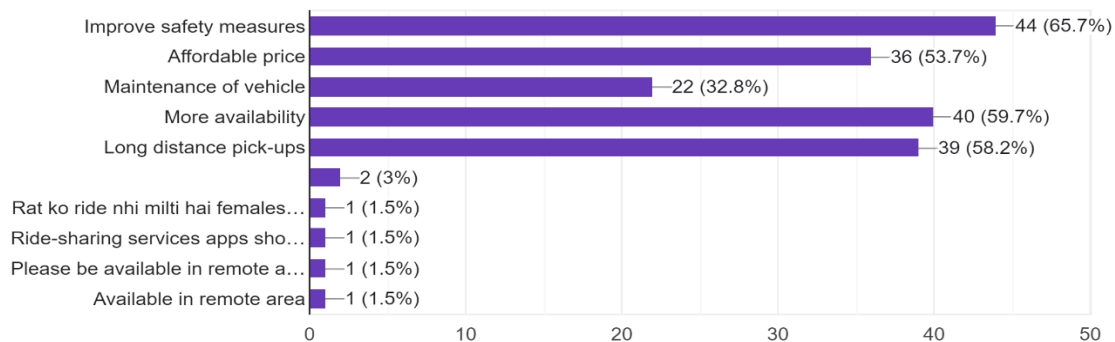
15. What would you suggest to these ride-sharing services for improvement?

Suggestion for improvement:

Respondent utmost wants the improvement of safety measures which is about 44(65.7%), affordable price is about 36(53.7%), maintenance of vehicle 22(32.8%), more availability 40(59.7%), long distance pickups 39(58.2%).

Result: as per the responses we can conclude that majority of respondent wants that safety measures should improve.

What would you suggest to these ride-sharing services for improvement?
67 responses



FINDINGS AND SUGGESTIONS/RECOMMENDATIONS

Findings:

1. Women are the most active users of ride-sharing services in Bhopal, likely due to the safety and convenience of door-to-door transportation, which minimizes walking in unfamiliar or unsafe areas.

2. Youth aged 20-24 are the primary users of ride-sharing services, as they are more comfortable using mobile apps for booking rides.
3. The increasing popularity of ride-sharing platforms has led to widespread adoption among young users, with many availing these services regularly.
4. Most users rely on ride-sharing services on a monthly basis, using them for recurring transportation needs.
5. Rapido is the most commonly used ride-sharing service in Bhopal, likely due to its ability to navigate narrow lanes and heavy traffic efficiently.
6. Many users have reported safety issues, including driver behaviour, poor vehicle conditions, and rash driving, while high fares and long wait times during peak hours remain major drawbacks.
7. The majority of respondents feel that ride-sharing improves their daily commute due to its efficiency, while a minority find it less beneficial due to wait times and higher costs compared to public transport.
8. Many respondents find ride-sharing convenient, plan to continue using it, and would recommend it to others for its accessibility and user-friendly experience.

SUGGESTIONS/RECOMMENDATIONS

1. Ride-sharing services should enhance safety by integrating emergency reporting features for quick action in case of any mishap. Additionally, they should expand their reach to remote areas, ensuring accessibility for those living outside central Bhopal who lack regular public transportation.
2. Ride-sharing services should ensure better night-time availability, maintain clean and well-kept vehicles for safety, and promote mutual respect between drivers and users for a better experience.
3. Ride-sharing services should ensure better nighttime availability, maintain fair pricing that benefits both drivers and users, and offer affordable long-distance pickup options.

All the recommendation mentioned above will enhance the experience of youths.

CONCLUSION

The emergence of ride-sharing services like Uber, Ola, Rapido, and inDrive has brought a significant shift in urban transportation in Bhopal, especially for the youth. These platforms provide convenience, flexibility, and innovative technology that align with the dynamic and fast-paced lives of young commuters. With features such as app-based bookings, digital payments, GPS tracking, and shorter waiting times, ride-sharing has become an attractive alternative to traditional modes of transport. Despite these benefits, several critical challenges affect the overall user experience, requiring further examination and improvement.

Affordability is a primary concern, as fluctuating fares and surge pricing often make ride-sharing less accessible to students and young professionals. Similarly, ride unavailability during peak hours, cancellations by drivers, and lengthy waiting times are persistent issues that disrupt travel plans. While the services boast safety features, concerns over driver behaviour, vehicle condition, and overall security remain prevalent among users.

Understanding the specific needs and preferences of youth in Bhopal is essential for tailoring services that meet their expectations. This study highlights that while ride-sharing services have revolutionized transportation for Bhopal's youth, there is significant room for improvement. To ensure these platforms remain reliable and appealing, service providers must address the identified drawbacks. Enhancing ride availability, regulating fare structures, implementing stricter safety protocols.

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