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Consumer Adoption Intention toward Ride-Sharing Services: An Empirical Study of
the Chinese Market

Master's thesis

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Tartu 2025

I have written this master's thesis independently. All viewpoints of other authors, literary sources and data from elsewhere used for writing this paper have been referenced.

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Abstract

This study examines the factors influencing Chinese consumers' intention to adopt ride-sharing services. Integrating prior research on technology acceptance and the sharing economy, the study has developed a model based on the Technology Acceptance Model (TAM) that incorporates perceived usefulness, perceived ease of use, economic benefits, convenience, trust, and risk perceptions. The research has tested the extended model using the structural equation modeling method based on data from 305 Chinese consumers. The results confirm that the TAM constructs of perceived usefulness and perceived ease of use have an obvious effect on consumers' adoption intention. Economic benefits become the strongest direct predictor of adoption intention, reflecting the practical orientation of Chinese consumers in the world's largest ride-sharing market. Although convenience has effects on perceived usefulness, it does not directly influence adoption intention, suggesting its impact has effects indirectly through enhancing service utility. Trust and risk perceptions show different levels of influence, with multiple effects across user segments. This study contributes to the theoretical understanding of technology-mediated service adoption in the Chinese sharing economy context and provides industrial guidance for ride-sharing platforms based on China's dynamic and competitive market. The findings provide creative insights for platform operators who are seeking continued growth strategies, for policymakers working to find the balance between innovation with consumer protection in this rapidly evolving industry.

Keywords: China; Consumer adoption intention; Ride-sharing; Sharing economy; Technology acceptance model.

CERCS: S196

Introduction

The rise of the sharing economy is one of the most major economic shifts of the twenty-first century, profoundly altering how consumers access and use resources. The sharing economy is an economic system in which individuals share under-utilized goods or services for free or for a price, usually through online platforms (Codagnone & Martens, 2016). This encompasses many business models across several sectors, with transportation (e.g., Uber, DiDi, BlaBlaCar) and accommodation (e.g., Airbnb, Couchsurfing) being the most notable examples.

Their global revenues are forecast to reach \$335 billion by 2025 (PwC, 2015). Despite this rapid growth, consumer adoption of sharing economy business models varies considerably across different demographic groups, geographic regions, and types of sharing economy businesses (Ferreira & Fernandes, 2023). In some societies and among certain consumer groups, consumers are eager to embrace new consumption patterns and business models. By contrast, other consumers show less enthusiasm or even actively resist them. What determines whether consumers are willing to adopt new business models in the sharing economy? These questions, which the research refer to as consumer adoption intention, are important yet under-explored.

Ride-sharing is a typical business model in the sharing economy and has experienced rapid growth and disruptive innovation to traditional transportation models (Liu & Yang, 2018). It refers to transportation services that allow consumers to request rides through mobile applications, connecting them with drivers who use their personal vehicles to provide transportation services (Codagnone & Martens, 2016).

In China, ride-sharing has experienced explosive growth and become the world's largest market for shared mobility services. According to the Annual Report on the Development of Shared Mobility in China (2019), China's ride-sharing market has seen consistent growth, creating new economic opportunities and serving as a vital supplement to traditional public transportation systems. DiDi Chuxing leads the market with hundreds of millions of users, followed by other platforms such as T3 Travel, Cao Cao Mobility, and Hello Travel (Zhang, 2020).

The Chinese ride-sharing market presents unique characteristics that influence adoption patterns. First, China's rapid urbanization has led to significant traffic congestion issues, making convenient mobility alternatives increasingly attractive (Yang, 2022). Second, the widespread adoption of smartphones and mobile payment systems has created an ideal environment for technology-enabled ride-sharing services (Cui, 2024). Third, regulatory approaches have evolved substantially, with increasing emphasis on compliance and user safety (Zhang, 2023).

Despite this rapid growth, adoption patterns of ride-sharing services vary considerably across different demographic groups in China. Understanding the factors that influence Chinese consumers' intention to adopt ride-sharing services is vital for several reasons. For ride-sharing companies, this knowledge can inform sustainable growth strategies in an increasingly competitive market where many platforms still struggle with profitability challenges (Zhao, 2024). For policymakers, understanding adoption factors is essential for developing regulations that both protect consumers and support the industry's healthy development. For traditional transportation businesses disrupted by ride-sharing, understanding consumer adoption behavior can inform adaptation strategies to this technological innovation.

Several antecedents of sharing economy adoption have been identified in prior research, including trust (Wang et al., 2020), perceived risk (Yi et al., 2020), economic benefits (Hamari et al., 2015), sustainability concerns (Böcker & Meelen, 2017), technology acceptance (Liu & Yang, 2018), and cultural values (Zhang et al., 2022). However, these factors have typically been investigated separately in different research streams. Existing studies on ride-sharing adoption often focus on limited sets of factors without developing integrated models (Yang, 2022; Zhang, 2018). While there are several studies on ride-sharing adoption in various countries, few specifically examine the Chinese context with its unique characteristics (Moon et al., 2022; Pandita et al., 2023), or do not examine the interactions between economic and psychological factors (Elnadi & Gheith, 2022).

To date, existing research has predominantly used either the Technology Acceptance Model (see Davis & Granić, 2024) or the Theory of Planned Behavior (Bosnjak et al., 2020) as their theoretical framework. Although those approaches provide valuable insights into factors that influence attitudes toward and intentions to use new services, they do not capture all relevant dimensions that may influence Chinese consumers' intention to adopt ride-sharing services. Furthermore, although some research has examined cross-cultural differences in factors that influence sharing economy adoption (Zhang et al., 2022; Anderson et al., 2024), given that cultural differences significantly impact consumer behavior, it is important to study ride-sharing adoption in different cultural contexts rather than assuming findings from one market can be directly applied to another. This study thus fills this gap by investigating the antecedents of Chinese consumers' intention to adopt ride-sharing services.

This study adopts the Technology Acceptance Model (TAM) as its theoretical foundation for several compelling reasons. The Technology Acceptance Model (TAM) provides an appropriate theoretical foundation for studying ride-sharing service adoption for several reasons. First, ride-sharing services like DiDi are delivered primarily through mobile applications, making them technology-mediated services where user interaction with technology is integral to service delivery (Wang et al., 2020). As consumers access ride-sharing services exclusively through smartphone applications, their willingness to adopt these services is inherently tied to their

adoption intention of the underlying technology platform.

Second, multiple studies have successfully applied TAM specifically to shared mobility contexts. For example, Moon et al. (2022) used TAM to explain consumer adoption of Uber mobile applications, while Wang et al. (2020) applied an extended TAM to understand Chinese consumers' adoption intention ride-sharing services. Sedighi et al. (2021) further validated TAM's applicability in explaining digital ride-sharing platforms' continued usage intention. These studies confirm that perceived usefulness and perceived ease of use are significant determinants of consumers' intentions to adopt ride-sharing services. While these studies have made valuable contributions, they differ from the present research in several important ways. First, Wang et al. (2020) focused primarily on personal innovativeness and environmental awareness rather than economic factors that may be particularly relevant in the Chinese context. Second, Sedighi et al. (2021) examined continued usage intention rather than initial adoption. This study uniquely combines multiple factors including economic benefits, convenience, trust, and risk perceptions into a comprehensive model specifically designed to understand initial adoption intention in the Chinese ride-sharing market, which represents the world's largest user base with distinct cultural and economic characteristics.

Third, the extended TAM framework allows for the integration of additional contextual factors relevant to ride-sharing adoption. As Venkatesh and Davis (2000) demonstrated, TAM can be extended to include various external variables that influence technology acceptance. In the ride-sharing context, this allows for the incorporation of factors such as economic benefits, trust, and risk perceptions that are particularly relevant to sharing economy services (Akbari et al., 2020; Elnadi & Gheith, 2022).

This study aims to address the identified research gaps by developing and testing an integrated model of the antecedents of Chinese consumers' intention to adopt ride-sharing services, combining TAM with sharing economy-specific factors and examining their interactions in the Chinese market context. Through an online survey of 305 Chinese consumers, this study investigates the factors influencing Chinese consumers' intention to adopt ride-sharing services.

The findings provide both theoretical insights into the factors that influence consumer behavior in the ride-sharing sector and practical knowledge that can assist managers in increasing consumers' adoption intention toward ride-sharing in China. From a theoretical perspective, this study extends the TAM by incorporating sharing economy-specific constructs, contributing to the understanding of technology-mediated service adoption in the Chinese context. From a practical standpoint, the findings offer valuable guidance for ride-sharing platforms seeking to enhance user adoption in China's competitive market, and for policymakers working to balance innovation with consumer protection in this rapidly evolving industry.

1. Literature Review

1.1 Ride-sharing services essence and the context in China

Building on the broader sharing economy framework, ride-sharing represents a specific application where transportation resources are shared among consumers. According to the 2020 China Shared Mobility Industry Overview (Zhang, 2020), ride-sharing refers to "a mode of transportation where consumers do not need to own vehicles, but share vehicles with others and pay according to their travel requirements." In the Chinese context, ride-sharing encompasses several distinct service models:

1. Online Ride-Sharing: Services like DiDi that connect passengers with professional or non-professional drivers through mobile applications, allowing consumers to request point-to-point transportation services on demand.
2. Carpooling: Services that match drivers already making a journey with passengers traveling in the same direction, allowing them to share the cost of travel, exemplified by platforms like DiDa Chuxing.
3. Timeshare Rental: Short-term vehicle rental services that allow consumers to rent vehicles for periods as short as minutes or hours, typically accessed through mobile applications.
4. Shared Bicycles: Bicycle-sharing systems that provide short-term bicycle access, typically for last-mile connectivity, represented by platforms like Hello Travel and Meituan Bike.

For the purposes of this study, I focus primarily on online ride-sharing services, which represent the largest segment of China's ride-sharing market (Zhang, 2023) and it is the best way to exemplify the technology-mediated service model that frames the research questions.

Unlike traditional transportation services, ride-sharing is characterized by several distinctive features: (1) technology-enabled matching of drivers and passengers through mobile platforms, (2) dynamic pricing based on supply and demand, (3) digital payment systems, (4) rating mechanisms for both drivers and passengers, and (5) data-driven optimization of routing and matching (Zhang, 2018). These features create a unique context for studying technology adoption, as consumers must embrace both the technological platform and the service model simultaneously.

The Chinese ride-sharing market has evolved rapidly to become the world's largest, presenting distinct characteristics that make it a particularly important context for

studying adoption behavior.

Market Size and Growth

According to the 2023 China Sharing Economy Development Report (Zhang, 2023), despite challenges posed by the pandemic, China's sharing economy market transaction scale reached approximately 3.83 trillion yuan in 2022, with a year-on-year growth of 3.9%. While the ride-sharing segment experienced some downturns during pandemic restrictions, the overall trajectory remains upward. The 2020 China Shared Mobility Industry Overview (Zhang, 2020) reported that between 2015 and 2019, China's shared mobility market grew at a compound annual growth rate of 30.0%, and projected that by 2024, the market size would exceed 543.18 billion CNY.

DiDi Chuxing dominates the market following its acquisition of Uber China in 2016, but the competitive landscape continues to evolve with the emergence of platforms such as T3 Travel, Cao Cao Mobility, and new aggregation platforms backed by major technology companies like Tencent and Huawei (Zhang, 2023).

Unique Market Characteristics

Several factors distinguish the Chinese ride-sharing market from other regions:

Digital Infrastructure: China has achieved widespread adoption of smartphones and mobile payment systems, creating an ideal foundation for technology-enabled ride-sharing services. Most Chinese consumers are adept at using mobile devices and comfortable with digital payment methods (Cui, 2024), which significantly reduces barriers to adoption.

Urbanization Pressures: China's densely populated cities have experienced rapid urbanization, resulting in severe traffic congestion issues. This has driven consumers to seek alternative transportation solutions, with ride-sharing emerging as a popular option (Yang, 2022). In major cities, ride-sharing has become an essential supplement to public transportation systems.

Evolving Regulatory Environment: China's approach to regulating ride-sharing has undergone significant changes, with an increasing emphasis on compliance and user safety. The regulatory framework has become more comprehensive, covering aspects such as driver qualification, vehicle standards, data security, and pricing (Zhang, 2023). These regulatory developments have shaped both consumer perceptions and platform operations.

Multi-modal Integration: Recent trends show increasing integration of various mobility modes through digital platforms. Wang (2024) found that multi-modal shared

mobility (MSM) integration is becoming increasingly important, with digital platforms serving as hubs for connecting different transportation options, enhancing flexibility and efficiency for users.

Consumer Adoption Patterns

Research on Chinese ride-sharing consumers has identified several important adoption patterns:

Economic and Practical Motivations: Zhang (2018) found that Chinese consumers are primarily motivated by practical factors such as economic benefits, convenience, and time-saving when adopting ride-sharing services. These utilitarian considerations often outweigh environmental or social motivations.

Trust and Risk Concerns: Despite the popularity of ride-sharing, Chinese consumers express concerns about personal safety, information privacy, and transaction security (Cui, 2024). These concerns can be significant barriers to adoption, particularly among certain demographic groups.

Social and Peer Influence: Zhang (2018) highlighted the importance of social influence (from peers, friends, and family) in Chinese consumers' decisions to adopt ride-sharing services. This aligns with China's collectivist cultural orientation, where social norms and peer recommendations play an important role in technology adoption.

Platform Features and User Experience: Wang (2024) found that digital platform characteristics significantly influence adoption intention, with factors such as application interface design, information quality, and interaction capabilities affecting users' attitudes toward ride-sharing services.

These distinct characteristics of the Chinese ride-sharing market provide a rich context for studying consumer adoption behavior, with both theoretical and practical implications for understanding technology-mediated service adoption in rapidly evolving markets.

1.2 Technology Acceptance Model and Its Application in Ride-Sharing

The Technology Acceptance Model (TAM) provides a theoretical foundation for understanding technology adoption. Originally developed by Davis (1989), TAM proposes that an individual's adoption intention a technology is primarily determined by two factors: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness refers to the degree to which a person believes using a particular system would enhance their performance, while perceived ease of use refers to the effort required to use the system (Davis & Granić, 2024).

While TAM was originally developed for workplace technology adoption, researchers have successfully applied and extended it to explain consumer behavior in ride-sharing services. This application is appropriate because ride-sharing platforms represent a fusion of technology and service where consumers interact exclusively through mobile applications, making technology acceptance a prerequisite for service adoption.

The literature identifies several key factors that influence ride-sharing adoption intention:

Perceived Usefulness and Perceived Ease of Use: Multiple studies have confirmed that these core TAM constructs significantly influence ride-sharing adoption. Liu and Yang (2018), Zhang (2018), and Wang (2024) found that perceived usefulness and perceived ease of use positively influence Chinese consumers' intention to adopt ride-sharing services. However, Pandita et al. (2023) noted that while perceived usefulness remains significant for continued usage, perceived ease of use becomes less important once consumers are familiar with the technology. Zhu et al. (2017) found that functional value, closely tied to perceived usefulness, was a significant motivator for using ride-sharing apps.

Convenience: The accessibility, flexibility, and time-saving aspects of ride-sharing services play an important role in adoption. Joo (2017) found that convenience was more likely to influence adoption intention ride-sharing services than cost-saving or social value creation. Yang (2022) highlighted that convenience factors significantly influenced residents' choice of shared mobility options in congested urban environments. The relationship between convenience and adoption intention may be both direct and operate indirectly through perceived usefulness (Wang et al., 2020).

Trust and Risk Perceptions: The peer-to-peer nature of ride-sharing creates unique trust challenges that influence adoption. Hawlitschek et al. (2016) proposed that trust is multi-dimensional, involving trust in peers, platforms, and products. In ride-sharing, trust encompasses beliefs that service providers will select qualified drivers, prioritize user interests, and establish reliable rating systems (Jones & Leonard, 2018). Risk perceptions related to personal safety, information privacy, unexpected costs, and vehicle hygiene can negatively affect adoption intention (Yi et al., 2020). Marth et al. (2022) found that platform-based trust-building techniques had greater influence on user engagement than regulatory measures. Cui (2024) highlighted that Chinese consumers express concerns about safety, privacy, and transaction security, though these may be partially mitigated by evolving regulations.

Economic Benefits: Cost-savings compared to alternatives such as car ownership or conventional transportation represent a significant driver of adoption. Hamari et al. (2015) found that economic motivations were stronger predictors of actual

collaborative consumption behavior than environmental considerations. Luri Minami et al. (2021) noted that collaborative consumption was primarily driven by extrinsic motivations, including economic benefits. In the Chinese context, Zhang (2018) found that economic benefits were primary motivators for adoption, including savings on purchase costs, maintenance expenses, and parking fees associated with car ownership.

Studies exploring ride-sharing adoption have used various extensions of TAM. Wang et al. (2020) incorporated personal innovativeness, environmental awareness, and perceived risk in their model of Chinese consumers' adoption intention ride-sharing. Akbari et al. (2020) integrated TAM with the Information System Success Model and trust, finding that information and service quality influenced both perceived usefulness and perceived ease of use. Elnadi and Gheith (2022) combined TAM with Innovation Diffusion Theory, highlighting that perceived usefulness, perceived ease of use, and trust significantly influenced attitudes toward ride-sharing services. Sedighi et al. (2021) found that relative advantage, compatibility, observability, and trust significantly influenced perceived usefulness and continued use intention.

These extensions of TAM demonstrate that while the core constructs remain relevant in ride-sharing contexts, additional factors must be considered to fully understand adoption intention. The integration of economic benefits, convenience, trust, and risk perceptions with traditional TAM constructs creates a comprehensive framework for explaining Chinese consumers' intention to adopt ride-sharing services.

1.3 Summary of Literature Review and Research Gaps

The literature on technology acceptance and ride-sharing adoption provides valuable insights into the factors that influence consumers' adoption intention ride-sharing services. From this review, several key findings emerge that inform this research model:

The Technology Acceptance Model offers a strong foundation for understanding ride-sharing adoption, with perceived usefulness and perceived ease of use serving as fundamental determinants of adoption intention. Studies in both the Chinese context (Liu & Yang, 2018; Zhang, 2018) and international settings (Moon et al., 2022; Elnadi & Gheith, 2022) have confirmed these relationships, though their relative importance may vary across contexts.

Additional factors specific to the ride-sharing context, including convenience, trust, risk perceptions, and economic benefits, play important roles in shaping adoption intention. These factors reflect the unique characteristics of ride-sharing as a technology-mediated service within the sharing economy paradigm, where consumers must not only accept the technology but also embrace a new service model involving transactions between strangers.

The Chinese ride-sharing market presents unique characteristics that may influence adoption patterns, including advanced digital infrastructure (Cui, 2024), urbanization pressures (Yang, 2022), evolving regulatory frameworks (Zhang, 2023), and cultural influences (Zhang, 2018). These contextual factors create a distinctive environment for studying technology adoption.

Economic and practical motivations appear particularly important for Chinese consumers, potentially outweighing environmental or social considerations as shown by Zhang (2018) and supported by broader sharing economy research (Hamari et al., 2015). This suggests that utilitarian value propositions may be more effective in driving adoption in the Chinese market.

Despite these insights, several significant research gaps remain:

First, most existing studies have focused on isolated factors rather than developing integrated models that comprehensively explain adoption behavior in the ride-sharing context. While Zhang (2018) examined multiple factors affecting Chinese consumers' participation in shared mobility, and Wang (2024) investigated multi-modal shared mobility adoption from an integrated perspective, few studies have combined TAM with sharing economy-specific factors in a single comprehensive model.

Second, although China represents the world's largest ride-sharing market with unique cultural, social, and economic characteristics, as documented in the Annual Report on the Development of Shared Mobility in China (2019) and the 2023 China Sharing Economy Development Report, research specifically examining the Chinese context remains limited. The rapid evolution of this market, characterized by shifting competitive dynamics (Zhao, 2024) and evolving consumer preferences (Yang, 2022), necessitates updated research focusing on Chinese consumers' adoption intentions. Third, previous studies have not fully explored the interaction between economic benefits and psychological factors such as trust and risk perceptions. Yang (2022) found that economic factors significantly influence ride-sharing adoption in Kunming, but did not examine how these factors interact with trust and risk perceptions, which Cui (2024) identified as crucial considerations in Chinese consumers' ride-sharing decisions.

Fourth, while the Technology Acceptance Model has been widely applied to various technologies, its application to ride-sharing services in China requires consideration of market-specific factors. Zhang (2018) utilized TAM to examine shared mobility consumer behavior in China, but did not fully integrate it with sharing economy-specific constructs such as economic benefits and trust factors that are particularly relevant in the Chinese context.

This study addresses these gaps by developing and testing an integrated model of the

antecedents of Chinese consumers' adoption intention ride-sharing services, combining TAM with sharing economy-specific factors and examining their interactions in the Chinese market context.

Table 1
Summary of Key Studies on Ride-sharing Adoption

Author(s) and Year	Country/ Region	Main Findings	Sample Size	Methodology
Wang et al. (2020)	China	Perceived usefulness significantly influenced adoption intention; perceived ease of use did not directly affect adoption intention	382	SEM
Moon et al. (2022)	USA	Time and driver information significantly influenced perceived usefulness	245	SEM
Liu & Yang (2018)	China	All five factors positively influenced intention to adopt sharing economy services	350	SEM
Akbari et al. (2020)	Iran	Information and service quality influenced PU and PEOU, which affected trust and behavioral intention	412	PLS-SEM
Sedighi et al. (2021)	Multiple	Relative advantage, compatibility, observability, and trust significantly influenced PU and continued use intention	378	SEM
Zhang (2018)	China	Economic and practical motivations were primary drivers of shared mobility adoption	295	Mixed methods
Elnadi & Gheith (2022)	Egypt	All three factors significantly influenced attitudes toward ride-sharing services	320	PLS-SEM
Wang et al. (2021)	China	Perceived performance and risk perception affected confirmation, which influenced satisfaction and continued use	405	SEM
Yi et al. (2020)	China	Different risk types affected adoption intention to varying degrees	352	PLS-SEM
Yang (2022)	China	Economic factors significantly influenced ride-sharing adoption in Kunming	412	SEM
Cui (2024)	China	Privacy and safety concerns remained significant despite widespread digital adoption	380	Survey

2. Research Model and Hypotheses Development

Based on a thorough literature assessment, this study creates an integrated model of consumer adoption adoption intention ride-sharing services in China. The model extends the Technology Acceptance Model (TAM) by incorporating additional components relevant to the sharing economy environment.

2.1 Theoretical Foundation

The Technology Acceptance Model (TAM) serves as the main theoretical foundation for this research. TAM is particularly appropriate for studying ride-sharing service adoption because ride-sharing represents a technology-mediated service that consumers access exclusively through mobile applications. As Venkatesh and Davis (2000) demonstrated, TAM has been successfully extended beyond traditional information systems to various technology-enabled services.

The application of TAM to ride-sharing services is supported by several recent studies. Wang et al. (2020) employed an extended TAM to examine Chinese consumers' adoption intention ride-sharing services, confirming the model's validity in this context. Moon et al. (2022) successfully applied TAM to understand Uber application user behavior, while Sedighi et al. (2021) validated TAM's relevance in explaining continued usage intention for digital ride-sharing platforms. Similarly, Akbari et al. (2020) and Elnadi and Gheith (2022) have demonstrated TAM's effectiveness in understanding ride-sharing service adoption in different cultural contexts.

While TAM provides a valuable framework for understanding the basic factors that influence the adoption of technology-based services (perceived usefulness and perceived ease of use), it may not sufficiently explain consumer adoption of ride-sharing services on its own. The unique characteristics of ride-sharing services - involving transactions between strangers through digital platforms - introduce additional considerations beyond traditional technology acceptance. Based on previous research (Wang et al., 2020; Akbari et al., 2020; Elnadi & Gheith, 2022), the research propose to extend TAM by incorporating the following constructs relevant to the sharing economy context: convenience, trust, perceived risk, and economic benefits.

This extended TAM framework allows us to comprehensively examine the factors influencing Chinese consumers' intention to adopt ride-sharing services, capturing both technological and service-specific considerations.

2.2 Hypotheses Development

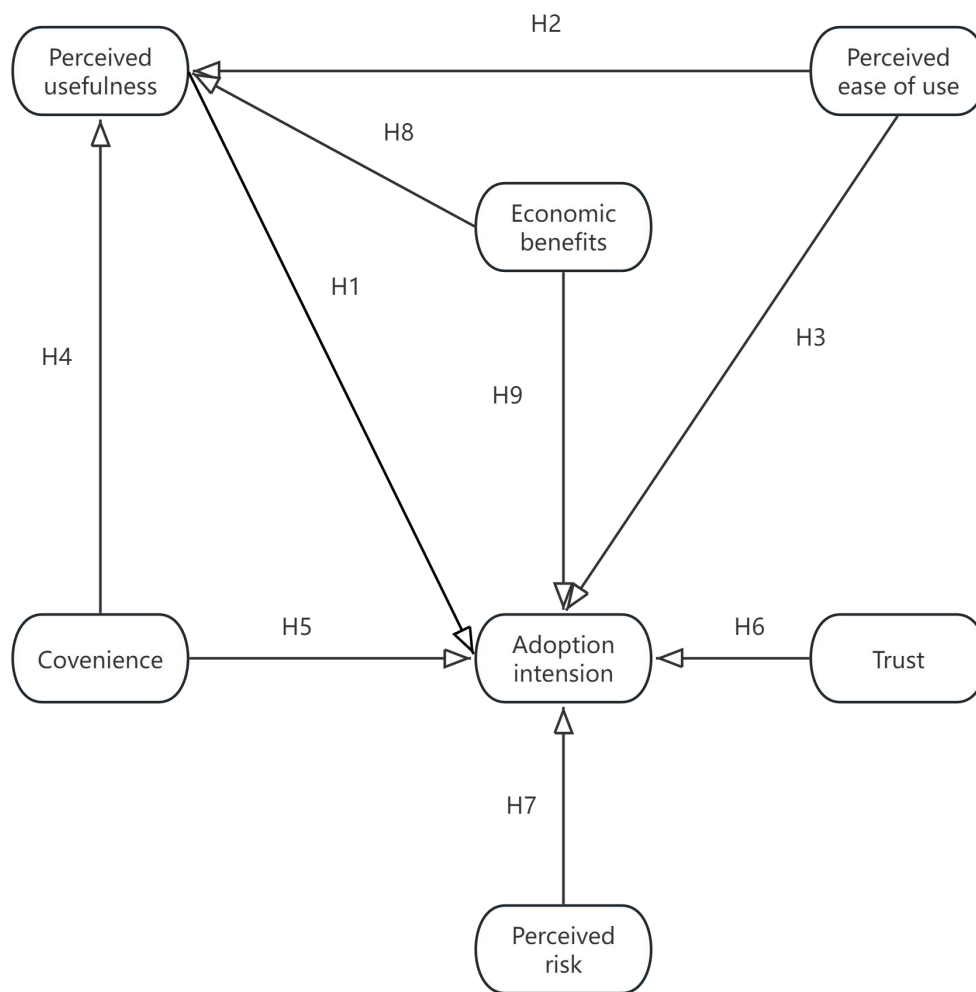


Figure 1: Conceptual Model

H1: Perceived usefulness positively influences adoption intention ride-sharing services.

Perceived usefulness is how much a consumer believes ride-sharing services may increase their transportation experience. Consumers are more likely to adopt technology they see as useful (Davis & Granić, 2024). Considered utility in the framework of ride-sharing does contain shorter journey periods, easier availability to challenging-to-region places, and better quality of life. Previous research consistently demonstrated a positive correlation between perceived usefulness and adoption intentions in sharing economy scenarios (Liu & Yang, 2018; Pandita et al., 2023). The study believe those who value using ride-sharing services will find them more beneficial.

H2: Perceived ease of use positively influences perceived usefulness of ride-sharing services.

Perceived ease of use refers to the degree to which a consumer believes that using the system will be free of effort (Davis & Granić, 2024). Perceived ease of use is a factor in a system's adoption, both directly and indirectly, due to the belief that it will be useful (Davis, 1993). Previous studies have shown that perceived ease of use affects applicability in various service contexts (Liu & Yang, 2018). Therefore, the research hypothesize that perceived ease of use will positively influence the perceived usefulness of ride-sharing services.

H3: Perceived ease of use positively influences adoption intention ride-sharing services.

Although perceived ease of use is expected to influence adoption intention indirectly through perceived usefulness (see H2), it may also influence adoption intention directly. Therefore, it is possible that perceived ease of use will positively influence adoption intention through both direct and indirect paths. To test this possibility, the research examined the direct effect of perceived ease of use on adoption intention. The study expected that the indirect effect of perceived ease of use on adoption intention through perceived usefulness will be larger than the direct effect of perceived ease of use on adoption intention. Thus, the research expect that perceived ease of use will positively influence adoption intention.

Zhang (2018) found that perceived usefulness and perceived ease of use were significant predictors of Chinese consumers' intention to participate in shared mobility services. Similarly, Wang (2024) demonstrated that attitude toward use, which is directly influenced by perceived usefulness and ease of use, strongly predicted Chinese consumers' intention to adopt multi-modal shared mobility services.

H4: Convenience positively influences perceived usefulness of ride-sharing services.

Convenience refers to the accessibility, flexibility, and time-saving features of ride-sharing services. Ride-sharing services are more likely to be seen as useful when they are available at all hours of the day and night, give flexible options, and meet all of the travel demands of consumers. Joo (2017) found that convenience is a key motivator of car-sharing service adoption intention. Convenience aspects may be especially important in China due to urban congestion and transportation constraints. As a result, the research hypothesize that convenience will increase the perceived usefulness of ride-sharing services.

H5: Convenience positively influences adoption intention ride-sharing services.

Aside from its impact on perceived usefulness, convenience may directly influence consumers' inclination to utilize ride-sharing services. The capacity to easily obtain transportation, access flexible options, and travel to chosen areas may directly inspire

consumers to prefer ride-sharing services over alternatives, regardless of other reasons. Previous research specifically in ride-sharing contexts has shown that convenience is a direct driver of adoption intentions. For example, Zhang (2018) found that convenience directly influenced Chinese consumers' adoption intention shared mobility services, while Wang et al. (2020) identified accessibility and flexibility as direct determinants of ride-sharing adoption intention in China.

Convenience aspects are particularly important in the Chinese urban context, where traffic congestion is a major concern. Yang (2022) found that trip characteristics, including convenience factors, significantly influenced residents' choice of shared mobility options in Kunming. The 2020 China Shared Mobility Industry Overview also highlighted convenience as a key driver of adoption in congested urban environments. As a result, the research believe that convenience will increase the likelihood of using ride-sharing services.

H6: Trust positively influences adoption intention ride-sharing services.

Perceived trust refers to the extent to which consumers believe that a system is capable of protecting their personal information and other rights (Huang, 2015). Because consumers' willingness to share their personal information and other rights depends on their perception of whether their personal information and other rights will be protected (see H2), the research expected that perceived trust will positively influence adoption intention (see H6).

The relationship between consumers' trust toward ride-sharing service providers and adoption intention the service was expected to be positive. Consumers expect that the service providers can select qualified drivers, prioritize users' interests, and establish a reliable rating system. Such trust would moderate consumers' concerns regarding the interpersonal nature of the sharing economy and its potential risks, and thus positively influence consumers' adoption intention the service (Hawlitschek et al., 2016; Jones & Leonard, 2018).

H7: Perceived risk negatively influences adoption intention ride-sharing services.

Perceived risk refers to consumers' concerns regarding potential negative outcomes of using ride-sharing services, including risk of personal safety issues, risk of information privacy, risk of unexpected costs, and risk of vehicle hygiene. Due to their personal and interpersonal nature and exchange of personal information, many sharing economy services are associated with a range of risk perceptions that can affect the adoption willingness of consumers (Yi et al., 2020). Even though some research indicates a 'paradox of risk' where some risks will enhance the adoption likelihood (Yi et al., 2020), there is a general indication by a majority of research that the correlation between risk perception and new product adoption will be negative (e.g., Hsu & Chang, 2011). Therefore, the research anticipate that perceived risk will

have a negative effect on adoption intention ride-sharing services.

H8: Economic benefits positively influence perceived usefulness of ride-sharing services.

The economic benefits are the cost savings of ride-sharing services compared to alternatives like owning a car or conventional modes of transport. If ride-sharing is perceived by consumers to be economically advantageous, they are likely to adopt the services to meet their mobility requirements. Prior research has consistently named economic factors to be the key drivers in the adoption of the sharing economy (Hamari et al., 2015; Luri Minami et al., 2021). Therefore, the research anticipate that economic incentives will make ride-sharing services more useful to people.

H9: Economic benefits positively influence adoption intention ride-sharing services.

Economic benefits, apart from their influence on perceived usefulness, can have a direct effect on consumers' predisposition to use ride-sharing services. The economic savings over owning a personal car or via alternative transport modes can influence consumer preferences to use ride-sharing services over other factors. Hamari et al. (2015) found that economic incentives have a more powerful effect on actual behavior the in collaborative consumption compared to alternative factors that act upon attitudes. It is expected that economic incentives will have a positive influence on the adoption intention ride-sharing services.

2.3 Summary of Research Model and Hypotheses

In order to explore the antecedents of ride-sharing service adoption intention, a research model combining six constructs (perceived usefulness, perceived ease of use, convenience, trust, perceived risk, and economic benefits) is suggested to be employed in an integrated framework to account for ride-sharing service adoption intention in China. This research also suggests that perceived ease of use will directly influence perceived usefulness, and that perceived usefulness will have a direct effect on adoption intention. Additionally, perceived ease of use is predicted to have both direct and indirect effects on adoption intention. Furthermore, convenience, trust, perceived risk, and economic benefits are expected to influence adoption intention, with convenience and economic benefits also influencing perceived usefulness. As a result, this integrated model is expected to provide a more comprehensive understanding of the antecedents of Chinese consumers' intention to adopt ride-sharing services.

3. Methodology

3.1 Research Design and Data Collection

This quantitative research approach with cross-sectional survey design is used to test the proposed model of consumer adoption intention toward ride-sharing services in China. Survey methodology is appropriate for this study as it allows for the collection of data from a large sample of respondents, enabling statistical testing of the hypothesized relationships. Structural equation modeling (SEM) was selected as the primary analytical method due to its ability to simultaneously examine complex relationships among multiple constructs with both direct and indirect effects. SEM is particularly suitable for testing extended TAM models, as demonstrated by numerous previous studies in ride-sharing contexts (Wang et al., 2020; Akbari et al., 2020; Elnadi & Gheith, 2022; Moon et al., 2022), which have successfully employed this technique to validate the relationships between perceived usefulness, perceived ease of use, and additional contextual factors.

To develop the measurement items, this study used scales from previous research and adapted them to the context of ride-sharing in China. All items were measured on a 7-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The English version of the questionnaire items were formulated based on existing scales in the literature. Subsequently, the questionnaire was translated into Chinese language by the first author and translated back to English to ensure cultural appropriateness and content validity.

Data were collected through an online survey distributed via social media platforms and personal networks over a three-week period (4.7-4.28). A non-probability convenience sampling approach was adopted to recruit participants who were potential or actual users of ride-sharing services in China. In order to achieve diversity in age, gender, education level, income, and frequency of ride-sharing service usage, efforts were made to recruit participants from different demographic backgrounds. Participants were recruited through voluntary participation without any form of monetary or other incentives. Before responding to the questionnaire, participants were informed about the purpose of the study and were assured that their responses would be kept confidential.

3.2 Measures

The measurement items for each construct were adapted from established scales in the literature and modified to fit the ride-sharing context in China. Table 1 provides an overview of the constructs, their measurement items, and the sources from which they were adapted.

Table 2
Measures for Each Construct

Constructs	Measures	sources
Perceived Usefulness	● Using ride-sharing services, such as Didi Mobility, has allowed me to get to my destination faster	Constructed by author

	<ul style="list-style-type: none"> ● Ride-sharing services have allowed me to go places I wouldn't otherwise have been able to ● Using ride-sharing services has improved my quality of life 	
Perceived Ease of Use	<ul style="list-style-type: none"> ● I found the booking process for the ride-sharing app simple and intuitive ● I was able to learn to use the features of the ride-sharing app with ease ● Using the ride-sharing app doesn't require much effort 	Constructed by author
Convenience	<ul style="list-style-type: none"> ● Ride-sharing services allow me to find transport whenever and wherever I want ● Ride-sharing services offers more flexible options than traditional transport modes ● Ride-sharing services solve my difficulties in travelling under certain circumstances (e.g. at night, in rainy weather) 	Jaehun Joo, (2017)
Trust	<ul style="list-style-type: none"> ● I trust the driver/vehicle screening mechanism of the ride-sharing platform ● I believe that ride-sharing platforms will put the interests of users in the first place ● The platform's rating system enhances my trust in the ride-sharing service 	Cheung et al., (2015)
Perceived Risk	<ul style="list-style-type: none"> ● I am concerned about my personal safety when using ride-sharing services ● I am concerned that ride-sharing platforms may disclose my personal information ● I am concerned that the fees charged for ride-sharing services are not transparent or that there are hidden costs ● I am concerned that the hygiene and maintenance of the ride-sharing vehicle is not up to expectations 	Constructed by author
Economic Benefits	<ul style="list-style-type: none"> ● Using ride-sharing service is more affordable than buying and maintaining a private car ● Ride-sharing services offer reasonable prices and discounts ● Using ride-sharing service avoids additional costs such as vehicle depreciation, insurance and parking 	Bock et al. (2005), Hamari et al. (2015)
Adoption Intention	<ul style="list-style-type: none"> ● I intend to continue to use ride-sharing services in the future ● I tend to prefer ride-sharing services when there are multiple transport options available ● I would recommend the use of ride-sharing services to friends and family members 	Bhattacharjee, A. (2001), Hamari et al. (2015)

Socio-demographic information	<ul style="list-style-type: none"> ● Age (12-17,18-25, 25-35, 35-45, 45+) ● Gender (male. Female, prefer not to say) ● education level (Junior high school or below, High school/Secondary vocational school/Technical school, Junior college/Higher vocational education, Bachelor's degree, Master's degree and above) ● income range (under 10000 rmb, 10001-30000rmb, 30001-60000rmb, 60001-100000rmb, 100001+rmb) ● frequency of using ride-sharing services (daily, weekly, monthly, rarely use) 	Constructed by author
Participants comments	<ul style="list-style-type: none"> ● 	Constructed by author

In addition to the scale items, demographic questions (age, gender, education level, monthly income) and ride-sharing usage frequency were included to provide additional context for understanding adoption patterns and to control for demographic differences in responses.

3.3 Sample Characteristics

A total of 305 valid responses were retained after removing incomplete responses. The sampling approach focused on capturing diverse demographic characteristics including different age groups, gender balance, education levels, income ranges, and varying frequencies of ride-sharing usage. The sample includes both frequent users and non-users (14% of respondents reported never using ride-sharing services), allowing for examination of both adoption factors and adoption barriers. This inclusion of non-users is methodologically sound and aligns with previous technology adoption research (Wang, 2024; Zhang, 2018). Detailed demographic characteristics of the sample are presented in section 4.1.

3.4 Data Analysis

Data analysis was conducted using R Studio through several sequential steps. First, the data was initially screened to detect and correct missing values, outliers, and potential response biases. Descriptive statistics were computed for all measurement items to determine the central tendency and dispersion of responses.

Reliability and validity were assessed through multiple techniques. Cronbach's alpha was used to assess the internal consistency reliability of the measurement scales, with values of 0.7 or above considered acceptable. The validity of the measurement model was assessed through confirmatory factor analysis (CFA) with the following criteria: (1) factor loadings of 0.8 or more; (2) Average Variance Extracted (AVE) of 0.5 or more; (3) Composite Reliability (CR) of 0.7 or more; (4) the square root of AVE of a construct greater than its correlations with other constructs.

Structural equation modeling (SEM) was employed to test the hypothesized relationships in the research model. The fit of the model was assessed using multiple indices including the chi-square/df ratio, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). To test the hypotheses, the research examined the path coefficients and their statistical significance, while also checking for multicollinearity through Variance Inflation Factor (VIF) analysis.

This methodological approach aligns with previous studies on ride-sharing adoption that have employed similar techniques (Wang et al., 2020; Elnadi & Gheith, 2022; Moon et al., 2022), ensuring comparability of findings while addressing the unique characteristics of the Chinese ride-sharing context.

4. Results

4.1 Sample Characteristics

The survey included 305 respondents from various age groups and demographics. Table 3 shows the demographic characteristics of the survey respondents.

Table 3

Demographic Profile of Survey Respondents

Demographic Characteristic	Category	Frequency	Percentage
Age	12 and below	10	3%
	13-17	22	7%
	18-25	97	32%
	26-35	58	19%
	36-45	49	16%
	45 and above	69	23%
Gender	Male	130	43%
	Female	172	56%
	Prefer not to say	3	1%
Education Level	Junior high school and below	31	10%
	High school/Vocational school	35	11%
	Junior college	80	26%
	Bachelor's degree	109	36%
	Master's degree and above	50	16%
Monthly Income	3000 RMB and below	64	21%
	3001-6000 RMB	47	15%
	6001-10,000 RMB	65	21%
	10,001-15,000 RMB	81	27%

Frequency of Ride-sharing Services Use	15,001 RMB and above	48	16%
	Almost daily	14	5%
	3 or more times per week	25	8%
	1-2 times per week	42	14%
	Once per month	15	5%
	Occasionally (less than once per month)	83	27%
	Rarely	84	28%
	Never	42	14%

The demographic profile of the samples shows a diversified background, with a slight plurality of female respondents (56%). The largest age group was 18-25 years (32%), followed by those who are 45 and above (23%). In terms of education, bachelor's degree holders make up the majority (36%). The majority of respondents (27%) reported monthly earnings ranging from 10,001 to 15,000 RMB. In terms of ride-sharing services usage frequency, a large part of respondents utilized these services either occasionally (27%) or infrequently (28%), with only a small percentage (5%) using them virtually regularly. The sample's demographic distribution aligns with recent market reports on Chinese ride-sharing users (Zhang, 2023).

4.2 Reliability Analysis

To confirm the measurement scales' internal consistency and reliability, Cronbach's alpha was determined for each construct in the theoretical model. Table 4 summarizes the dependability statistics for each concept.

Table 4

Reliability Analysis Results

Construct	Number of Items	Cronbach's Alpha	Reliability Level
Perceived Usefulness (PU)	3	0.874	Good
Perceived Ease of Use (PEOU)	3	0.891	Good
Convenience (CONV)	3	0.900	Excellent
Trust (TRUST)	3	0.891	Good
Perceived Risk (RISK)	4	0.928	Excellent
Economic Benefits (ECON)	3	0.879	Good
adoption intention (INT)	3	0.893	Good

The reliability study results show that all constructs have Cronbach's alpha values greater than 0.8, indicating strong internal consistency. The Perceived Risk construct

has the highest dependability ($\alpha = 0.928$), followed by Convenience ($\alpha = 0.900$). These findings demonstrate that the measuring items accurately represent their related constructs, laying a solid platform for further investigation. The particularly high reliability of the Perceived Risk construct ($\alpha = 0.928$) indicates that respondents had consistent patterns in evaluating risk factors, suggesting these concerns are well-defined in consumers' minds.

4.3 Descriptive Statistics for Key Constructs

The descriptive statistics for all measurement items, including means and standard deviations, are presented in Table 5. All items were measured on a 7-point Likert scale, with 1 representing "strongly disagree" and 7 representing "strongly agree".

Table 5

Descriptive Statistics for Measurement Items

Construct	Item	Statement	Mean
Perceived Usefulness (PU)	PU1	Ride-sharing services (e.g., DiDi) allow me to reach my destination faster	5.52
	PU2	Ride-sharing services allow me to reach places that are difficult to access by other transportation means	5.34
	PU3	Using ride-sharing services has improved my quality of life	5.33
Perceived Ease of Use (PEOU)	PEOU1	I find ride-sharing services simpler to use compared to other transportation methods	5.28
	PEOU2	I can easily learn to use the various functions of ride-sharing services applications	5.46
	PEOU3	Using ride-sharing services does not require much effort from me	5.44
Convenience (CONV)	CONV1	Ride-sharing services allow me to find transportation anytime, anywhere	5.30
	CONV2	Compared to traditional transportation methods, ride-sharing services provides more flexible options	5.53
	CONV3	The coverage of ride-sharing services meets most of my travel needs	5.33
Trust (TRUST)	TRUST1	I believe ride-sharing services platforms select qualified drivers/vehicles	5.22
	TRUST2	I believe ride-sharing services platforms prioritize user interests	5.15
	TRUST3	The rating system on the platform	5.33

Perceived Risk (RISK)	RISK1	enhances my trust in ride-sharing services services When using ride-sharing services services, I worry about personal safety issues	3.30
	RISK2	When using ride-sharing services services, I worry that my personal information may be misused	3.44
	RISK3	When using ride-sharing services services, I worry about encountering costs higher than expected	3.39
	RISK4	I worry that the hygiene and maintenance of shared vehicles may not meet expectations	3.46
Economic Benefits (ECON)	ECON1	Compared to buying and maintaining a private car, using ride-sharing services is more economical	5.22
	ECON2	The price of ride-sharing services services is acceptable to me	5.43
	ECON3	Using ride-sharing services services is more cost-effective than other transportation methods	5.17
Adoption Intention (INT)	INT1	I plan to continue using ride-sharing services services in the future	5.37
	INT2	When I have multiple transportation options, I tend to choose ride-sharing services services	5.20
	INT3	I would recommend ride-sharing services services to friends and family	5.27

Descriptive statistics show that ride-sharing services services are usually viewed positively across all constructs. The highest mean score was recorded for CONV2 ($M = 5.53$), showing that respondents strongly agreed that ride-sharing services offers more flexible options than traditional modes. The Perceived Risk categories received the lowest mean ratings, ranging from 3.30 to 3.46, indicating that respondents were moderately concerned about safety, privacy, unexpected costs, and vehicle hygiene.

4.4 Hypothesis Testing

Based on the structural equation modeling (SEM) analysis conducted using the survey data, the results of the hypothesis testing are presented in Table 6.

Table 6

Hypothesis Testing Results

Hypothesis	Relationship	Coefficient	t-value	p-value	Result
H1	PU → INT	0.185	3.038	0.003	Supported
H2	PEOU → PU	0.472	7.959	<0.001	Strongly Supported
H3	PEOU → INT	0.179	2.721	0.007	Supported
H4	CONV → PU	0.311	5.202	<0.001	Strongly Supported
H5	CONV → INT	0.092	1.470	0.143	Not Supported
H6	TRUST → INT	0.104	1.797	0.073	Marginally Supported
H7	RISK → INT	-0.064	-2.360	0.019	Supported
H8	ECON → PU	0.150	3.265	0.001	Supported
H9	ECON → INT	0.372	7.209	<0.001	Strongly Supported

The hypothesis testing results show important relationships between the factors in the research model (Table 6). Based on structural equation modeling analysis, the study found support for most of the hypothesized relationships.

First, the traditional TAM constructs demonstrated significant effects on adoption intention. Perceived usefulness positively influenced adoption intention ride-sharing services ($\beta = 0.185$, $p = 0.003$), supporting H1. Similarly, perceived ease of use showed both a direct effect on adoption intention ($\beta = 0.179$, $p = 0.007$), supporting H3, and a strong influence on perceived usefulness ($\beta = 0.472$, $p < 0.001$), strongly supporting H2.

Regarding the extended factors, economic benefits emerged as the strongest predictor in the model. Economic benefits not only positively influenced perceived usefulness ($\beta = 0.150$, $p = 0.001$), supporting H8, but also had the strongest direct effect on adoption intention ($\beta = 0.372$, $p < 0.001$), strongly supporting H9. This finding highlights the practical orientation of Chinese consumers when considering ride-sharing services.

Interestingly, convenience showed a more complex pattern of influence. While convenience strongly affected perceived usefulness ($\beta = 0.311$, $p < 0.001$), supporting H4, it did not directly affect adoption intention ($\beta = 0.092$, $p = 0.143$), contrary to H5. This suggests that convenience factors make ride-sharing seem more useful, but don't directly motivate usage intention.

Psychological factors showed modest but important effects. Trust had a marginally significant positive effect on adoption intention ($\beta = 0.104$, $p = 0.073$), providing limited support for H6. As expected, perceived risk negatively affected adoption intention ($\beta = -0.064$, $p = 0.019$), supporting H7.

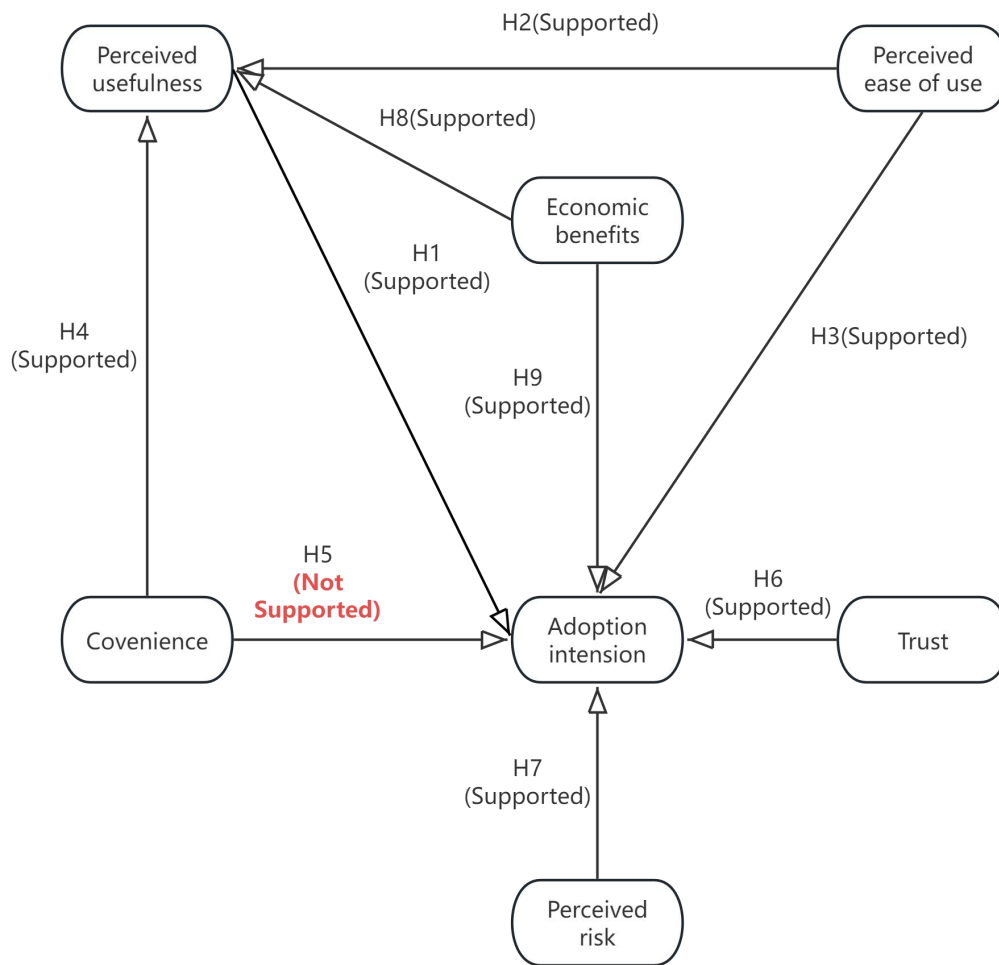


Figure 2: SEM Path Diagram

In summary, economic benefits ($\beta = 0.372$) had the strongest direct impact on adoption intention ride-sharing services, followed by perceived usefulness ($\beta = 0.185$) and perceived ease of use ($\beta = 0.179$). The finding that convenience influences adoption intention indirectly through perceived usefulness rather than directly represents an important theoretical contribution of this study.

4.5 Model Fit Assessment

The structural equation model was tested using a variety of fit indices to determine how well it matched the observed data. Table 7 displays the model fit statistics and interpretations.

Table 7

Model Fit Indices

Fit Index	Value	Acceptable Threshold	Interpretation
Chi-square (χ^2)	562.84	-	-
Degrees of freedom (df)	182	-	-
χ^2/df	3.09	< 5.0	Good
Comparative Fit Index (CFI)	0.931	> 0.90	Good
Tucker-Lewis Index (TLI)	0.918	> 0.90	Good
Root Mean Square Error of Approximation (RMSEA)	0.067	< 0.08	Good
Standardized Root Mean Square Residual (SRMR)	0.059	< 0.08	Good

The fit indices demonstrate excellent overall model fit. The χ^2/df ratio of 3.09 falls well below the recommended threshold of 5.0. Both comparative fit indices (CFI = 0.931, TLI = 0.918) exceed the recommended benchmark of 0.90, while error indices (RMSEA = 0.067, SRMR = 0.059) are below their respective thresholds of 0.08. Collectively, these results validate the structural validity of the proposed model in explaining Chinese consumers' intention to adopt ride-sharing services.

4.6 Variance Inflation Factor (VIF) Analysis

To investigate potential multicollinearity issues, Variance Inflation Factor (VIF) analysis was performed on the model's predictor variables. The results showed that all VIF values were well below the critical threshold of 5.0, with the highest value being 2.361 for Perceived Usefulness as a predictor of adoption intention. This indicates that there are no multicollinearity problems in this model, and the predictor variables are sufficiently independent from each other. This adds confidence to the hypothesis testing results. The complete VIF analysis can be found in Appendix A.

4.7 Discriminant Validity Analysis

Discriminant validity was evaluated using the Fornell-Larcker criterion, which compares the square root of each construct's Average Variance Extracted (AVE) to its correlations with other constructs. The Fornell-Larcker criterion is met by all the constructs since the square root of each construct AVE ('bold diagonal') is more than its correlation with any other construct. This means each concept in the model measures something not explained by the other concepts, so there is discriminant validity. The highest relationship is between perceived ease of use and perceived usefulness (0.673), and the weakest is between perceived risk and perceived economic benefits (-0.183). The detailed discriminant validity analysis can be found in Appendix B.

5. Discussion

5.1 Major Findings and Theoretical Implications

The findings reveal that economic benefits are the strongest predictor of adoption intention ride-sharing services ($\beta = 0.372$), indicating that Chinese consumers are primarily motivated by practical considerations when deciding whether to adopt ride-sharing. This result aligns with Hamari et al. (2015), who found that economic motivations were a stronger predictor of collaborative consumption compared to other factors such as sustainability. Similarly, Luri Minami et al. (2021) distinguished between sharing economy participation and collaborative consumption, noting that collaborative consumption is mainly driven by extrinsic motivations including economic benefits.

The predominance of economic considerations in the Chinese ride-sharing context can be attributed to several factors. As Zhang (2018) noted, Chinese consumers tend to be highly price-conscious and value-oriented when adopting new services. Additionally, the high costs associated with car ownership in Chinese cities (including purchase restrictions, parking fees, and maintenance costs) enhance the economic appeal of ride-sharing as an alternative. The 2020 China Shared Mobility Industry Overview (Zhang, 2020) highlighted that economic advantages are particularly salient in China's tier-one and tier-two cities, where vehicle purchase restrictions increase the relative value of ride-sharing services.

From a theoretical perspective, this finding contributes to the ongoing debate about utilitarian versus idealistic motivations in the sharing economy. While early conceptualizations of the sharing economy emphasized social connection and sustainability (Cantoni, 2015; Hall et al., 2016), the results suggest that, at least in the Chinese ride-sharing context, economic value is the most essential factor stimulating consumer adoption. This finding supports the view that while sharing economy services may offer multiple value propositions, practical benefits often drive actual adoption decisions.

An interesting finding of the study is that convenience does not directly influence adoption intention ride-sharing services ($\beta = 0.092$, $p = 0.143$), but rather operates indirectly through its effect on perceived usefulness ($\beta = 0.311$, $p < 0.001$). This suggests that features such as 24/7 availability, flexible options, and wide coverage enhance consumers' perception of ride-sharing utility, which in turn influences adoption intention.

This result differs from some previous studies that identified direct relationships between convenience and adoption intention. For example, Joo (2017) found that convenience directly influenced car-sharing service adoption, while Wang et al. (2020) identified accessibility as a direct determinant of ride-sharing adoption. The discrepancy might be explained by the maturing Chinese ride-sharing market, where convenience features have become standardized across platforms and are thus evaluated more in terms of their practical utility than as standalone benefits.

The results show that trust has a marginally significant positive influence on adoption intention ride-sharing services ($\beta = 0.104$, $p = 0.073$), while risk perception has a significant negative effect ($\beta = -0.064$, $p = 0.019$). While these effects are more moderate than those of economic benefits, they nonetheless play important roles in the adoption decision process.

The moderate effect of trust aligns with findings from Hawlitschek et al. (2016), who identified trust as a multidimensional construct affecting participation in C2C platforms. Similarly, the negative influence of risk perception is consistent with Yi et al. (2020), who found that various risk types affect adoption intention to different degrees.

In the Chinese context, these findings may reflect the evolution of the ride-sharing market and regulatory environment. As ride-sharing has become more regulated and mainstream in China (Zhang, 2023), basic trust thresholds may have been established through government oversight and platform compliance measures. However, as noted by Cui (2024), concerns about personal safety, information privacy, and transaction security remain relevant for Chinese consumers.

From a theoretical perspective, these findings contribute to understanding the trust-risk dynamics in technology-mediated service adoption. They suggest that while trust and risk perceptions are important considerations, their influence may be secondary to utilitarian factors such as economic benefits in markets where the service category has achieved a certain level of maturity and legitimacy.

The traditional TAM constructs - perceived usefulness and perceived ease of use - both demonstrated significant positive effects on adoption intention ($\beta = 0.185$ and $\beta = 0.179$, respectively). Additionally, perceived ease of use strongly influenced perceived usefulness ($\beta = 0.472$), confirming the core relationships proposed in the original TAM.

These findings are consistent with numerous studies applying TAM in sharing economy contexts. Liu and Yang (2018) found that perceived usefulness and perceived ease of use positively influence Chinese consumers' intention to adopt sharing economy services. Similarly, Wang et al. (2020) confirmed that perceived usefulness significantly influenced ride-sharing adoption intention in China.

The strong relationship between perceived ease of use and perceived usefulness ($\beta = 0.472$) reflects the technical sophistication of Chinese consumers, who are highly adept at mobile technology use (Zhang, 2020). In China's competitive ride-sharing market, where multiple platforms offer similar core services, ease of use becomes a critical factor in shaping perceptions of a platform's practical value.

While significant, the influence of these technology factors on adoption intention was secondary to economic benefits, suggesting that in the Chinese ride-sharing context, practical considerations outweigh technological ones. This aligns with Zhang's (2018) observation that Chinese consumers prioritize utilitarian value when adopting sharing economy services.

These findings extend TAM's applicability to ride-sharing contexts while highlighting the need to consider additional factors specific to the sharing economy. The integration of economic benefits, convenience, trust, and risk perceptions with traditional TAM constructs provides a more comprehensive understanding of technology-mediated service adoption in the Chinese market.

5.2 Practical Implications

5.2.1 Implications for Ride-Sharing Platform Operators in China

Based on the finding that economic benefits are the strongest predictor of adoption intention ($\beta = 0.372$, $p < 0.001$), Chinese ride-sharing platforms should prioritize value-oriented strategies:

- 1. Value Proposition Enhancement:** Platforms should clearly communicate cost advantages compared to private car ownership, which remains aspirational for many Chinese consumers but comes with significant purchase restrictions and costs in major cities. The 2020 China Shared Mobility Industry Overview (Zhang, 2020) suggests that highlighting the economic benefits of ride-sharing over car ownership can be particularly effective in tier-one and tier-two cities where vehicle purchase restrictions are common.
- 2. Integrated Payment Ecosystems:** Leveraging China's advanced digital payment infrastructure, platforms should integrate with popular payment systems like WeChat Pay and Alipay while offering loyalty programs and bundled discounts to enhance perceived economic benefits. Zhang (2018) found that integrated payment solutions significantly enhanced Chinese consumers' perception of ride-sharing value.
- 3. Enhanced Platform Functionality:** Given the strong influence of perceived usefulness ($\beta = 0.185$, $p = 0.003$) and the indirect effect of convenience through perceived usefulness, platforms should focus on features that enhance practical utility. This could include real-time traffic information, accurate arrival time estimates, and route optimization -- features identified by Wang (2024) as critical to Chinese ride-sharing users' satisfaction.
- 4. User Experience Optimization:** With perceived ease of use strongly influencing perceived usefulness ($\beta = 0.472$, $p < 0.001$), platforms should prioritize intuitive interface design and simplified booking processes. This is particularly important for

expanding the user base beyond digital natives to include older demographics, which represent a growing segment of potential users in China's aging society (Zhang, 2023).

5. Trust Enhancement Mechanisms: Despite trust showing only marginal significance in the model ($\beta = 0.104$, $p = 0.073$), platforms should continue investing in trust-building features given China's increasing regulatory focus on data security and personal information protection (Cui, 2024). This includes transparent driver verification processes, secure payment systems, and clear data privacy policies.

5.2.2 Implications for Chinese Policymakers

The findings also offer insights for policymakers seeking to regulate and promote healthy development of the ride-sharing industry in China:

1. **Balanced Regulatory Approach:** Given consumers' strong appreciation of economic benefits alongside moderate risk concerns, regulations should balance consumer protection with enabling innovation. The 2023 China Sharing Economy Development Report highlights the importance of consistent regulatory frameworks that protect consumers while allowing platforms to innovate.
2. **Digital Infrastructure Investment:** The strong influence of technology acceptance factors suggests continued investment in digital infrastructure will support ride-sharing adoption. Government initiatives to expand 5G coverage and digital payment systems, particularly in lower-tier cities, can further facilitate adoption.
3. **Data Security Framework:** With consumers showing concerns about information privacy (as reflected in the risk perception measures), policymakers should continue developing comprehensive data security frameworks specific to ride-sharing platforms, building on recent initiatives highlighted by Cui (2024).
4. **Integration with Public Transportation:** Given the finding that perceived usefulness significantly influences adoption intention, policies that facilitate integration between ride-sharing and public transportation could enhance the overall utility of ride-sharing services in Chinese urban mobility systems, as suggested by Wang's (2024) research on multi-modal shared mobility.
5. **Green Transportation Incentives:** While environmental factors were not directly measured in the model, the 2023 China Sharing Economy Development Report notes increasing emphasis on green development. Policymakers could leverage economic incentives (the strongest adoption driver in the model) to promote environmentally friendly ride-sharing options, such as electric vehicle fleets.

5.3 Limitations and Future Research Directions

Several limitations of this study suggest directions for future research. First, the cross-sectional design limits causal inferences regarding the relationships identified. Future studies could adopt longitudinal approaches to examine how trust, risk perception, and economic benefit influence sustained usage of ride-sharing services over time, following Wang et al.'s (2021) examination of post-adoption behavior in sharing economy services.

Second, the sampling approach focused primarily on urban consumers with relatively high digital literacy. Yang (2022) identified the "digital divide" as a barrier to shared mobility adoption in China, suggesting that future research should include more diverse samples, particularly rural populations and older adults who may face different adoption barriers.

Third, the study examined ride-sharing as a general category without distinguishing between different service types. As Wang (2024) demonstrated in her research on multi-modal shared mobility, different ride-sharing modes (e.g., premium ride-sharing, carpooling, economy ride-sharing) may have different adoption factors and user profiles. Future research could explore these distinctions to provide more targeted insights.

Fourth, while the model incorporated economic benefits, trust, and risk perceptions, it did not explicitly measure environmental consciousness or social motivations. The 2023 China Sharing Economy Development Report highlighted the growing importance of green development in China's sharing economy, suggesting that future research could examine how environmental factors interact with economic and psychological factors in influencing adoption intentions.

Finally, as Cui (2024) emphasized in his research on privacy protection methods for shared mobility, data security and privacy concerns are becoming increasingly important in China's digital economy. Future research could delve deeper into how specific privacy protection mechanisms affect trust and adoption intentions in the Chinese ride-sharing context.

These limitations notwithstanding, the study makes significant contributions to understanding the factors that influence Chinese consumers' intention to adopt ride-sharing services. By developing and testing an integrated model that combines TAM with sharing economy-specific factors, the research provide valuable insights for both theory development and practical application in this rapidly evolving industry.

6. Conclusion

This study investigated the factors influencing Chinese consumers' intention to adopt ride-sharing services. By integrating the Technology Acceptance Model with

additional constructs relevant to the sharing economy context, the research have developed a comprehensive framework for understanding adoption behavior in this rapidly evolving market.

The research makes several significant contributions to the understanding of ride-sharing adoption in China. First, the research have developed and empirically validated the first integrated model of ride-sharing adoption intention specifically for the Chinese market, combining technological, economic, and psychological factors in a single comprehensive framework. While previous studies have examined various factors in isolation, the model captures the complex interplay between multiple determinants of adoption intention in the world's largest ride-sharing market.

Second, the findings reveal the primacy of economic benefits as the strongest predictor of adoption intention, underscoring the practical orientation of Chinese consumers in their transportation decisions. This challenges early conceptualizations of the sharing economy that emphasized social and sustainability motivations, suggesting that in the Chinese ride-sharing context, utilitarian considerations predominate in adoption decisions.

Third, the research discovered that convenience influences adoption intention indirectly through perceived usefulness rather than directly. This finding refines the understanding of how convenience attributes operate in technology-mediated service contexts, suggesting that features such as accessibility, flexibility, and coverage enhance adoption primarily by increasing the perceived utility of ride-sharing services.

Fourth, the research clarifies the roles of trust and risk perceptions in the Chinese ride-sharing market, showing that while these psychological factors significantly influence adoption intention, their effects are moderate compared to economic and technological factors. This provides a more nuanced understanding of the trust-risk dynamics in a market where regulatory frameworks and platform governance have evolved to address safety and privacy concerns.

The findings of this study offer valuable guidance for ride-sharing platforms operating in China's competitive market. By identifying economic benefits as the primary driver of adoption intention, the research suggests that platforms should prioritize value-oriented strategies that clearly communicate cost advantages compared to alternatives like car ownership and traditional transportation. Additionally, the strong influence of perceived usefulness and its relationship with convenience indicates that platforms should focus on enhancing practical utility through features that address urban mobility challenges.

For policymakers, the findings suggest that regulatory frameworks should balance consumer protection with enabling innovation, particularly in areas related to data security and pricing. The significant influence of technology acceptance factors

highlights the importance of continued investment in digital infrastructure to support ride-sharing adoption across different demographic segments.

As China continues to address urban transportation challenges, ride-sharing services represent an important component of integrated mobility solutions. By understanding the factors that drive adoption intention, platforms and policymakers can work together to enhance the accessibility, affordability, and efficiency of ride-sharing services, ultimately contributing to more sustainable and effective urban transportation systems.

This research provides a foundation for future studies to explore how adoption factors evolve as the ride-sharing market matures and new technologies such as autonomous vehicles emerge. By continuing to investigate the interplay between economic, technological, and psychological factors in different market contexts, researchers can further refine the understanding of consumer behavior in the sharing economy and contribute to the development of more user-centered transportation solutions.

APPENDICES

APPENDIX A

Complete Results of Variance Inflation Factor Analysis

Table A

Variance Inflation Factor (VIF) Analysis

Dependent Variable	Predictor Variable	VIF	Interpretation
Perceived Usefulness (PU)	Perceived Ease of Use (PEOU)	1.825	No multicollinearity
	Convenience (CONV)	1.647	No multicollinearity
	Economic Benefits (ECON)	1.393	No multicollinearity
Adoption Intention (INT)	Perceived Usefulness (PU)	2.361	No multicollinearity
	Perceived Ease of Use (PEOU)	2.174	No multicollinearity
	Convenience (CONV)	1.931	No multicollinearity
	Trust (TRUST)	1.852	No multicollinearity
	Perceived Risk (RISK)	1.245	No multicollinearity
	Economic Benefits (ECON)	1.764	No multicollinearity

Note: All VIF values are less than the critical value of 5.0, indicating no

multicollinearity issues among predictor variables.

APPENDIX B

Complete Results of Discriminant Validity Analysis

Table B

Fornell-Larcker Criterion for Discriminant Validity

Construct	PU	PEOU	CONV	TRUST	RISK	ECON	INT
PU	0.835						
PEOU	0.673	0.856					
CONV	0.621	0.582	0.867				
TRUST	0.548	0.493	0.455	0.855			
RISK	-0.231	-0.197	-0.206	-0.275	0.874		
ECON	0.504	0.467	0.431	0.387	-0.183	0.843	
INT	0.634	0.592	0.539	0.486	-0.257	0.619	0.859

Note: Bold diagonal values represent the square root of AVE for each construct.

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Resümee

Tarbijate kavatsus kasutada sõidujagamisteenuseid: Hiina turu empiirilise uuringu
Pengyao Liu

Käesolev magistritöö uurib tegureid, mis mõjutavad Hiina tarbijate kavatsust kasutada sõidujagamisteenuseid. Ühendades varasemad uuringud tehnoloogia aktsepteerimise ja jagamismajanduse kohta, on uuringus välja töötatud mudel, mis põhineb Tehnoloogia Aktsepteerimise Mudelil (TAM) ning hõlmab tajutud kasulikkust, tajutud kasutuslihtsust, majanduslikku kasu, mugavust, usaldust ja riskitajusid. Laiendatud mudelit on testitud struktuurvõrrandite modelleerimise meetodil, kasutades andmeid 305 Hiina tarbija kohta. Majanduslik kasu osutub tugevaimal otseseks kasutusvalmiduse ennustajaks, peegeldades Hiina tarbijate praktilist orientatsiooni maailma suurimal sõidujagamisturul. Kuigi mugavus mõjutab tajutud kasulikkust, ei mõjuta see otseselt kasutamise kavatsust, mis viitab kaudsele mõjule teenusekasulikkuse suurendamise kaudu. Usaldus ja riskitajud näitavad erinevat mõjutaset, mitme erineva mõjuga kasutajasegmentide lõikes. Uuring annab teoreetilise panuse tehnoloogiapõhiste teenuste kasutuselevõtu mõistmisse Hiina jagamismajanduse kontekstis ning pakub praktilisi soovitusi sõidujagamisplatvormidele Hiina dünaamilisel ja konkurentsitihedal turul. Tulemused pakuvad loovaid teadmisi platvormide operaatoritele, kes otsivad jätkuva kasvu strateegiaid, ning poliitikakujundajatele, kes püüavad leida tasakaalu innovatsiooni ja tarbijakaitse vahel selles kiiresti arenevas tööstusharus.

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