

## ABSTRACT

This study examines the determinants of passenger mode selection in the context of financial emergencies, focusing specifically on the unique challenges Bangladesh faces. Amidst the country's economic challenges, transportation becomes a critical component in ensuring the mobility and accessibility of its citizens. The review employs a mixed methods approach, integrating quantitative research and subjective interviews, in order to conduct a thorough examination of the factors influencing the mode of transportation chosen by travelers during economic downturns. The expedition reveals several significant findings. Initially, economic crises in Bangladesh have a profound impact on the preferences and needs that influence individuals' vehicle mode choices. A convergence of monetary considerations, fluctuations in petroleum prices, and shifts in public transportation fares prompt individuals to reassess their modes of transportation. Moreover, the evaluation acknowledges various factors that influence mode selection in times of financial emergencies, such as employment status, family magnitude, educational attainment, and income level. Moreover, the accessibility of transportation modes and the perceived safety, comfort, and reliability of these modes significantly influence decision-making. Furthermore, the hypothesis discusses the role of governmental initiatives and subsidies in mitigating the adverse effects of economic crises on passenger transportation. Strategy proposals encompass various measures aimed at resolving issues related to public transportation admissions, enhancing infrastructure, and promoting practical and rational transportation options. Overall, this proposal contributes to our understanding of how travelers choose their mode of transportation even during financial hardship and offers important insights to transportation planners, regulators, and analysts. The findings provide insight into how the general populace travels during economic hardship. The research draws attention to the wide range of private transport that were used in the time of crisis, the decline in travel frequency, and the decline in recreational trips during the economic downturn.