

Inside the Sharing Economy: Understanding consumer motivations behind the adoption of mobile applications

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Why did we select this research?

This paper by Zhu et al. aims to investigate what motivates consumers to adopt ridesharing applications. Using social cognitive theory as the theoretical framework, the study develops a value adoption model to illustrate important factors that influence adoption of ridesharing applications.

Key findings

The results indicate that self-efficacy is a fundamental factor that has a direct effect on consumers' perceptions of value and an indirect effect on behavioral intentions. Second, it also demonstrates that functional value, emotional value and social value are critical antecedents of overall perceived value of ridesharing applications. On the other hand, learning effort and risk perception are not significant perceived costs for consumers in adopting ridesharing applications.

Reference

Zhu, G., So, K. K. F., & Hudson, S. (2017). Inside the sharing economy: Understanding consumer motivations behind the adoption of mobile applications. *International Journal of Contemporary Hospitality Management*, 29(9), 2218-2239. Retrieved from: <https://www.emeraldinsight.com/doi/full/10.1108/IJCHM-09-2016-0496>

