Social Influence of Uber Mobile Application on Consumer Behavior

Insights from Diffusion of innovation theory and Technology acceptance model

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Abstract: Sharing the economy is a common business concept that has recently emerged as a creative business model in which people use unused resources in innovative ways. This paper analyses the factors that affect the social effects of Uber Mobile Application on Consumer Behavior and adopts a revolutionary approach by integrating the Diffusion of Innovation Theory (DIT) and the Technology Adoption Model (TAM). Primary data were collected using a five-point Likert Scale questionnaire and the research model was validated using the least square regression and SPSS, and the identified platforms were also monitored to identify and evaluate the most effective content. The results indicate that the relative value, compatibility, complexity, observability and social effect have a major impact on both perceived usefulness and perceived ease of use, resulting in subsequent consumer expectations and adoption intentions. This analysis demonstrates the convergence of the two classical adoption theories. Objective of this research is to understand the impact of new mobile applications on consumer behaviour and to identify the factors affecting Social influence of Uber Mobile Application on Consumer Behavior.

Keywords - Sharing economy, Uber mobile application, technology acceptance model (TAM), diffusion of innovation theory (DIT)

I. INTRODUCTION

Uber-based applications have recently created a new business model: a taxi company without a cab, a tutor company without a tutor, or a hotel without a bed. These technologies coordinate mobile computing and peer-to - peer technology to promote peer-to - peer service delivery. Latest advances in science and technology, People have a lot of conveniences, from everyday work to research and entertainment. It is impossible to survive without technologies such as mobile computing, smartphones, Internet of Things, etc., and the effect of technology is also immeasurable (Ha Manh Tran, Sinh Van Nguyen, 2017). This new consumption model, described as "disruptive disruption," challenged the conventional market paradigm by changing business habits and shifting the concept of consumption – what to consume and how to consume (Botsman & Rogers, 2011). One of the most typical collaborative consumption members embraced by the tourism industry is Uber. Uber uses a mobile application that offers an online network for people to share rides by linking individual drivers and customers (Hall, Kendrick & Nosko, 2015). It has taken on the role of a conventional taxi and is becoming increasingly popular, reaching up to 40 million active riders a month worldwide in 2016 (Kokalitcheva, 2016). Indeed, the concept of sharing rides would not have been feasible without the advent of smartphones as a modern technology. Since smartphones are now embedded in people's everyday lives (Wang, So, & Sparks, 2014), the way people live, connect and exchange has changed (De Ridder, 2016). The unique characteristics of a smartphone include the diversification of input capabilities, Internet connectivity and location knowledge (Want, 2009). These unique features allow drivers and users to obtain updates

on the location of the user in real time, making it easier for them to exchange information. As such, smartphones make it easier for travelers to use the Uber mobile app anytime and wherever they choose to take the Uber. However, considering the growing adoption of this emerging technology by travelers, as well as the popular sharing economy as a whole, few studies have investigated the factors influencing the adoption of the Uber mobile app. Although a substantial body of literature on the sharing economy is emerging, most recent studies have focused on business or governmental perspectives, such as the effect of Airbnb on the tourism industry (Oskam & Boswijk, 2016), local Uber regulations (Rauch & Schleicher, 2015), how to resolve regulation as an obstacle (Cannon & Summers, 2014), impacts on global sustainability (Cohen & Schleicher, 2014). As such, this study aims to explore factors that affect consumer use of the Uber mobile application by combining the Diffusion of Innovation Theory (DIT) and the Technology Acceptance Model (TAM).

II. LITERATURE REVIEW

In analyzing factors influencing the impact of the Uber mobile application, this study adopts a groundbreaking approach by combining the Diffusion of Innovation Theory (DIT) and the Technology Adoption Model (TAM). DIT is considered to be useful in the understanding of real invention. Characteristics (Rogers & Shoemaker, 1983) and TAM identify key factors that influence the acceptance of new ideas (Venkatesh & Davis, 2000). Integrating the two theories will clarify not only the general perception of the customer towards the adoption of the Uber mobile application (using TAM) but also the particular characteristics that encourage consumers to adopt the application (using DIT).

TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (TAM) (Davis, 1989) is the most influential and commonly applied theory to describe the individual's acceptance of information technology (Lee, Hsieh, & Hsu, 2011). TAM describes the user attitude (Davis, 1989) and recognizes the role of perceived ease of use (PEOU) and perceived utility (PU) in understanding user acceptance in information systems (Taylor & Todd, 1995; Venkatesh & Davis, 2000). Some have researched the TAM system by incorporating more context for better explanatory capacity (Kim, 2016; Lee, 2011; Morosan & DeFranco, 2014; Yang, 2005). TAM, PU and PEOU have two key exogenous structures, and the mindset and intent to use are key endogenous variables. PU is defined as "the degree to which a person believes that using a particular method will increase the performance of his or her work" (Van der Heijden, 2003), while PEOU is defined as "the degree to which a person believes that we are performing". Attitude refers to a person who has a positive or unfavorable attitude towards the adoption of a certain technology (Kim, 2016), which contributes to the decision to use a certain technology and defines the adoption of that technology (Wang, Wu, Lin, Wang, & He, 2012). Past experiments have shown that PU and PEOU have a beneficial impact on the user's intention to implement systems (Chin & Todd, 1995). On this basis, we propose:

H1: User's perceived usefulness is positively related to their attitude toward the Uber mobile application.
H2: User's perceived ease of use is positively related to their attitude toward the Uber mobile application.
H3: User's attitude is positively related to their future usage intention the Uber mobile application.

DIFFUSION OF INNOVATION THEORY (DIT)

Although previous studies have widely adopted TAM to explain the acceptance of technologies by consumers, it is unclear whether TAM properly explains the adoption of different types of technology. Several studies have proposed that TAM be combined with other theories, especially DIT, in order to better explain the rapid changes in information technology and to achieve better explanatory power (Hardgrave, Davis, & Riemenschneider, 2003; Lee., 2011; Legris, Ingham, & Collerette, 2003). DIT is a broad-based social and psychological theory that seeks to help predict how people make decisions to implement new technologies by discovering their patterns of adoption and recognizing their structure (Rogers,1995, Rogers & Shoemaker, 1983). Specifically, DIT introduces five innovation characteristics that are the antecedents of any adoption: relative advantages (economic benefits or perceived convenience), sophistication (relatively free of effort to use or try), compatibility (compatibility with current values, needs and past experiences of potential adopters), observability (investment assessment), and testability (experienced). In comparison to TAM, DIT encapsulates more concrete features of innovation that are

helpful in describing why users adopt innovation or how they make choices when they adopt it (Rogers, 1995). As a result, these features are conceptualized as antecedents of TAM, in particular to clarify the acceptance of new technologies by customers, such as information technology (Wang, 2012). In addition, Rogers (2002) defined diffusion as a social process that spreads innovation through people talking. As such, the implementation of innovation cannot be completely understood without the social structure being taken into account. However, the five innovation characteristics of the DIT do not take into account the possible consequences of any social influences. The social element is considered especially significant when explaining the adoption of mobile technology by individuals (Sarker & Wells,2003). Therefore, in this analysis, in addition to the five innovation characteristics, we used social impact as an antecedent in order to better understand the user 's actions towards the Uber mobile application. In order to evaluate PU and PEOU, only the respondents who used the Uber mobile application can answer the questions, while the inclusion of testability, one of the novelty characteristics of the original DIT, is only acceptable if the respondents have not had any prior adoption. On this basis, therefore, this study focuses only on the adopters, resulting in the exclusion of the testability of this study.

RELATIVE ADVANTAGE

Relative advantage (RA) is one of the key influences of the DIT. RA is described as the degree to which innovation is viewed as more beneficial than its predecessor (Rogers & Shoemaker, 1983). Consumers measure the relative benefits of a mobile application as a whole by comparing it with the previous technologies they have used, leading to PU and PEOU. Lee (2011) reported that the relative advantage predicts both PU and PEOU in the e-learning system. In this analysis, the relative benefits of the Uber mobile application are measured by customers in comparison with that of applying for a standard taxi, provided that this is the previous approach used prior to the launch of the Uber mobile application. By comparing it with the previous approaches used by consumers, the overall assessment of the relative advantages of mobile apps is measured, resulting in PU and PEOU. We therefore hypothesis that:

H4: RA is positively related to PU of the Uber mobile application.

H5: RA is positively related to PEOU of the Uber mobile application.

COMPATIBILITY

Compatibility plays a key role in determining how past user experience with similar technologies may have an effect on PU and PEOU. Previous studies have shown that there is a positive relationship between usability and the adoption of modern information technology by people (Agarwal & Prasad, 1999; Zhang, Guo, & Chen, 2008).

H6: Compatibility is positively related to PU of the Uber mobile application.

H7: Compatibility is positively related to PEOU of the Uber mobile application.

COMPLEXITY

Complexity is characterized as the degree to which innovation can be considered relatively difficult to understand and implement (Rogers & Shoemaker, 1983). Complexity can lead users to misinterpret the role of technology (Holak & Lehmann, 1990). Theoretically, the DIT and PEOU complexities of TAM are identical, although the direction of the constructions is different (Moore & Benbasat, 1991). Complexity is included to capture one of the five innovation characteristics and PEOU is included to determine one of the two main values (PU and PEOU) when implementing a new technology. Complexity is included in this study to explore the practical aspect of the Uber mobile application as one of the independent variables, while PEOU is included to explain how customers viewed the concept of using the Uber mobile application. In this research, mobile applications for transport can be overlooked by users if they do not explicitly have the benefits of using it because of its sophistication. The Uber mobile application can be interpreted as requiring complex procedures, such as user input and location information: payment process, phone number, e-mail address, pick-up location and address.

H8: Complexity is negatively related to PU of the Uber mobile application.

H9: Complexity is negatively related to PEOU of the Uber mobile application.

OBSERVABILITY

The fourth element of DIT is observability. Observability is the degree to which innovation is apparent to the participants of the social system and benefits can easily be noticed and communicated. When combining DIT variables with TAM, a previous study indicated that when workers could easily observe the system, it would have a positive impact on PU and PEOU. Consumers are more likely to embrace new technologies if their results or advantages are apparent to them. Observability has a beneficial impact on user attitude. As a new concept, the Uber mobile app provides its users with a range of advantages prior to their Uber selection. For the sake of usability, the Uber mobile application offers information on the requested service, such as approximate time of arrival, travel cost, Uber information (plate number, type of vehicle, colour, driver information, etc.) and transaction history, which further enhanced the relevance of the service. The Uber mobile app provides consumer travel history, a frequent destination, and a support centre. Centered on the statement put forward in the previous literature. These measurable characteristics are known to have a positive impact on PU and PEOU. Thus, we propose the following assumptions:

> **H10:** Observability is positively related to PU of the Uber mobile application.
> **H11:** Observability is positively related to PEOU of the Uber mobile application.

SOCIAL INFLUENCE

Social effect is the last element to be included as an antecedent of PU and PEOU. Social influence is the degree to which the members of the reference community influence each other's behavior. Social effect has been identified as a central factor in previous research on innovation diffusion. We therefore suggest that recognizing the effects of social power is important when examining the acceptance of innovation by the customer. Social influence has an effect on people's decision-making processes, as it eliminates confusion and creates opportunities for individuals to have informative and normative social influences. Thus, in this research, we hypothesise that the social effect generated by near social groups by seeing one's close social groups using the Uber mobile app would have an impact on the consumer 's adoption of the mobile app. Consumers are subjected to the social system of their peers, relatives, members, and other relationships that can potentially affect one's decisions and actions towards innovation. Consumers then determine if the innovation is worth embracing. This effect can have an impact on consumers' estimation of the importance of innovation. Social impact can also affect the internal aspects of individual decision-making in the use of innovation, such as faith in the use of innovation or the ability to make effective use of innovation. Therefore, we propose that:

> **H12:** Social influence is positively related to PU of the Uber mobile application.
> **H13:** Social influence is positively related to PEOU of the Uber mobile applications.

III. PROPOSED MODEL
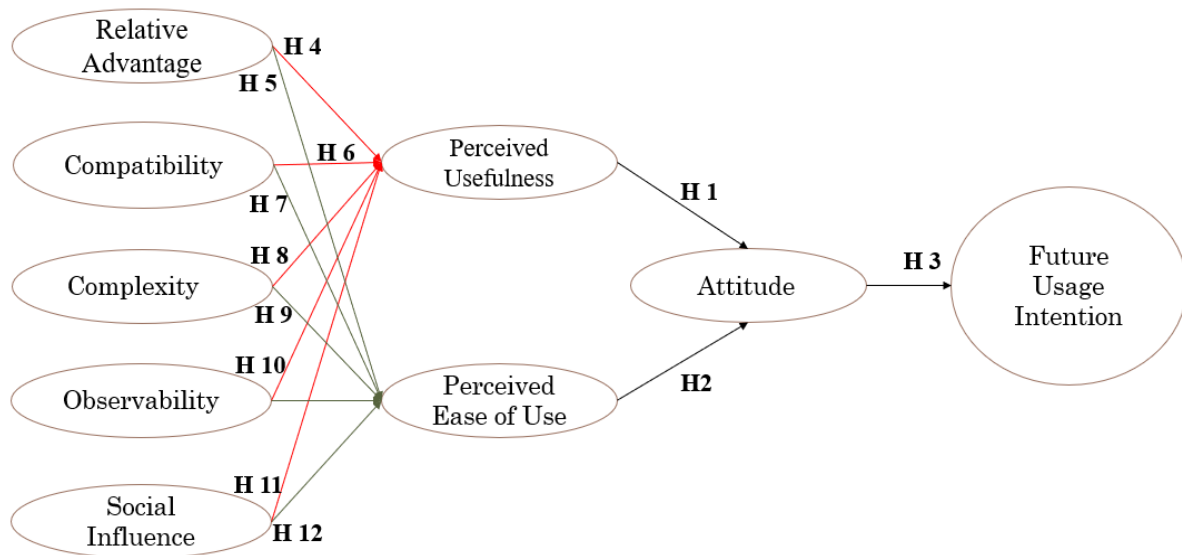
IV. RESEARCH METHODOLOGY

In order to test the research hypotheses, a quantitative method that included a survey questionnaire was used to measure the constructs included in the model. An online survey was utilized to gather data from 206 respondents who had used the Uber mobile application before and our respondents will be college students, our relatives and our friends. A 5-point Likert scaled was used. All the items to measure the dependent and independent variables were measured ranging "Strongly Agree (5)" to "Strongly Disagree (1)"

Research Instrument

The research instrument is split into two parts. The first part gathered information on the demographic variables like age, education and income. The second part of the research instrument recorded the level of agreement or disagreement of the respondents to the items specified in the questionnaire. This was used to measure the dependent and independent variables.

V. DATA ANALYSIS

The questionnaire was refined with the help of a mentor who is a professor in a reputed University. After the questionnaire was finalized, the questionnaire was circulated. A reliability statistic was run with the help of the responses that we got from the google form.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.868	23

Cronbach's alpha test was conducted on the responses and based on the results obtained, the reliability of the data was measured and the survey form was circulated to a larger crowd.

Sampling

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.795

The KMO and Bartlett's test shows a value of 0.795. This signifies that the sample size is adequate for the research study. The research study used convenience sampling technique which was conducted during months of January and February 2020.

The frequency of the demographic variables measured on the nominal scale are shown below:

GENDER		
	FREQUENCY	PERCENT
Male	93	45.1
Female	112	54.4
Total	205	99.5
Missing System	1	0.5
Total	206	100.0

AGE		
	FREQUENCY	PERCENT
18-28	75	36.4
29-39	105	51.0
40-50	19	9.2
50+	7	3.4
Total	206	100.0

EDUCATIONAL QUALIFICATION		
	FREQUENCY	PERCENT
Post Graduate	33	16.0
Graduate	167	81.1
Higher Secondary	5	2.4
Total	205	99.5
Missing System	1	0.5
Total	206	100.0

OCCUPATION		
	FREQUENCY	PERCENT
Studying	60	29.1
Employed	69	33.5
Unemployed	75	36.4
Total	204	99.0
Missing System	2	1.0
Total	206	100.0

The classification of respondents with percentage is depicted in the above table. With respect to age groups, respondents between 29-39 years constitute the majority of the sample (51.0%) and age groups of 40-50 years and 50 + years individually comprise the least percentage in the sample. It can also be seen that (54.4%) of the respondents are Female. (16.0%) of the respondents have an educational qualification of Post-graduate followed by Under-graduates who form (81.1%) of the sample. (36.4%) respondents are unemployed and (33.5%) of the respondents are employed and (29.1%) are still pursuing their studies.

TABLE: 1 DESCRIPTIVE STATISTICS BASED ON ATTITUDE

DESCRIPTIVE STATISTICS		
	Mean	**Std. Deviation**
The important factors that influences my decision to book an Uber cab is on the basis of availability	2.14	0.759
The important factors that influences my decision to book an Uber cab is on the basis of price.	2.00	0.736
The important factors that influences my decision to book an Uber cab is on the basis of location.	2.12	0.814

TABLE: 2 DESCRIPTIVE STATISTICS BASED ON SOCIAL INFLUENCE

DESCRIPTIVE STATISTICS		
	Mean	**Std. Deviation**
In my social group, I have seen Uber mobile application on many people's smartphone	2.39	0.880
I started using Uber mobile application by getting influenced by someone	2.42	0.937
I started using Uber mobile application by seeing ads on social sites	2.50	0.996

TABLE: 3 DESCRIPTIVE STATISTICS BASED ON RELATIVE ADVANTAGE

DESCRIPTIVE STATISTICS	Mean	Std. Deviation
Compared to requesting a regular taxi, Uber mobile application makes it more convenient to access transportation.	2.27	0.911
Uber mobile application enables me to make a payment in a more convenient way.	2.15	0.731
Uber mobile application enhances my overall transportation experience.	2.20	0.858

TABLE: 4 DESCRIPTIVE STATISTICS BASED ON OBSERVABILITY

DESCRIPTIVE STATISTICS	Mean	Std. Deviation
I can see the benefits of using Uber mobile application	2.34	0.760
I have seen what others can do using their Uber mobile application	2.40	0.827
I find Uber mobile application very convenient	2.26	0.766

TABLE: 5 DESCRIPTIVE STATISTICS BASED ON PERCEIVED USEFULLNESS

DESCRIPTIVE STATISTICS	Mean	Std. Deviation
Using Uber mobile application makes it easier for me to request transportation.	2.16	0.670
Using Uber mobile application makes me save time.	2.15	0.813

From Table 1 the mean value is highest for consumer who book an Uber on the basis of the availability. From Table 2 it can be seen that consumer started using Uber mobile application after seeing ads on social sites. From table 3 & 4 people are completely satisfied with the Uber mobile application app and they have witnessed what other can do with the app. In Table 5 Mean value is high for consumer who think that Uber mobile application makes it easier for them to request transportation.

Table 6 shows the data analysis between Gender and Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention.

ANOVA (GENDER VS RADV, COMP, COMPLX, OBSR, SI, PU, PEU, ATT, FUI)			
	F	Sig.	H_0
RADV	3.517	0.062	Accept H_0
COMP	3.916	0.049	Reject H_0
COMPLX	7.693	0.006	Reject H_0
OBSR	3.592	0.060	Accept H_0
SI	2.562	0.111	Accept H_0
PU	3.057	0.082	Accept H_0
PEU	2.280	0.133	Accept H_0
ATT	1.496	0.233	Accept H_0
FUI	3.169	0.077	Accept H_0

H_0 = There is no significant difference between Gender and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention)

H_1 = There is a significant difference between Gender and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

With respect to the variable, the significance value is 0.062 (>0.05), and thus H_0 (Null Hypothesis) is accepted and thus there is a significant difference between in the gender and Social Influence. Similarly, when the significance values are 0.006 & 0.049 (<0.05) and thus H_0 is rejected and there is a statistical difference between gender and Social Influence. With the other remaining variables, the significance value is greater than 0.05 and hence there is no difference between gender and the concerned variables.

Table 7 shows the data analysis between Age and Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention.

ANOVA (AGE VS RADV, COMP, COMPLX, OBSR, SI, PU, PEU, ATT, FUI)			
	F	Sig.	H_0
RADV	2.258	0.083	Accept H_0
COMP	4.966	0.002	Reject H_0
COMPLX	1.383	0.249	Accept H_0
OBSR	3.499	0.017	Reject H_0
SI	8.024	0.000	Reject H_0
PU	2.958	0.033	Reject H_0
PEU	0.280	0.840	Accept H_0
ATT	1.767	0.155	Accept H_0
FUI	2.661	0.049	Reject H_0

H_0 = There is no significant difference between Age and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

H_1 = There is a significant difference between Age and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

With respect to the variable, the significance value 0.083, 0.249, 0.840, 0.155 (>0.05) H_0 (Null Hypothesis) is accepted and thus there is a significant difference between in the gender and Social Influence. Similarly, when the significance values 0.002, 0.017, 0.000, 0.033, 0.049 (<0.05) thus H_0 is rejected and there is a statistical difference between gender and Social Influence.

Table 8 shows the data analysis between education and Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention.

ANOVA (EDUCATION VS RADV, COMP, COMPLX, OBSR, SI, PU, PEU, ATT, FUI)			
	F	Sig.	H_0
RADV	0.189	0.828	Accept H_0
COMP	0.743	0.477	Accept H_0
COMPLX	6.096	0.003	Reject H_0
OBSR	2.392	0.094	Accept H_0
SI	4.409	0.013	Reject H_0
PU	1.602	0.204	Accept H_0
PEU	0.976	0.379	Accept H_0
ATT	1.106	0.333	Accept H_0
FUI	0.648	0.524	Accept H_0

H_0 = There is no significant difference between Education and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

H_1 = There is a significant difference between Education and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

With respect to the variable, the significance value 0.003, 0.013 (<0.05) H_0 (Null Hypothesis) is Rejected and thus there is a significant difference between in the gender and Social Influence. Similarly, with the other remaining variables, the significance value is greater than 0.05 and hence there is no difference between gender and the concerned variables.

Table 9 shows the data analysis between Occupation and Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention.

ANOVA (OCCUPATION VS RADV, COMP, COMPLX, OBSR, SI, PU, PEU, ATT, FUI)			
	F	Sig.	H_0
RADV	1.849	0.160	Accept H_0
COMP	4.505	0.012	Reject H_0
COMPLX	10.579	0.000	Reject H_0
OBSR	4.144	0.017	Reject H_0
SI	6.088	0.003	Reject H_0
PU	1.745	0.177	Accept H_0
PEU	0.826	0.439	Accept H_0
ATT	0.330	0.720	Accept H_0
FUI	2.702	0.070	Accept H_0

H_0 = There is no significant difference between Occupation and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

H_1 = There is a significant difference between Occupation and the variables (Social Influence, Relative Advantage, Compatibility, Complexity, Observability, Perceived Usefulness, Perceived Ease of Use, Attitude, Future Usage Intention).

In the above test conducted, the significance value is 0.000, 0.017, 0.012, 0.003(<0.05) and thus H_0 (Null Hypothesis) is rejected and can be concluded that there is a significant difference between the Occupation and Social Influence. Other remaining variables, the significance value is greater than 0.05 and hence there is no difference between gender and the concerned variables.

Table 10 shows the Regression Analysis

		Regression Analysis			
Hypothesis	Relation	Unstandardized β	R square	Significance	Decision
H1	PU ---> ATT	0.488	0.191	0.000	Reject H_0
H2	PEU ---> ATT	0.290	0.191	0.010	Reject H_0
H3	ATT ---> FUI	0.237	0.074	0.000	Reject H_0
H4	RADV ---> PU	-0.001	0.468	0.987	Accept H_0
H5	RADV ---> PEU	0.191	0.226	0.056	Accept H_0
H6	COMP ---> PU	-0.021	0.468	0.707	Accept H_0
H7	COMP---> PEU	-0.035	0.226	0.588	Accept H_0
H8	COMPLX ---> PU	-0.008	0.468	0.839	Accept H_0
H9	COMPLX ---> PEU	-0.046	0.226	0.302	Accept H_0
H10	OBSR ---> PU	0.051	0.468	0.259	Accept H_0
H11	OBSR ---> PEU	0.026	0.226	0.624	Accept H_0
H12	SI ---> PU	0.138	0.468	0.000	Reject H_0
H13	SI ---> PEU	0.227	0.226	0.000	Reject H_0

ATT = 0.488 * PU + 2.353

ATT = 0.290 * PEU + 2.353

FUI = 0.237 * ATT + 3.966
PU = 0.138 * SI + (-0.291)
PEU= 0.227 * SI + 1.573

If the significance value is greater than 0.05, then Null Hypothesis (H_0) is accepted.
If the significance value is less than or equal to 0.05, then Null Hypothesis (H_0) is rejected.

The above table depicts that there is a significant relationship between User's perceived usefulness is positively related to their attitude toward the Uber mobile application (H1) and User's perceived ease of use is positively related to their attitude toward the Uber mobile application (H2). It also shows that the User's attitude is positively related to their future usage intention the Uber mobile application (H3). Social influence is positively related to PU of the Uber mobile application (H12). Social influence is positively related to PEOU of the Uber mobile applications (H13).

V. HYPOTHESIS

Based on the literature review, the following factors –Sharing economy, Perceived Usefulness, Perceived Ease of Use, Attitude, Relative Advantage, Compatibility, Complexity, Observability, Social Influence have been identified as the social influence of consumer Behavioral Intention towards adoption of Uber mobile Application.

H1: User's perceived usefulness is positively related to their attitude toward the Uber mobile application.
H2: User's perceived ease of use is positively related to their attitude toward the Uber mobile application.
H3: User's attitude is positively related to their future usage intention the Uber mobile application.
H4: RA is positively related to PU of the Uber mobile application.
H5: RA is positively related to PEOU of the Uber mobile application.
H6: Compatibility is positively related to PU of the Uber mobile application.
H7: Compatibility is positively related to PEOU of the Uber mobile application.
H8: Complexity is negatively related to PU of the Uber mobile application.
H9: Complexity is negatively related to PEOU of the Uber mobile application.
H10: Observability is positively related to PU of the Uber mobile application.
H11: Observability is positively related to PEOU of the Uber mobile application.
H12: Social influence is positively related to PU of the Uber mobile application.
H13: Social influence is positively related to PEOU of the Uber mobile applications

V. IMPLICATION

From the perspective of the findings, we have found empirical support for a theory of how social influence drive the acceptance of Uber mobile application through their influence on beliefs about their acceptance. We also found, support for the technology acceptance model as an adequate and conceptualization of acceptance behavior and the salience of usefulness and ease-of-use beliefs. This study contributes several implications for researchers and the mobile application in India as well. Our findings provide a basis for several research avenues. First, future research could investigate individual's characteristics in their readiness of using technology. As more people are using smartphones, the mobile application is also widely used in our daily lives. It is becoming a common technology and thus, using an Uber mobile application is already familiar for many consumers. However, some people are still at the stage of adopting mobile applications and not familiar with the technology. As such, influence of Uber mobile application adoption may differ depending upon individual's own characteristics, particularly their levels of technology readiness. Therefore, future research may examine how individuals could have different adoption perceptions and behaviors based on their own technology readiness. Additionally, given that the measurement of the constructs in this study required respondents to have direct usage experience with the Uber mobile application, the sample of our study included only people who have already used the Uber mobile application. However, to attract non-user's adoption of the Uber mobile application, it is also important to investigate what factors may prevent non-users from utilizing the application. As such, future research could explore barriers to adoption of the Uber mobile application in order to provide a more complete understanding of consumer adoption behaviors.

VI. CONCLUSION

With the insights given into the psychology of this research, we can conclude that with respect to age groups, respondents between 29-39 years constitute the majority of the sample (51.0%) and age groups of 40-50 years and 50 + years individually comprise the least percentage in the sample. On the basis of employment status majority of the sample comprises of students followed by employed respondents. Majority of the sample has an education level of Post-graduation followed closely by Under-graduation. Mean value is high for consumer who think that Uber mobile application makes it easier for them to request transportation. As from this study mainly consumers only get influenced when they see the benefits of the Uber mobile application. The significant influence of compatibility on both PU and PEOU suggests that practitioners need to focus on understanding consumer's lifestyle and incorporate their preferences into the Uber mobile application to ensure that consumers consider the application is compatible. Gathering the data of user information and find their common characteristics may help Uber to provide services that customers need. Negative relationships between complexity and PU and PEOU suggest that the Uber mobile application needs to design the functions less complex and more convenient for all users to utilize the application. Even though the usage of smartphone is becoming more common and many people are exposed in the situation of using various mobile applications, complexity of the technology is still an issue determining consumer adoptions. The significant effects of social influence also suggest that the Uber mobile application can positively influence the perception of using the mobile application (i.e., PU and PEOU), when people can see others around them using the application.

VII. REFERENCES

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