

## عنوان مقاله:

Factors influencing intention to use online taxis: An empirical study

## محل انتشار:

هفدهمین کنفرانس بین المللی مدیریت (سال: 1399)

تعداد صفحات اصل مقاله: 15

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## خلاصه مقاله:

In recent years, sharing economy has become an important type of business model. Online taxi services are one of the examples which have grown rapidly around the world in recent years. This study examines the factors influencing the use of online taxis as one form of IT-enabled sharing services based on the theory of planned behavior (TPB). The purpose of the study is to identify the main drivers of behavior among online taxi users. In particular, the model examines the effect of TPB elements, including components related to attitude (e.g., image and perceived usefulness), normative beliefs (e.g., subjective norms), and behavioral control (e.g., technology facilitating conditions and self-efficacy) on consumer intention. Three other factors were also considered based on the literature, including perceived economic benefits, openness towards using shared services, and perceived accessibility. This study was based on a survey method. In total, 361 individuals participated in the study. The results of a multiple regression analysis showed that perceived value for money, perceived usefulness, compatibility, and availability were important factors influencing consumer intention

## کلمات کلیدی:

collaborative consumption, IT-enabled sharing model, online taxi, sharing economy, theory of planned behavior

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