

Factors Influencing the Intention to Adopt Pathao in Chitwan, Nepal

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ABSTRACT

The rise of ride-sharing platforms has transformed urban mobility worldwide, offering convenience, affordability, and efficiency. This study explores the factors influencing the intention to adopt Pathao, a popular ride-sharing service, in Chitwan, Nepal. Utilizing the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology, this research examines key determinants such as perceived ease of use, perceived usefulness, trust, pricing, service quality, and socio-cultural influences. A structured survey was conducted among one hundred five residents and frequent commuters in Chitwan, and the data were analyzed using statistical techniques, including regression analysis. The findings indicate that affordability, safety perceptions, and technological accessibility significantly impact user adoption. Additionally, trust in digital payment systems and the availability of reliable internet services play a crucial role in shaping consumer preferences. This study provides valuable insights for ride-sharing service providers and policymakers in enhancing market penetration and addressing consumer concerns to ensure sustainable urban mobility.

Keywords: *Adoption intention, Pathao, ride-sharing, technology acceptance*

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1. INTRODUCTION

Ride-sharing services have revolutionized urban mobility worldwide by providing convenient, cost-effective, and efficient transportation solutions. In Nepal, the rise of digital ride-sharing platforms such as Pathao, Tootle, and in Drive have significantly altered the transportation landscape, particularly in metropolitan areas like Kathmandu, (Hamal & Huijsmans,2022). These platforms offer various benefits, including cashless transactions, employment opportunities, and improved accessibility. Among them, Pathao, a Bangladeshi-origin ride-sharing service, has successfully expanded its operations to Nepal, initially launching in Kathmandu in 2018 and later expanding to Chitwan in 2022. With its Super App model, Pathao integrates multiple services, such as ride-sharing, food delivery, courier services, and e-commerce logistics, making it a comprehensive mobility and service provider. Despite its success in Kathmandu, Pathao's adoption in smaller urban centers like Chitwan remains relatively low. While the company has expanded its services across all seven provinces of Nepal as of April 2024, the acceptance and utilization of the ride-sharing model vary across different regions. Understanding the factors that

influence the adoption of Pathao in Chitwan is crucial for identifying the barriers and opportunities for ride-sharing platforms in smaller cities.

Although ride-sharing services are gaining popularity in Nepal, their adoption in smaller cities like Chitwan has not been as robust as in larger urban centers. There is a gap between the increasing demand for modern transportation solutions and the actual usage of ride-sharing apps in Chitwan. The factors influencing user intention to adopt Pathao remain unclear, posing challenges to the expansion and optimization of the service. Thus, this study seeks to investigate the key factors that impact the adoption of Pathao in Chitwan, Nepal, and examine how various technical, economic, and socio-cultural elements shape users' willingness to use the platform.

This study aims to identify the key factors that influence the intention to use the Pathao ride-sharing app in Chitwan, Nepal. It will explore the impact of technical factors, such as ease of use and perceived opportunities, on the adoption of the Pathao ride-sharing app. additionally, it will investigate the influence of economic factors and understand the local and global factors that affect the adoption of the Pathao ride-sharing app in Chitwan,

Nepal. By addressing these objectives, this study aims to contribute valuable insights into the challenges and potential of ride-sharing services in smaller urban centers and provide recommendations for enhancing adoption rates in such regions.

2. RELATED WORKS

The emergence of ride-sharing platforms has significantly transformed urban mobility, providing alternative transportation solutions and creating employment opportunities. Pathao, one of the leading ride-sharing services in Nepal, has gained substantial popularity by offering affordable and convenient commuting options. Its introduction has not only improved mobility in Kathmandu and other cities but has also served as a platform for self-employment and part-time work opportunities.

The increasing adoption of ride-sharing apps is primarily driven by the need for efficient transportation in congested urban areas. According to Krish (2019), the popularity of ride-sharing services in India has surged due to people's preference for avoiding traffic congestion. Similar trends have been observed in Nepal, where urban commuters seek alternative transport options to bypass traffic delays and inefficiencies in public transportation.

The presence of multiple ride-sharing platforms, such as Pathao and Tootle, has influenced user preferences and adoption patterns in Kathmandu. Hamal (2019) examined the competition between these services and found that factors such as service availability during peak hours, pricing models, and commission rates significantly influenced riders' choices.

The socioeconomic aspects of ride-sharing adoption have also been studied. Heintz (2020) argued that individuals who frequently use public transport or taxis are more likely to shift to ride-sharing services due to convenience and flexibility. Similarly, Mohamed (2020) noted that frequent taxi users demonstrate a higher likelihood of adopting ride-sharing platforms compared to infrequent taxi riders, indicating a substitution effect between traditional taxi services and digital ride-hailing platforms.

The acceptance of ride-sharing platforms is also influenced by technological factors, including user interface, payment methods, and GPS accuracy. Mishra and Kumar (2020) analyzed the role of technology in the adoption of ride-sharing platforms in Kathmandu, using the Integrated Technology Acceptance Paradigm (ITAP) framework. Their study revealed that factors such as rider information

privacy, digital payment options, and internet/GPS reliability significantly impact users' willingness to use ride-sharing apps.

A study conducted by Shaheen and Cohen (2021) highlights that external transport conditions significantly influence the adoption of ride-sharing apps. These conditions include public transport availability, taxi services, and personal car ownership. They found that individuals with limited access to personal vehicles or unreliable public transport systems are more likely to adopt ride-sharing as a primary commuting option.

Ride-sharing services have also had a significant economic impact, providing employment opportunities for thousands of drivers. According to Kumar and Patel (2021), gig economy platforms like Uber, Ola, and Pathao have created new income streams for individuals who may not have access to formal employment. Their research highlights that flexible working hours and low entry barriers attract a diverse group of workers, including students and part-time employees.

Choudhury et al. (2022) explored how digital infrastructure, including mobile data availability and smartphone penetration, affects the growth of ride-sharing platforms in South Asia. Their findings indicate that technological accessibility

plays a crucial role in expanding the user base of ride-sharing services, particularly in developing economies.

Additionally, Singh and Roy (2023) analyzed the economic benefits of ride-sharing services in South Asia, emphasizing their role in income generation and urban mobility enhancement. They found that digital ride-hailing services contribute to financial inclusion by enabling workers to earn wages independently, thereby reducing unemployment rates.

The literatures suggest that the growth and adoption of ride-sharing platforms are driven by multiple factors, including urban congestion, technological advancements, local competition, and economic incentives. In Nepal, the success of Pathao and similar services reflects these global trends, indicating the increasing relevance of ride-sharing in modern urban mobility solutions. Despite all these available literatures, there has been no clear study on the factors influencing the intention of using Patho services in Chitwan region.

3. METHODS

3.1 Study design and population

This study employed a quantitative research design, utilizing a survey as the primary data collection method to

investigate the factors influencing the intention to use Pathao in Chitwan, Nepal. The survey method was selected for its ability to collect large-scale data efficiently and identify patterns and trends in user behavior. A convenience sampling technique was used to select respondents, allowing for rapid and accessible data collection. A total of 105 respondents participated in the study, providing self-reported data. The target population included individuals in Chitwan who have experience with or are potential users of Pathao.

3.2 Method of data collection and analysis

Data for this study were collected through a structured survey questionnaire. The questionnaire consisted of items measuring demographic variables, experience with ride-sharing, perceived usefulness, ease of use, attitude, subjective norms, perceived behavioral control, and intention to use Pathao. Self-reported data were gathered to understand respondents' experiences and perceptions regarding Pathao. Descriptive statistics were employed to analyze the collected data, providing a summary of findings and highlighting key trends and patterns. This analytical approach enabled the identification of the most significant factors influencing the adoption of Pathao in Chitwan, Nepal.

3.3 Theoretical background

The theoretical foundation of this study is based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). The TAM framework was utilized to examine the impact of perceived usefulness and ease of use on the adoption of Pathao. Meanwhile, TPB provided a broader perspective on how attitude, subjective norms, and perceived behavioral control influence users' intentions. By integrating these theoretical models, this study aimed to provide a comprehensive understanding of the factors shaping the intention to use ride-sharing services by Pathao in Chitwan.

4. RESULTS

The demographic profile of the respondents reveals that the majority were male (67.6%) and predominantly young, with 87.6% falling within the 20–30 age group and 12.4% below 20 years, while no respondents were above 30 years. In terms of education, most participants had attained a bachelor's degree (82.9%), followed by those who had completed higher secondary education (11.4%), while only a small proportion held a master's degree (3.8%) or secondary education (1.9%).

Table 1: Demographic profile of respondents

Demographics	Number of Respondents	Percentage
Gender		
Male	71	67.60%
Female	34	32.40%
Age		
Below 20 yrs	13	12.40%
20-30 yrs	92	87.60%
31-40 yrs	0	0
Above 40 yrs	0	0
Education Level		
SEE/SLC	2	1.90%
Plus Two	12	11.40%
Bachelors	87	82.90%
Masters	4	3.80%
Others		
Occupation		
Student	92	87.60%
Employed	10	9.50%
Self-employed	2	1.90%
Unemployed	1	1%
Others		
Income Level		
Less than 20,000	71	66.70%
20000 to 40000	23	21%
40000 to 60000	4	2.90%
Above 60000	10	9.50%

The occupational distribution reflects this educational background, as 87.6% of respondents identified as students, with a minority being employed (9.5%), self-employed (1.9%), or unemployed (1%). Furthermore, income levels were relatively low, with 66.7% earning less than NPR 20,000 per month and only 9.5% reporting an income above NPR 60,000. These findings indicate that the

sample predominantly consists of young, educated individuals, primarily students, with limited income, aligning with the study’s target population.

Have you ever used ride-sharing services like Pathao, Tootle, or inDrive?
105 responses

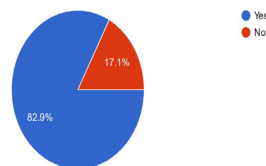


Figure 1: Distribution of respondents by ride-sharing

Findings show that 82.9% of the respondents have used Pathao or other online ride-sharing services and 17.1% respondent have never used the online ride sharing services (see Figure 1).

Findings shows a substantial proportion of respondents (48.6%) agreed that Pathao services fulfill their daily transportation needs, while 36.2% remained neutral. Only a small fraction (8.6%) expressed disagreement, and an even smaller percentage (1%) strongly disagreed. Notably, 5.7% of respondents strongly affirmed the necessity of Pathao services for their daily commute. Regarding time efficiency, the majority (57.1%) agreed that Pathao helps them save time compared to other transportation options, and 25.7% strongly agreed. A relatively smaller group (14.3%) remained neutral, while only 1.9% disagreed and 1% strongly disagreed. These findings indicate that most users perceive Pathao as a time-efficient mode of transport. Reliability was another key aspect explored in this study. A significant majority (61.9%) agreed that Pathao provides a reliable mode of transportation, with an additional 14.3% strongly agreeing. Interestingly, no respondents expressed disagreement, and 23.8% remained neutral. The absence of negative responses highlights the strong perception of reliability associated with Pathao services (Table 2).

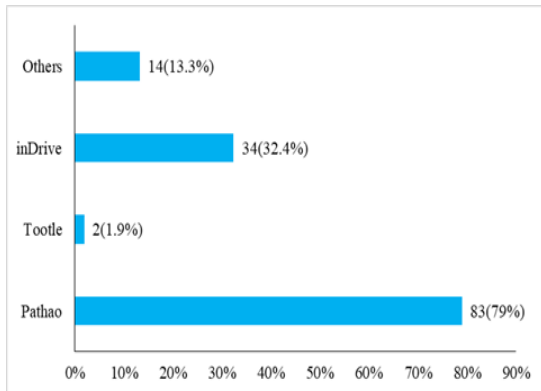


Figure 2: Distribution of Respondents by types of ride-sharing services used

Data analysis shows that most of the people who use the ride-sharing services use Pathao; 79% of the respondents have used Pathao services (Figure 2).

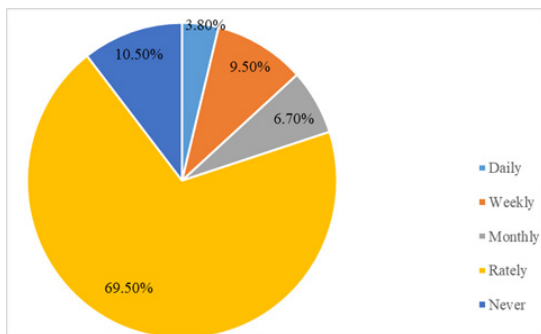


Figure 3: Frequency of ride-sharing

Data analysis shows that people rarely use the ride-sharing services. The 69.5% of respondents rarely uses the services and only 3.8% of them use it daily (Figure 3).

Findings of data analysis show that a majority of respondents (69.5%) agreed that the Pathao app is easy to navigate and use, with an additional 11.4% strongly

Table 2: Perception of respondents towards transportation services of Pathao

Perception	SA	A	N	D	SD
Pathao services for daily transportation need	6(5.7%)	52(48.6%)	39(36.2%)	10(8.6%)	2(1%)
Pathao helps me save time compared to other transportation option	27(25.7%)	60(57.1%)	16(14.3%)	2(1.9%)	2(1%)
Pathao provides a reliable mode of transportation	16(14.3%)	65(61.9%)	25(23.8%)	0(0%)	0(0%)

agreeing. Meanwhile, 17.1% remained neutral, and only a small fraction (1.9%) disagreed. Similarly, regarding the ease of booking rides, 61% of respondents agreed that the process is straightforward, while 19% strongly agreed. A comparable proportion (18.1%) remained neutral, and only 1.9% expressed disagreement.

The simplicity and convenience of the payment process were also highlighted, with 61% of respondents agreeing and 15.2% strongly agreeing. However, a notable 21% maintained a neutral stance, and a minimal percentage (1.9%) expressed strong disagreement. These findings suggest that while most users

Table 3: Distribution of Respondents by their perceived ease of use

Perceived Ease of Use	SA	A	N	D	SD
Pathao app is easy to navigate and use	12(11.4%)	73(69.5%)	18(17.1%)	2(1.9%)	(0%)
Booking a ride through the pathao app is straightforward	20(19%)	65(61%)	20(18.1%)	2(1.9%)	0(0%)
The payment process in the Pathao app is simple and convenient	16(15.2%)	65(61%)	23(21%)	2(1%)	2(1.9%)
Pathao services are affordable	8(6.7%)	31(28.6%)	46(42.9%)	20(18.1%)	4(3.8%)
I am willing to pay the current prices for pathao services	6(4.8%)	41(38.1%)	41(39%)	16(15.2%)	4(2.9%)

find the app user-friendly, some may have reservations regarding specific features of the payment system. Affordability was another aspect explored, with a relatively lower proportion (28.6%) agreeing that Pathao services are affordable, while 6.7% strongly agreed. A substantial portion (42.9%) remained neutral, whereas 18.1% disagreed and 3.8% strongly disagreed. This suggests that affordability is a more contentious issue among users, with a significant proportion expressing uncertainty or dissatisfaction. When assessing willingness to pay the current prices for Pathao services, the responses were distributed more evenly. While 38.1% agreed and 4.8% strongly agreed, a notable 39% maintained a neutral stance. Meanwhile, 15.2% disagreed, and 2.9% strongly disagreed, indicating some level of price sensitivity among users (Table 3).

A majority of respondents (55.2%) agreed that they have a positive attitude toward using Pathao services, while 17.1% strongly agreed. Meanwhile, 24.8% maintained a neutral stance, and only a small proportion expressed disagreement (1%) or strong disagreement (1.9%). These findings suggest that most users have a favorable perception of Pathao, though a notable share remains neutral.

Regarding the perceived benefits of using Pathao, nearly half of the respondents (49.5%) agreed that the service is beneficial, with an additional 14.3% strongly agreeing. However, 27.6% remained neutral, while 7.6% disagreed and 1% strongly disagreed. This indicates that while a majority recognize its advantages, a significant portion of users are either indifferent or unconvinced about the benefits.

Table 4: Attitude of riders towards Pathao

Attitude towards Pathao	SA	A	N	D	SD
I have a positive attitude using Pathao service	18(17.1%)	58(55.2%)	27(24.8%)	2(1%)	2(1.9%)
Using Pathao services is beneficial for me	16(14.3%)	52(49.5%)	29(27.6%)	8(7.6%)	2(1%)
I enjoy using Pathao services	16(15.2%)	54(50.5%)	27(25.7%)	8(7.6%)	2(1%)
People important to me think that I should use Pathao services	12(10.5%)	42(40%)	39(36.2%)	12(11.4%)	2(1.9%)

Similarly, in terms of enjoyment, 50.5% of respondents agreed that they enjoy using Pathao services, and 15.2% strongly agreed. Meanwhile, 25.7% were neutral, and 7.6% disagreed, with only 1% strongly disagreeing. These responses indicate that a considerable proportion of users derive satisfaction from using Pathao, though some remain undecided about their level of enjoyment.

Social influence, measured by whether important people in respondents’ lives think they should use Pathao, yielded more varied responses. While 40% agreed and 10.5% strongly agreed, a notable 36.2% remained neutral. Meanwhile, 11.4% disagreed, and 1.9% strongly disagreed. This suggests that while social endorsement plays a role in influencing usage, many users perceive Pathao as a personal choice rather than one strongly dictated by social expectations.

The diagram explains that the most people suggest to use the Pathao services. 1.9% of the respondent are not suggested by people important to them to use Pathao.

Figure 5: Use of Pathao services by friends and family of respondents

The diagram represents that the family and friends of 77.1% of respondents uses the Pathao services whereas 22.9% respondents’ family and friend don’t.

A vast majority of respondents (59%) agreed that they possess the necessary resources—such as a smartphone and internet access—to use Pathao services, with an additional 32.4% strongly agreeing. Only 7.6% of respondents remained neutral, while 1% disagreed, and no participants strongly disagreed. These findings indicate that accessibility in terms of technological resources is not a significant barrier for most users. Similarly, when asked about their confidence in using Pathao effectively, 56.2% of respondents agreed, and 19% strongly agreed, suggesting that most users feel capable of navigating the service. However, 22.9% remained neutral, indicating some level of uncertainty or variability in user experience. A minimal proportion (1.9%) expressed disagreement, and no respondents strongly disagreed (see Table 5).

My friends and family use Pathao services.
105 responses

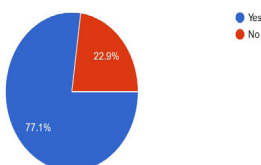


Table 5: Perceived behavioral control of riders towards Pathao services

Perceived behavioral control	SA	A	N	D	SD
I have the necessary resources (smartphone, Internet) to use Pathao services	35(32.4%)	62(59%)	8(7.6%)	2(1%)	0(0%)
I feel Confident in my ability to use Pathao services effectively	20(19%)	60(56.2%)	25(22.9%)	2(1.9%)	0(0%)

I intend to use Pathao services in the future.
 105 responses

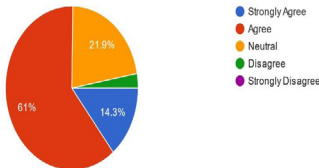


Figure 6: Intention of respondents to use Pathao services in future

Findings from the pie chart shows a majority of respondents (61%) agreed that they intend to continue using Pathao services, indicating a strong preference for the platform. Additionally, 14.3% strongly agreed, further reinforcing a positive outlook for continued usage. Meanwhile, 21.9% of respondents remained neutral, suggesting that while they do not explicitly oppose using Pathao, they are not fully committed to continued usage. A small proportion (represented in green) disagreed, indicating some level of dissatisfaction or hesitation, though no respondents strongly disagreed (see

Figure 6).

I would recommend Pathao services to others.
 105 responses

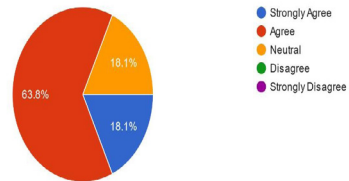


Figure 7: Recommend Pathao services to others

A significant majority (63.8%) of respondents agreed that they would recommend Pathao to others, indicating a strong level of satisfaction and trust in the service. Additionally, 18.1% strongly agreed, further reinforcing the positive perception and likelihood of word-of-mouth promotion. Meanwhile, 10.1% of respondents remained neutral, suggesting some level of uncertainty or lack of strong conviction in recommending the service. Notably, there are no responses for disagreement or strong disagreement, implying that negative perceptions of

Pathao are minimal (see Figure 7).

5. DISCUSSION

The findings of this study reveal a generally favorable perception of Pathao among users in Chitwan, Nepal, though usage patterns remain relatively infrequent. A large proportion of respondents (82.9%) have experience using online ride-sharing services, with Pathao being the dominant choice (79%). However, daily usage is low, with the majority (69.5%) using such services rarely, indicating that while awareness and accessibility are high, ride-sharing may not yet be fully integrated into daily travel behavior. Perceptions regarding Pathao's performance were largely positive: most respondents found it time-efficient, reliable, and easy to use, though affordability emerged as a point of contention. Although the app was widely considered user-friendly, mixed views on pricing suggest a degree of price sensitivity among users. Furthermore, respondents generally expressed a positive attitude toward Pathao, with many highlighting its benefits and enjoyment of use, although social influence appeared to play a more limited role in shaping intentions. Importantly, the majority felt confident and adequately equipped to use the service, underscoring the significance of digital

accessibility in adoption. Finally, high levels of intention to reuse and recommend Pathao indicate strong potential for future growth, provided the company addresses concerns around affordability and enhances user engagement strategies to convert occasional users into regular ones.

5.1 Limitation

This study is limited to Chitwan, Nepal, and its findings may not be generalizable to other regions or countries. Additionally, it does not extensively address factors such as safety concerns, regulatory frameworks, and environmental impacts. The research focuses on the intention to use ride-sharing services rather than actual usage behavior, which could provide deeper insights. The study also has a limited sample size and relies on self-reported data, which may introduce biases or inaccuracies. Furthermore, the use of convenience sampling may affect the representativeness of the findings.

6. CONCLUSION

This study explored the factors influencing the intention to adopt Pathao in Chitwan, Nepal, focusing on demographic characteristics, user experience, perceived usefulness, ease of use, attitude, subjective norms, and perceived behavioral control.

The findings indicate that young adults, particularly students aged 20-30 with a bachelor's degree, form the primary user base for Pathao in Chitwan. The study highlights that the convenience, reliability, and ease of use of Pathao play crucial roles in its adoption. Additionally, social influence, resource availability, and confidence in using the service contribute significantly to user intention.

Despite the positive attitude towards Pathao, concerns regarding affordability and inconsistent usage patterns suggest that further improvements in pricing strategies and service accessibility could enhance adoption rates. Overall, the study provides valuable insights into the ride-sharing market in Chitwan, offering guidance for future developments in transportation services. Further research could explore broader factors, including regulatory frameworks and competition, to gain a more comprehensive understanding of ride-sharing adoption in Nepal.

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