Forget about the old cabs and take an Uber? An investigation into consumers’ quality perception when engaging in consumer to consumer transactions

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Research objectives: Compare the effectiveness of traditional cabs versus Uber

- Investigate consumers’ perceived attractiveness of consumer to consumer transactions
- Examine the tradeoffs between the benefits and costs of traditional cab services and newer rider sharing services

Hypothesis: How does safety positively affect consumers perceived quality of services received from a consumer to consumer provider.

- Experimental survey:
  - Independent variable: Type of transportation (traditional vs. social)
  - Dependent variable: Perceived attractiveness
- Data analysis: T-test

STUDY ONE

Social vs. Traditional Consumers

Safety → Perceived Quality

STUDY TWO

Social vs. Traditional Consumers

Professionalism → Perceived Quality

Hypothesis: How does professionalism positively affect consumers’ perceived quality of services received from consumer to consumer providers.

- Experimental survey:
  - Independent variable: Type of ride service (traditional vs. social)
  - Moderating variable: Type of customers
  - Dependent variable: Perceived attractiveness
- Data analysis: ANOVA