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Impact of User Perceptions on Sharing Intentions in Sri Lanka's Transportation Sector: An Analysis of Risk, Convenience, Practicality, and Value

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Abstract: This research examines how perceived risk, convenience, practicality, and value impact ride-sharing intention in Sri Lanka's Western Province. It employs a deductive approach, utilizing surveys and quantitative analysis. The study focuses on ride-sharing service users in Sri Lanka, with a sample size of 884 determined through simple random sampling. Data was collected via self-administered printed questionnaires, with 900 responses received. However, only 884 responses were considered for analysis due to incomplete or biased questionnaires. SPSS version 26.0 was used to conduct the statistical analysis. The results highlight the significant influence of sharing intention on users' perceptions, emphasizing that user perceptions are pivotal in shaping ride-sharing intention. Hypothesis testing revealed a negative correlation between perceived risk and sharing intention. Parametric tests, including correlation and multiple linear regressions, upheld these findings. Furthermore, there exists a statistically significant positive relationship between perceived convenience, practicality, value, and sharing intention. These findings deepen our understanding of the determinants of ride-sharing intention in Sri Lanka, providing valuable insights for policymakers and industry players to bolster the adoption of ride-sharing services and nurture the sharing economy's growth. Additionally, this study enriches academic comprehension of how the sharing economy can address economic challenges and enhance the quality of life in developing nations like Sri Lanka. Future research endeavors should broaden their scope to encompass all regions of Sri Lanka for enhanced generalizability.

Key Words: *Perceived Convenience, Perceived Practicality, Perceived Risk, Perceived Value, Sharing Intention*

Introduction

The sharing economy enables individuals to share goods and services with peers, relatives, or other people, ultimately saving time, money, and valuable resources. This collaborative approach fosters a more convenient and joyful existence within society. (Karthik & Sinha, 2021) Suggests that societies operating together and sharing resources form the cornerstone of the sharing economy, which prioritizes sharing over ownership. This model encompasses the sharing of both movable and immovable assets, services, and other resources, emerging as a means to enhance convenience for people and consumers.

Sri Lanka faces significant challenges in managing fuel import costs and maintaining an effective public transportation system. According to the Central Bank of Sri Lanka (CBSL), Annual Report (2021) the country spent 3,742.9 million dollars on fuel imports in 2020. Additionally, the lack of a unified transportation policy has resulted in a fragmented industry offering various services. Higher-income groups prefer cars, vans, and other luxury vehicles, while lower-income groups typically rely on motorbikes and three-wheelers (Malraj, 2022). The emphasis on personal vehicle ownership and fuel

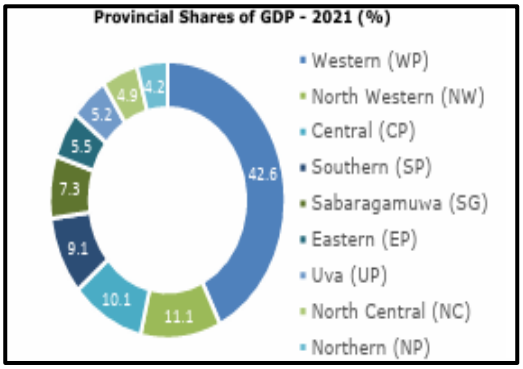
consumption stems from inadequate public transportation and societal indifference.

This Highlights the Sri Lankan government's efforts to regulate and monetize the informal sharing economy without stifling its benefits (Bakker & Ward, 2018). Customers value reliability and convenience, as evidenced by Uber saving riders in Sri Lanka over 3.7 million hours annually, providing them with more time for personal activities (Uber, 2022). The average Uber trip saves users nine minutes compared to other options, reinforcing the preference for ride-sharing apps like Uber, Pick Me, and Kangaroo Cabs.

The public transportation system's inefficiencies drive people to consider ride-sharing services, prompting this study's investigation into users' ride-sharing intentions. Economic motivation, driven by Sri Lanka's high inflation rate, significantly influences sharing intentions (Central Bank Sri Lanka, 2023). Thus, it is timely and crucial to discuss and raise awareness about the sharing economy's advantages.

The Western province of Sri Lanka, being the center of major economic activities and contributing 42.6% of the nominal GDP in 2021, is home to a busy population engaged in earning livelihoods (Central Bank Annual Report, 2022). Residents seek to save time, energy, and resources by using ride-sharing services (Malraj, 2022). Wang et al. (2020) Examined the impact of individual creativity and environmental consciousness on ride-sharing decisions, noting the exclusion of other individual traits. Moreover, Wang, et al. (2019) included non-users in their analysis, highlighting differences between experienced users and non-users regarding perceived value and risk.

Figure 01: Contribution of Sri Lanka's GDP by Province (2021)



Note: Adapted from Central Bank Report (2021)

This study aims to fill a current empirical void by examining how perceived risk, perceived value, perceived convenience, and perceived practicality influence the sharing intention among users experienced in cab services in the Western province, Sri Lanka.

Literature Review

The sharing economy, defined as a market facilitated by proprietary technology enabling transactions among similar economic entities (Perren & Kozinets, 2018), has gained significant traction due to advancements in the internet and related technologies (Belk, 2014). In Sri Lanka, sharing has been a traditional practice, deeply rooted in its cultural fabric. Over the last twenty years, the sharing economy has emerged as a significant global phenomenon, with its influence extending to sectors like accommodation, transportation, car sharing, food sharing, and ride-sharing (Böcker & Meelen, 2017; Ganapati & Reddick, 2018; Hossain, 2020). The spread of advanced technology continues to underpin the expansion of the sharing economy, encompassing domains such as education, finance, goods, utilities, government, and workspace (Ganapati & Reddick, 2018; Mi & Coffman, 2019; Ranjbari & Alonso, 2018).

For developing countries like Sri Lanka, the sharing economy represents a crucial market concept. To foster this economy, it is essential that Sri Lankan

citizens are willing to share underutilized resources (Central Bank Annual Report, 2022). Shared intentionality or sharing intention, defined as cooperative interactions with a common objective (Gilbert, 1989; Searle, 1995), leads to habitual social practices and beliefs that underpin social or institutional facts (Tomasello et al., 2005). Despite its importance, research on sharing intention for ride-sharing from users' perspectives remains limited, particularly in the Sri Lankan context (Cheah et al., 2022; Wang et al., 2020; Shao et al., 2020).

Central Bank of Sri Lanka Annual Report (2021) emphasizes that Micro, Small, and Medium-Sized Enterprises (MSMEs) should foster competition, which can spur entrepreneurial spirit and long-term growth. Successes of novel concepts like Uber, Lyft, and Airbnb demonstrate the potential of MSMEs to innovate and improve the lives of many stakeholders. Encouraging the sharing economy aligns with Sri Lanka's efforts to support MSMEs.

In 1981, Davis introduced the Technology Acceptance Model (TAM), which has since become a key framework for understanding how users accept new technologies (Cheung & Vogel, 2013; Granić & Marangunić, 2019; Hubert et al., 2017; Kamal et al., 2020; Legris et al., 2003; Wei et al., 2006). While TAM is extensively used in the fields of educational technology and mobile applications (Granić & Marangunić, 2019; Kim et al., 2017; Rafique et al., 2020; Quach & Hamelin, 2021), its application to the ride-sharing industry remains underexplored. This research applies TAM to examine how perceived risk, convenience, practicality, and value influence ride-sharing intentions in Sri Lanka. By drawing on previous studies, Central Bank Reports, and the local context, the study aims to identify key factors that affect user intentions in Sri Lanka's ride-sharing market.

Wang et al., (2019) investigated the elements affecting non-users' willingness to adopt ride-sharing services, particularly focusing on perceived value and perceived risk in the context of bike-sharing services. In a subsequent study, Wang et al., (2020) expanded the TAM to include perceived risk, individual innovativeness, and environmental awareness, aiming to gain a deeper understanding of consumers' intentions to use ride-sharing services. Their findings indicated that perceived practicality had the most significant positive impact on the intention to use ride-sharing services, suggesting that the main motivations for adoption are related to the perceived practicality, value, and convenience of ride-sharing platforms.

Additionally, Cheng, (2019) supported the findings of Wang et al., (2020), showing that attitude, perceived practicality, and convenience significantly influence individuals' intentions to continue using these services. This conclusion is in line with earlier research by (Lin, 2017; and Wang et al., (2020) highlighting the importance of these factors.

Based on these insights, this study focuses on perceived convenience and perceived practicality as key variables to understand the sharing intentions of cab service users in Sri Lanka. While Wang et al., (2019) emphasized perceived risk and perceived value in bike-sharing services, this research aims to enhance the TAM model by integrating these perceptions, providing a more comprehensive understanding of the crucial factors influencing sharing intentions. By combining significant customer perceptions from previous studies, this research seeks to offer a detailed analysis of the determinants of ride-sharing intentions in the Sri Lankan context. Consequently, building on the four key variables associated with the TAM model, the following hypotheses are proposed:

H_1: Perceived risk negatively impacts users' sharing intention.

Raza et al., (2021) and Wang et al., (2019) have mentioned that perceived risks define as the assessment of the ambiguous anticipated negative occasions concerning potential losses and the probability of their occurrences. Ride-sharing, a new service (Organization to Organization – O2O) based on GPS and mobile internet, may expose customers to more hazards than traditional taxi rides, such as monetary risks, privacy concerns, and physical threats (Zhu et al., 2021). For example, users may be concerned about property losses and data contamination during online ride-sharing transactions, but they may also worry about possible risks to their individual property safety and unfair accident compensation during offline ride-sharing processes (Hwang & Griffiths, 2017; Zhu et al., 2021). Some consumers may choose not to utilize ride-sharing services due to the significant perceived hazards (Hong, 2017) Based on previous studies researchers advanced the first hypothesis as perceived risk adversely impacts on sharing intention of users.

H_2: Perceived convenience positively influences users' sharing intention.

Perceived usability emphasizes that users recognize a product or service as requiring minimal effort to use (Venkatesh & Davis, 2000). Moreover, advancements in big data analysis technologies have enabled precise and efficient matching, allowing participation from anyone, anywhere, at any time (Belk, 2014); (Parguel & Lunardo, 2017) The concept of perceived convenience pertains to the degree to which using a system demands little effort in terms of user ability and knowledge (Chang et al., 2017; Hajiheydar & Ashkani, 2018; Ismagilova & Slade, 2020; Cabanillas et al., 2017. It is expected that perceived convenience positively impacts retailer satisfaction, as providers frequently use mobile payment services and act as role models for consumers (Lee et al., 2019). Furthermore, in platforms that facilitate interactions between individual service providers and clients, it is crucial for providers to find the system easy to use, as it responds in real time to the needs and preferences of both current and potential clients (McIntyre & Srinivasan, 2017). In the context of ride-sharing, perceived convenience denotes the customer's belief that using a ride-sharing service is straightforward (Wang et al., 2020). Customers are more inclined to adopt new technology if it is easy to use and serves their objectives (Park et al., 2014). Within the TAM, perceived practicality and perceived convenience are significant determinants of technology acceptance and positively influence attitudes (Khajehshahkoohi et al., 2022). Therefore, drawing from previous research, the second hypothesis posits that perceived convenience affects users' sharing intention.

H_3: Perceived practicality positively affects users' sharing intention.

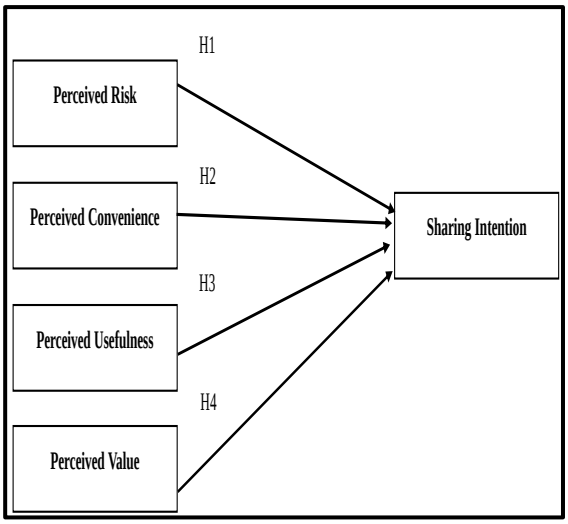
The term “perceived practicality” describes how useful a consumer perceives utilizing a ride-sharing service to achieve objectives including lowering the cost of commuting, improving ride quality and convenience, lowering greenhouse gas emissions and energy use, and reducing traffic jamming (Wang et al., 2020). The greatest influence of all the influencing elements is exerted by perceived practicality, which is highly associated to utilize ride-sharing services (Wang et al., 2020). Perceived utility and assertiveness are essential for maintaining use intentions (Wang et al., 2020). Hence, researchers advanced the third hypothesis as perceived practicality impacts on sharing intention of users.

H_4: Perceived value has a significant positive effect on users' sharing intention.

Wang et al., (2019) asserted that from the consumer's perspective, the ultimate goal of transaction behavior is value absorption. On the other hand, from a marketing perspective, customer perceived value—specifically, the value customers attribute to a product or service—emerges as the most critical factor in achieving organizational competitive advantage and predicting consumer behavior (Chang & Tseng, 2013; Gallarza et al., 2011; Hsiao & Tang, 2016). Customers are more likely to purchase products or services that they perceive as offering higher value. Tingting et al., (2018) indicated that perceived value is fundamental to the successful dissemination of innovative technology within the sharing economy. They created a buyer value proposition framework to explore the positive effects of customer values on their intention to repurchase within the sharing economy. Hwang & Griffiths (2017) found that young buyers' perceptions of value in shared consumption significantly influence their willingness to engage in collaborative consumption services. Moreover, Zhu et al., 2017 developed a value acceptance model to demonstrate the beneficial impact of perceived value and highlight its crucial role in driving customer acceptance of mobile ride-sharing services.

The conceptual model depicted in Figure 02 proposes that perceived risk, perceived convenience, perceived practicality, and perceived value serve as the independent variables, while users' sharing intention acts as the dependent variable. This model is supported by the previously mentioned literature.

Figure 02: Conceptual Framework of this Model



Source: Author (2025)

Research Methodology

This study adheres to the positivist paradigm to investigate how ride-sharing intentions in Sri Lanka's Western Province are influenced by perceptions of risk, convenience, practicality, and value. Utilizing a hypothetico-deductive approach, the research tested these variables and stated hypotheses in a real-world context. The target population consisted of users of a prominent ride-sharing service with two million customers, mainly in the Western Province. Using (Okwuagwu, 2006), a sample size of 884 respondents was determined. Data were collected through simple random sampling by distributing questionnaires to 1,000 users, achieving an 87% response rate. The final analysis was based on 884 genuine responses, excluding incomplete questionnaires.

Data analysis was performed using SPSS version 26, encompassing hypothesis testing and demographic evaluation. Prior to analysis, data appropriateness was thoroughly assessed for outliers, missing data, and input errors. Univariate and multivariate assumptions, including normality, multicollinearity, linearity, and homoscedasticity, were validated to ensure data accuracy and applicability. These

methodological steps provide a robust foundation for understanding the relationships between determinants of ride-sharing and sharing intention in Sri Lanka's Western Province, offering valuable insights for policymakers and industry stakeholders.

Measures

The study utilized established measurement scales to evaluate sharing intention and perceptions of risk, convenience, practicality, and value. Responses were collected using a five-point Likert scale, with options ranging from "strongly agree" (5) to "strongly disagree" (1). Sharing intention was measured using a four-item willingness-to-use scale developed by Venkatesh & Davis (2000), which had previously been employed by Kim et al., (2017) and Wang et al., (2020). Perceived risk, perceived convenience, and perceived practicality were assessed using scales adapted from Granić & Marangunić, 2019, Kim et al., (2017), Wang et al., (2019), and Yu et al., (2005). Perceived value was measured using a six-item scale developed by Sweeney & Soutar, (2001) which had been used by Hwang & Griffiths (2017), Lin (2017), and Wang et al., (2019). Out of nine relevant questions, six were selected by the researchers to assess sharing intention.

Sample Composition

The study included 355 men (40.8%) and 515 women (59.2%). Age-wise, 3.4% of respondents were under 20 years, 7.5% were aged 31-35, and 2.3% were in the 41-50 age bracket. The majority (85.6%) were between 20-30 years, with only 1.1% over 51 years.

Educational background revealed that 79.9% (695 respondents) held a bachelor's degree, 12.6% (110 respondents) had completed senior high school or less, and 6.5% (65 respondents) held a master's or doctoral degree. Income levels showed that 53.4% (465 respondents) had the lowest monthly income, 40.8% (355 respondents) earned between Rs. 50,000 and Rs. 200,000, and the remaining respondents had higher income brackets.

Employment sectors indicated that 49.4% (430 respondents) were from the private sector, 29.9% (260 respondents) were independent contractors, 5.7% (50 respondents) were entrepreneurs, and 14.7% (130 respondents) worked in the government sector. These demographics provide a comprehensive overview of the study sample's composition.

Analysis & Results

Cronbach's alpha, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), and Bartlett's test were employed to assess the reliability and validity of the measures, ensuring internal consistency and a representative item set.

Table 1 presents the results for validity and reliability. Construct validity is confirmed by a Kaiser-Meyer-Olkin Index of Sampling Adequacy (KMO > 0.5 or 0.7) and the significance of Bartlett's Chi-Square ($p < 0.05$). These criteria were satisfied in this dataset, as shown in Table 1. Additionally, following Nunnally (1978), the internal consistency of the items was confirmed using Cronbach's Alpha ($\alpha > 0.7$), as indicated in Table 1. A Cronbach's Alpha of 0.7 or higher is considered acceptable, according to Hair et al. (2011). Table 1 demonstrates that reliability was achieved in this study dataset.

Table 01: Reliability and Validity Measures

Variables	KMO and Bartlett's Test		Cronbach's Alpha (α)	No of Items
	KMO	Bartlett's Chi-Square (p-value)		
SI	0.732	0.000	0.843	4
PR	0.726	0.000	0.828	4
PEU	0.665	0.000	0.804	3
PU	0.772	0.000	0.840	5
PV	0.795	0.000	0.851	6

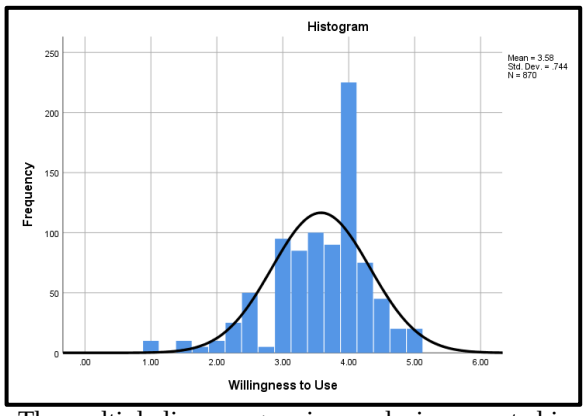
Source: Author (2025)

Residual analysis was employed to measure the validity of the model with the assistance of normality, linearity, and homoscedasticity. Researchers can measure the normality with histograms, tests of normality, normal Q-Q plots, and others. Among them, in this study, researchers selected the method of histogram to measure the normality. It was normally distributed as Figure 03. Therefore, normality assumptions are met in this sample with the data set. As well linearity and homoscedasticity were met in this data set. Therefore, researchers evaluated the impact of independent variables on dependent variables through hypotheses testing.

Figure 03: Histogram of the Normality Test

Source: Author (2025)

Hypotheses Testing



The multiple linear regression analysis presented in Table 02 provides valuable insights into the relationships between various factors and the intention to use ride-sharing services. The analysis shows that perceived risk has a 4.5% negative impact on the intention to use ride-sharing. This suggests that as perceived risk increases, individuals are less likely to participate in ride-sharing. Consequently, H1, which hypothesizes a negative relationship between perceived risk and ride-sharing intention, is supported by the data.

Additionally, the analysis uncovers a significant 49% positive effect of perceived convenience on the intention to use ride-sharing services. This indicates that when ride-sharing is seen as user-friendly, it becomes more attractive and accessible to individuals. Thus, H2, which proposes a positive relationship between perceived convenience and ride-sharing intention, is supported.

Moreover, the findings show a significant 34% positive effect of perceived practicality on the intention to use ride-sharing services. This suggests that people are more likely to use ride-sharing services if they perceive them as beneficial and advantageous. Therefore, H3, which posits a positive relationship between perceived practicality and the intention to use ride-sharing, is confirmed.

Lastly, the analysis reveals a notable 32% positive impact of perceived value on the intention to use ride-sharing services. This indicates that individuals are more inclined to embrace ride-sharing if they perceive it as offering good value for their money and time. Therefore, H4, which proposes a positive correlation between perceived value and the intention to ride-share, is supported.

The empirical support for all four hypotheses (H1, H2, H3, and H4) from the multiple linear regression analysis deepens both academic and practical understanding of the variables influencing people's intentions to use ride-sharing services. It underscores the importance of perceived risk, convenience, practicality, and value in shaping individuals' attitudes and behaviors toward ride-sharing services.

Table 02: Hypotheses Testing

Path	USCB	SCB	T	R^2	Adjusted R2	Sig alue
PR SI	- 0.030	- 0.31	1.291	0.045	0.044	0.000
PE U SI	0.538	0.514	16.696	0.486	0.485	0.000
PU SI	0.88	0.089	2.558	0.343	0.342	0.000
PV SI	0.275	0.257	3.308	0.325	0.324	0.000

Source: Author (2025)

Discussion

A significant negative correlation exists between perceived risk and the inclination to use ride-sharing. This is attributed to the fact that, unlike more conventional transportation modes such as taxis, ride-sharing heavily relies on a mobile platform that manages a plethora of private information and personal data, thus implying susceptibility to additional security risks due to system vulnerabilities (Hong, 2017). Jun (2020) employed an expanded goal-directed behavior model in their study to elucidate how potential Airbnb consumers make decisions, aiming to explore the impact of risk. The results of structural equation modeling involving 300 potential customers revealed that financial risks and privacy concerns significantly influence the intent to use the sharing economy. Furthermore, this study identified a negative correlation between perceived risk and the intention to use ride-sharing, aligning with the findings of previous researchers.

Further research has indicated that ride-sharing intention is positively influenced by perceived convenience (Belk, 2014; Chang et al., 2017; Hajiheydar & Ashkani, 2018; Ismagilova & Slade, 2020; Khajehshahkoohi et al., 2022; Legris, et al., 2003; Lee et al., 2019; McIntyre & Srinivasan, 2017; Parguel & Lunardo, 2017; Wang et al., 2020). Additionally, this study found that ride-sharing intention is positively affected by perceived convenience.

Moreover, this study revealed a positive impact of perceived practicality on ride-sharing intention, consistent with previous research (Wang et al., 2020; Wang et al., 2019). This suggests that consumers are more likely to engage in ride-sharing if they perceive it as beneficial to them. If ride-sharing is perceived as not useful, individuals may be less inclined to participate, expecting more benefits such as financial savings.

Many researchers (Cabanillas et al., 2017; Gallarza et al., 2011; Hsiao & Tang, 2016; Hubert et al., 2017; Wang et al., 2020; Zhu et al., 2021; Zhu et al., 2017) have explained that perceived value significantly and positively impacts ride-sharing intention. This study also concluded that there is a positive impact of perceived value on ride-sharing intention.

Previous studies did not explore these four variables in a single study within the Sri Lankan context. Furthermore, researchers could not find studies related to ride-sharing intention in the Sri Lankan context. Therefore, this study is novel for the Sri Lankan context. Despite the widespread use of various ride-sharing services such as Uber, PickMe, Kangaroo Cabs, and others, service providers have not adequately considered the ride-sharing intention of users. Consequently, this research study aimed to investigate the ride-sharing intention of users amidst the economic challenges in present-day Sri Lanka.

Conclusion

This study aimed to investigate how perceived risk, convenience, practicality, and value influence the intention to use ride-sharing services among users in Sri Lanka's Western province. Employing a positivist approach and a hypothetico-deductive

method, data from 884 valid responses were analyzed using multiple linear regression.

The findings of the study unveiled several important insights. Firstly, perceived risk was found to have a negative impact on ride-sharing intention, signaling concerns related to privacy, security, and financial risks that may deter individuals from engaging in ride-sharing. Conversely, ride-sharing intention was positively influenced by perceived value, practicality, and convenience, underscoring the significance of factors such as convenience, utility, and overall value perception in encouraging the adoption of ride-sharing services.

These findings are consistent with prior research and theoretical frameworks, significantly adding to our understanding of ride-sharing practices in Sri Lanka. Additionally, by addressing the dearth of studies on ride-sharing intention specific to Sri Lanka, this research bridges a notable gap in the literature and provides fresh insights for stakeholders, policymakers, and transportation providers in the country.

Practically, policymakers and transportation providers can use the study's findings to formulate and execute strategies aimed at promoting the use of ride-sharing services. By addressing perceived risks and enhancing perceived utility, value, and convenience, stakeholders can create an environment conducive to the growth of the sharing economy within the transportation sector. Furthermore, ride-sharing companies can apply these findings to customize their services to better match users' preferences and requirements. By prioritizing convenience, safety, and value, ride-sharing businesses can attract a larger user base and expand their market presence.

In a broader context, this study contributes to the understanding of the sharing economy's impact on developing nations like Sri Lanka. By elucidating the factors influencing ride-sharing intention, this research underscores the potential of the sharing economy to address economic challenges and enhance the quality of life for residents.

In conclusion, this study furnishes valuable insights into ride-sharing behavior in Sri Lanka's Western province, paving the way for further research and policy endeavors aimed at fostering the growth of the sharing economy in the transportation sector. Future scholars are encouraged to build upon this groundwork by conducting more extensive studies encompassing all regions of Sri Lanka.

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