

Factors Affecting Sharing Economy Usage in Malaysia and Pakistan: A Comparative Outlook

ABSTRACT

The infancy of the ride-hailing industry in Malaysia and Pakistan has hindered their levels of participation among the users of these services. Therefore, this paper aims to investigate factors affecting the ride-hailing participation levels with the help of the Technology Acceptance Model (TAM). Survey questionnaires will be handed out among the users and the results will be initially evaluated using Structural Equation Modelling and further comparisons between the results from both the countries will be carried out through Multi-Group Analysis (MGA). The results are aimed to provide empirical and practical insights explaining the cause of low usage levels of the ride-hailing services in both countries. Additionally, the conclusion will produce clearer perspectives explaining the factor that most highly affects a user's decision to use the service or otherwise. The results of this study are expected to help governmental authorities as well as the policymakers of ride-hailing services at implementing effective user-friendly strategies by improving the factors that might be negatively affecting a user's participation decision.