Factors Affecting the Adoption of Location-Based Mobile Application on Taxi Industry in Sri: in the Midst of Covid-19 Pandemic

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As a future growing marketing opportunity, mobile taxi applications are becoming more famous. The purpose of the research is to investigate personal factors that affect the taxi industry's location-based mobile application. Further, it intends to provide practical implications to reduce the gap between applications and personal requirements. Primary data of the research was collected through a questionnaire. Secondary data was collected through websites, articles, and journals. The questionnaire consisted of five points Likert scale. A total of 243 respondents were selected as a sample to carry out the research. The convenience sampling method that comes under non-probability sampling was used when collecting data and SPSS software was used to analyze the data. Perceived usefulness, perceived ease of use, perceived enjoyment, and perceived mobility were considered dependent variables that affect the location-based mobile application adoption in Sri Lanka. The analysis found all the dependent variables significantly impacted the adoption of location-based mobile applications in Sri Lanka. The study is contributing to the Mobile taxi application industry. Hence the study will contribute to the knowledge in planning new taxi applications or improve existing mobile taxi applications.

Keywords: Perceived Ease of Use, Perceived Enjoyment, Perceived Mobility, Perceived Usefulness, Technology Adoption