

Bridging Perception and Intention: Examining the Psychological Determinants of Ride-Sharing and Ride-Pooling Adoption

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Abstract: To address the issues of congestion and pollution in urban areas, shared mobility has emerged as a vital and environmentally responsible alternative to car ownership. In this paper, the psychological determinants influencing the acceptance of ride-sharing and ride-pooling services are analysed through the use of the Extended Theory of Planned Behaviour (ETPB). This model integrates different perceptions of the consumer for a deeper insight of the adoption process. Partial Least Squares Structural Equation modelling (PLS-SEM) was employed to analyse the data obtained from 389 valid responses. The results show that Attitude is the key mediator, linking the perceptions of the users to their final Intention to Use. The findings indicate that the way in which the consumers perceive these services has a considerable impact on their intention to use. This study provides a roadmap for a sustainable and shared transport system in the rapidly developing urban areas.

Keywords: Sustainable urban Transportation, Shared Mobility, Ride-Sharing Adoption, Behavioural Intention, Extended Theory of Planned Behaviour

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