Empirical Economics Letters, 25 (Special Issue 1): pp. 341-359 (January 2026) ISSN 1681 8997
https://doi.org/10.5281/zenodo.18663423

Understanding Key Drivers of Ride-Sharing App Adoption: A Weight Analysis Approach

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Abstract: Developing economies like India are experiencing rapid technological advancements in shared mobility market. To effectively penetrate these markets and facilitate the seamless adoption of ride-sharing applications, it is crucial to examine the factors that influence user adoption. This study consolidates existing research on ride-sharing app adoption through a weight analysis approach. It systematically identifies various constructs explored by researchers, distinguishes between significant and non-significant relationships with ride-sharing app adoption, and employs weight analysis to pinpoint key determinants. The study presents a list of robust, frequently utilized predictors of app adoption, as well as experimental predictors—those less commonly studied but found to significantly impact adoption. This study is the full and extensive illustration of constructs explaining the adoption of ride-sharing apps and platforms as per the author's best knowledge till the period.

Keywords: Attitude, Adoption/Intention to Use, Antecedent, Concern for Environment, UTAUT, TAM, Ride-sharing, Weight Analysis

JEL Classification Number: D12, O33, L86, R41

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