FACTORS AFFECTING ATTITUDES TOWARDS USING RIDE-SHARING APPS

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PRESENTATION OUTLINE

- Introduction
- Literature Review
- RQ and RO
- Conceptual Framework
- Research Hypotheses
- Methodology
- Results & Discussion
- Managerial Implications, Limitations and conclusion

BACKGROUND OF THE STUDY

- Technology brings amazing changes in information and communication system. Most of the transportation operations have integrated technology to improve customer service (Circella and Alemi, 2018)

- Ride-sharing services such as Lyft, Uber, Grab and Pathao represent a new era of shared mobility for door-to-door transportation (Wadud, 2020).

- By alleviating traffic congestion and decreasing the number of personal cars on the road, ride-sharing services contribute significantly to social, cultural, sustainability, and environmental issues (Karim et al., 2020)

PROBLEM STATEMENT

- Customers of ride-sharing companies in Bangladesh are facing challenge in using the apps for system complexity and lack of the understanding of usefulness of the services which effect the attitudes of customer towards using ride-sharing apps (Sovacool and Griffiths, 2020 and Kumar et. al., 2019) .
- Around 74% of ride-sharing apps users in Bangladesh face problems using apps (Islam et al., 2019). Jahan (2019) has confirmed that 24.1 % of the ride-sharing apps' users in Bangladesh are not satisfied with the apps.
- Kumar et al. (2019) found that 26 % of the respondents feel challenging and complexity in using ride-sharing apps.

RESEARCH QUESTIONS:

- RQ1. What is the impact of perceived ease of use (PEOU) on attitude towards using (ATU) ride-sharing apps in Bangladesh?
- RQ2. What is the impact of perceived ease of use (PEOU) on the perceived usefulness (PU) of ride-sharing apps in Bangladesh?
- RQ3. What is the impact of perceived usefulness (PU) on attitude towards using (ATU) ride-sharing apps in Bangladesh?
- RQ4. Does perceived usefulness (PU) mediate the relation of perceived ease of use (PEOU) and attitude towards using (ATU) ride-sharing apps?

RESEARCH OBJECTIVE:

General objective

This study's general objective is to investigate the impact of (PEOU) and (PU) on ATU in the context of the transportation sector, particularly ride-sharing apps in Bangladesh.

The specific objectives

- RO1. To identify the influence of (PEOU) on (ATU).
- RO2. To identify the influence of (PEOU) on (PU).
- RO3. To identify the influence of (PU) on (ATU) ride-sharing apps and
- RO4. To measure the mediating effects of (PU) between (PEOU) and (ATU) ride-sharing apps.

SIGNIFICANCE OF THE STUDY

The authority of ride sharing service provider will get idea to improve their service to convince the ATU of the customer.

Contribution to literature

LITERATURE REVIEW PEOU and ATU:

Author(s)	Findings
Yongping et al. (2021).	The term "ease of use" refers to customers' perceptions of how simple it will be to use a particular technology.
Alonso et al. (2020).	Attitude is defined as the degree to which an individual's mindset is favorable or unfavorable toward using specific service.
*Rattanaburi and Vongurai (2021)	Founf perceived ease of use has a significant influence on attitude towards using ride-sharing apps.
Lu et al., 2019; Amin et al., 2014; Liu et al., 2019)	discovered a significant positive relationship between perceived ease of use and attitude towards using in an app-based transportation network.
*Wang et al., 2020 and Haldar and Goel, 2019)	revealed the insignificant association between perceived ease of use and attitude toward using ride-sharing apps.

LITERATURE REVIEW

PU, PEOU, and ATU

Author(s)	Findings
Zhang et al., (2019)	Perceived usefulness is the degree to which an individual believes that utilizing an information system will increase task performance.
Al-Maroof et al. (2020)	revealed that perceived usefulness has a direct effect on the intention to use information systems particularly in innovative online apps.
Malik et al., (2019)	also noted that perceived usefulness and perceived ease of use influence the ongoing usage of ride-sharing apps.
Wang et al. (2020)	conducted a study on the utility of various technologies and discovered that perceived usefulness has positive influence on attitude towards using apps-based ride-sharing services

LITERATURE REVIEW

Mediating effect of PU

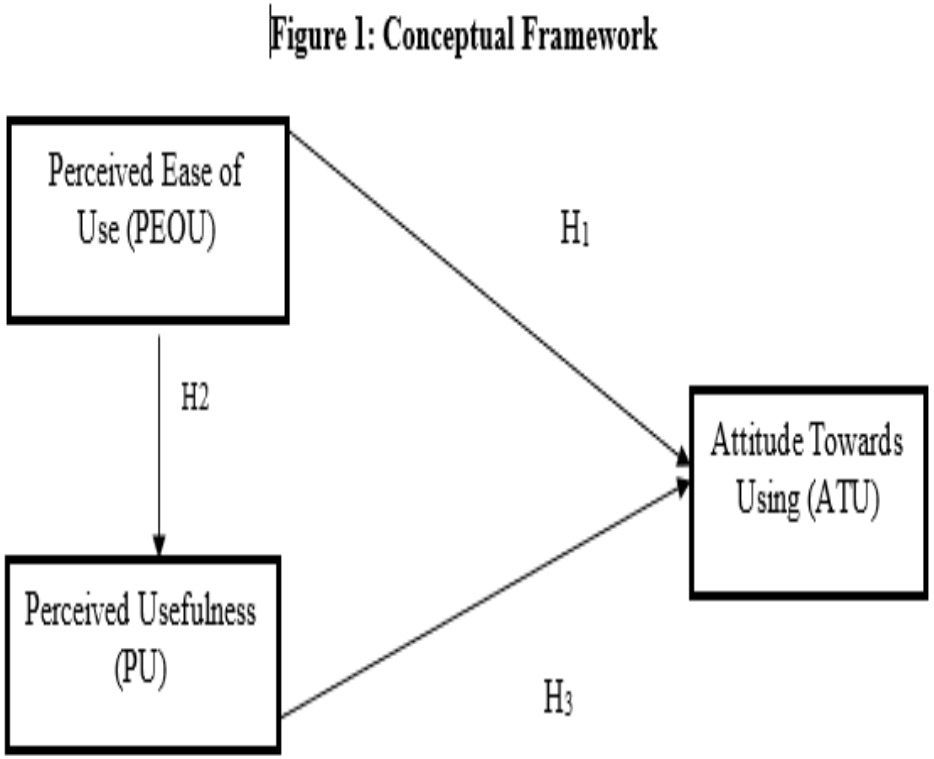
Author(s)	Findings
Akbari et al., (2020) and Sonneberg, et al, (2019)	found perceived usefulness mediates the connections between perceived ease of use and attitude towards using the services.
Suhud et al. (2019)	investigated of the evidence in Sweden and discovered PU mediate between PEOU and ATU.
Zhu et al. (2017)	also found perceived usefulness mediates the connections between perceived ease of use and attitude towards using the services.

RESEARCH GAP

The greater part of the experts focus just consumer satisfaction and service Quality of ridesharing apps.

Limited number of studies regarding ATU have been found in contest of Bangladeshi ride sharing apps services.

Conceptual Framework of the Study



RESEARCH HYPOTHESES

H1: Perceived ease of use PEOU has positive impacts on ATU ride-sharing apps.

H2: Perceived ease of use PEOU has positive impacts on a PU of ride-sharing apps.

H3: PU has positive impacts on ATU ride-sharing apps.

H4: PU mediates the connections between PEOU and ATU towards using ride-sharing apps.

Sample Size and Instrument Development

SAMPLING METHOD:	Clustered Sampling methods.
Sample Size	•Sample size for the SEM analysis should be more than 200 (Barrett, 2007). Harvey (2009) recommended that the overall sample size should be at least 150. N = 237.
Scale	5-point Likert scale used.
Research Instrument	The self-administered questionnaire which contain two Section: ❖ Section (A): **Demographic information** and ❖ Section (B): **Subjective information** ❖ Total 15 items

RESULTS & DISCUSSIONS

Demographic Characteristics of the Respondents

Gender

		Frequency	Percent
Valid	Male	156	65.8
	Female	81	34.2
	Total	237	100.0

Education

		Frequency	Percent
Valid	Secondary School Certificate (SSC)	72	30.4
	Higher Secondery School (HSC) / Diploma	62	26.2
	Becholar's Degree	68	28.7
	Masters/Doctoral Degree	35	14.8
	Total	237	100.0

Demographic Characteristics of the Respondents

AGE			
		Frequency	Percent
Valid	25 years and below	50	21.1
	26-35 years	127	53.6
	36-45 years	38	16.0
	46-55 years	19	8.0
	Above 55	3	1.3
	Total	237	100.0

Income			
		Frequency	Percent
Valid	Less Than Tk 15,000	7	3.0
	TK 15000- TK 25000	24	10.1
	TK 25001 - TK 35000	55	23.2
	TK 35001 - TK 45000	61	25.7
	TK 45001 to TK 55000	20	8.4
	TK 55001 and above	12	5.1
	Does not Apply	58	24.5
	Total	237	100.0

RELIABILITY STATISTICS

Variable	Cronbach's Alpha	Responses
Perceived Ease of use (PEOU)	0.735	237
Perceived Usefulness (PU)	0.872	237
Attitudes towards using (ATU)	0.733	237
Overall Cronbach's Alpha 0.781 for 15 items and 237 responses		

Cronbach's Alpha value should be more than 0.70 (Taber, 2018).

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	1172.709
	df	66
	Sig.	.000

A Kaiser-Meyer-Olkin (KMO) value above 0.7 to measure sampling adequacy (Shrestha, 2021).

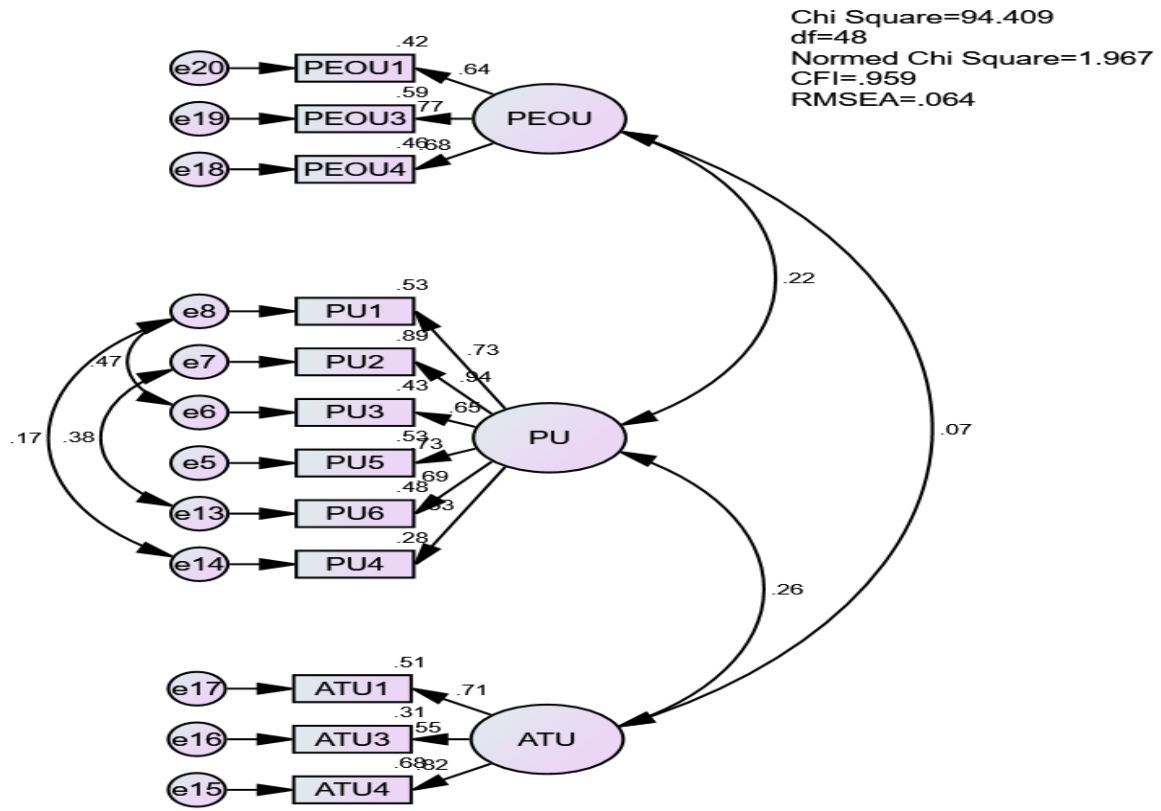
Rotated Component Matrix

Rotated Component Matrix[a]			
	Component		
	1	2	3
PU2	.912		
PU1	.790		
PU6	.784		
PU5	.777		
PU3	.731		
PU4	.624		
PEOU3		.841	
PEOU4		.792	
PEOU1		.749	
ATU1			.823
ATU4			.817
ATU3			.756

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations. Author's Computation, 2021

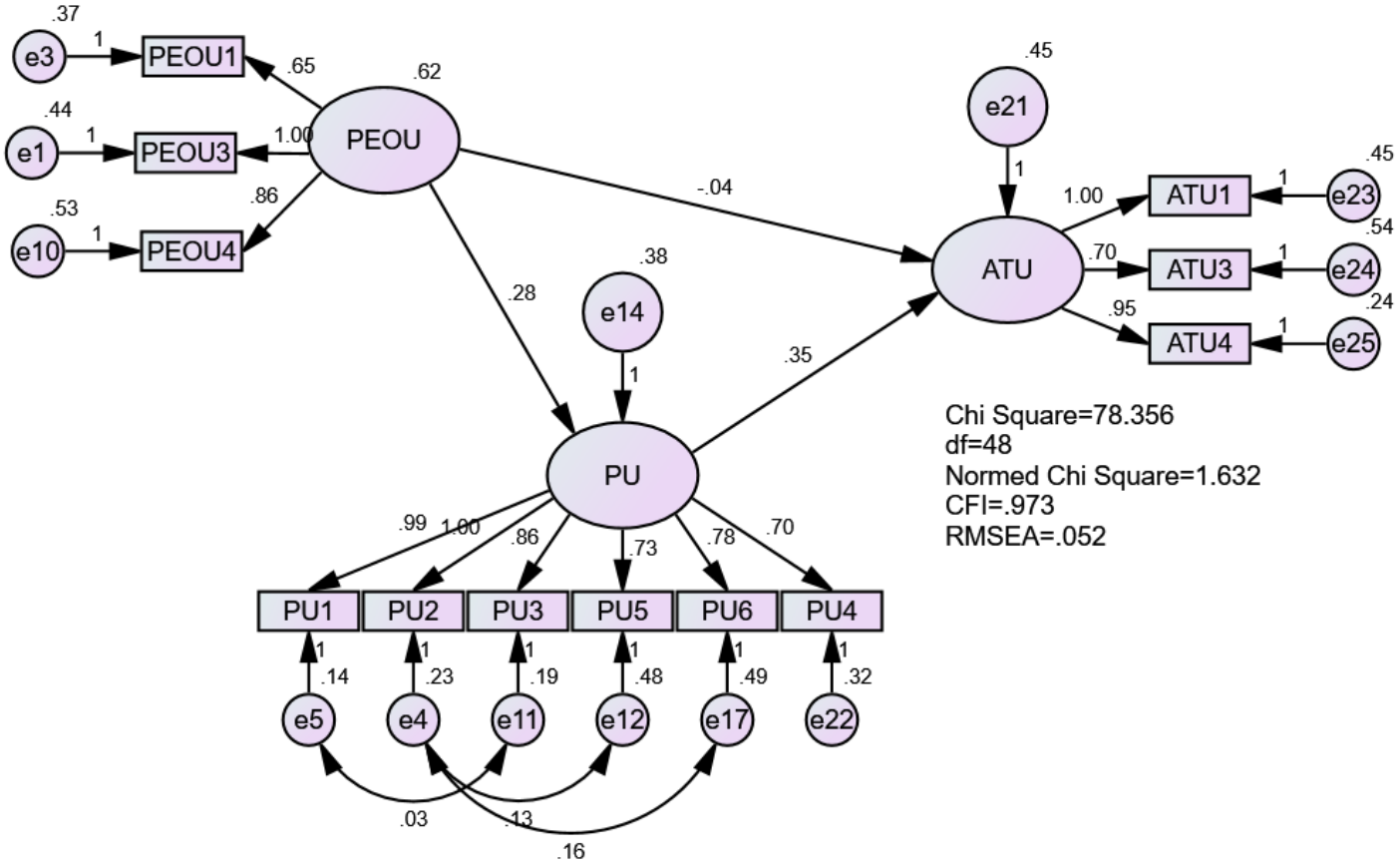
MEASUREMENT MODEL OF THE STUDY



Factor Loading, AVE and CR computation for the Constructs

Item		Construct	Estimate	AVE	CR
PEOU4	<---	Perceived Ease of Use	0.681	0.503054	0.743753
PEOU3	<---	Perceived Ease of Use	0.77		
PEOU1	<---	Perceived Ease of Use	0.65		
PU5	<---	Perceived Usefulness	0.728	0.52201	0.864084
PU3	<---	Perceived Usefulness	0.653		
PU2	<---	Perceived Usefulness	0.943		
PU6	<---	Perceived Usefulness	0.691		
PU4	<---	Perceived Usefulness	0.524		
PU1	<---	Perceived Usefulness	0.731		
ATU4	<---	Attitudes Towards Using	0.823	0.506589	0.742719
ATU3	<---	Attitudes Towards Using	0.554		
ATU1	<---	Attitudes Towards Using	0.711		

STRUCTURAL MODEL OF THE STUDY



HYPOTHESES TESTING

Hypothesis				S.R.W.*	S.E.	C.R.	P	Result
H1	Perceived Usefulness	<---	Perceived Ease of Use	.339	.070	4.014	***	Supported
H2	Attitudes Towards Using	<---	Perceived Ease of Use	-.043	.081	-.481	.630	Not Supported
H3	Attitude Towards Using	<---	Perceived Usefulness	.327	.097	3.654	***	Supported

The critical ratio, or C.R, of 1.96 serves as a reference point for evaluating the hypothesis (Chan et al., 2007; Sfenrianto et al., 2018). A more excellent value is believed to foster a strong correlation. Additionally, the standard regression weight (SRW), the standard error, and the P-value for the respective construct must be acknowledged while determining and testing the proposed hypothesis (Sunthonwutinun and Chooprayoon, 2017). Additionally, hypothetical relation also depends on the Goodness of Fit (GOF) values for the model (Rose and Smith, 1998).

MEDIATING EFFECTS OF PU

- mediation is established when the multiplication of the indirect pathways loading is greater than 0.08 (Addison (2021),

- To determine the mediating effect of PU between PEOU and ATU in the current experiment, the coefficient of indirect routes (0.339 and 0.327). Therefore, (0.339 × 0.327 = 0.111), which is greater than 0.08 and so the hypothesis is statistically accepted.

RECOMMENDATIONS AND CONCLUSIONS:

- The number of variables used in this study to verify users' attitudes towards ride-sharing apps is acceptable and comprehensive; however, it is advised that a few additional variables be included to examine the usage of sophisticated technologies.
- Study finds that attitudes regarding ride-sharing apps are determined by their perceived usefulness. App developers should choose the most advantageous strategy to standardize users' attitudes. As a result, the team responsible for operating and administering ridesharing apps should decide the best strategy for standardizing user's attitudes.

THANK YOU!

Q&A