Intention of people towards 'Uber' post Covid -19

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Abstract

The objective of this research is to find out the impact of COVID-19 on the risk perception (Cognitive & Affective) of people and how it affects Uber stakeholders. It also focuses on the subjective norms & perceived behavioural control and how it influences people's decision on whether to travel in Uber post Covid and also their change in the attitude. Primary data is collected through a standardized questionnaire from 100 respondents who were chosen using a convenience sampling method. Based on the data collected, it can be concluded that Cognitive Risk Perception only have a slight influence on Behavioural Intention to opt Uber. Affective Risk Perception, Attitude, Subjective Norms & Behavioural Intention has a significant influence on Behavioural Intention to opt for Uber. Perceived Behavioural Control has the most significant influence on Behavioural Intention to opt Uber.

***IndexTerms*- Covid-19, Intention, Perception, Risk, Travel, Uber.**

I.Introduction

The COVID-19 also known as Severe Acute Respiratory Syndrome Coronavirus 2 or SARS CoV 2 was first reported in the month of December 2019 which became a pandemic that shook the world and hit the socioeconomic activities of the world immensely and affected all societies and norms. The COVID-19 fear put the cities under lockdown and in many countries, streets were emptied. From then it has affected different parts of society and has impacted every individual. To prevent the spread of the disease and to stop it from spreading communally, the Indian government has taken rapid, intrusive measures against COVID-19 with extensive testing, quarantining and sanitization measures and also employed nationwide social distancing to minimize face-to-face contact. But it led to a lot of confusion, fear, anxiety, and tiredness.

Travel is a basic need for a modern day era. It is necessary for formal and casual needs like a structured break from ordinary life. But there are certain risks such as the physical harm that can greatly influence travel decisions. "According to the Health Belief Model (HBM), individuals who perceive a high level of risk to their health tend to increase their engagement in health protective behaviours to cope with the risk (Rosenstock, 1974). Facing the conflicting needs of travelling and safety, individuals engage in self-protection behaviours as

coping strategies to reduce their perceived risk while satisfying their desire to travel (Brewer et al., 2004). This study examines the risk of COVID-19 effect on the behavioural intention of people towards Uber on the basis of HBM and Extended Theory of Planned Behaviour (ETPB).

The objective of this research is to find out the impact of COVID-19 on the risk perception (Cognitive & Affective) of people and how it affects Uber. It also focuses on the change of attitude of people towards Uber due to effect of Covid; the subjective norms and how it influences people's decision on whether to travel in Uber post Covid and to find out the perceived behavioural control of people and their behavioural intention in travelling in Uber post-Covid.

Following were the format of the paper: Introduction, review of Literature, Research Methodology, Data Analysis, and lastly conclusion, limitation and future scope of study will be included.

II.Literature Review

An individual's perception may vary depending on their opinion on the prevailing situation under various circumstances or they may be influenced by others.

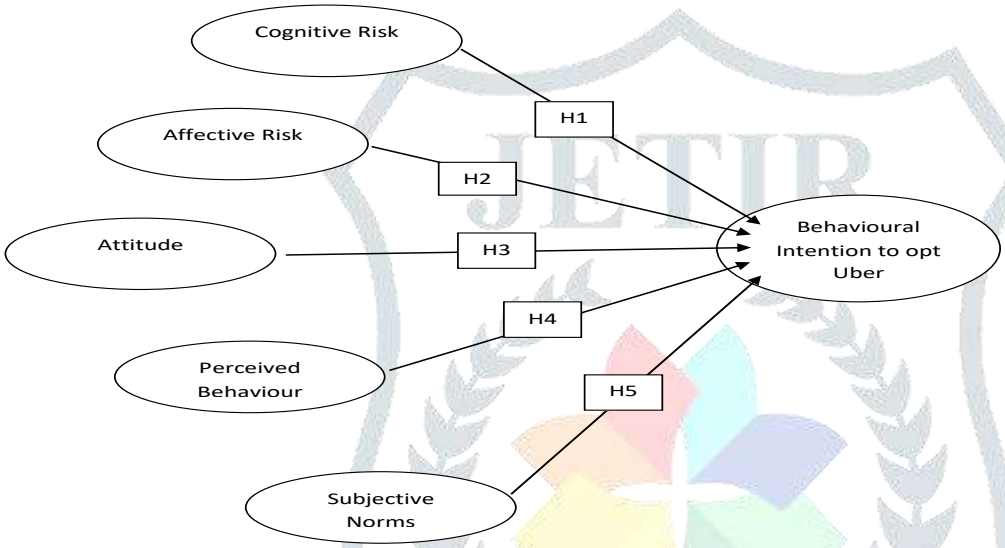
Cognitive risk perception includes an individual's perceived susceptibility and severity of risks (Sjöberg, 1998). Cognitive perception of risk includes the perceived vulnerability and severity of hazards a person will have to face (Bae, S.Y., & Chang, P. J. (2021). It relates to how much people know about and understands the risk in a given situation and it was found to positively influence subjective norms. Sometimes, an attitude or outlook (Ajzen, 1985) of the situation may influence because of which an Affective risk perception is a significant antecedent of attitude. Affective risk perception exerts a negative influence on behavioural intention. It refers to one's anxiety or worries about their exposure to a risk (Sjöberg, 1998) which may become a powerful determinant to explain human behaviours when an individual is facing a highly dreaded risk (Peters & Slovic, 1996). Attitude was found to be a significant mediator between affective risk perception and behavioural intention. Since it lasts for a long time once it is formed, attitude often acts as a meaningful predictor of an individual's behavioural intention (Hsu & Huang, 2012). Social pressures are also found to have effect in encouraging or discouraging individuals while making a decision (Rivis et al., 2009).

Perceived behavioural control is a concept related to an individual's perception of his or her own capabilities regarding skills, time, and money required to carry out a particular action (Hsu & Huang, 2012). It refers to an individual's belief that he or she would be able to control a situation and manage the resources required to perform a certain action successfully. This refers to the motivational factors that influence a given behaviour where the stronger the intention to perform the behaviour, the more likely the behaviour will be performed.

III.Methodology

The population of this study is composed of students in the college and has used Uber in the pre COVID-19 days. An online questionnaire was distributed to the students of various colleges using Facebook, Whatsapp and Google forms in the South India during January-April, 2021.

The questionnaire composed of six sections: risk perception, attitude, subjective norms, perceived behavioural control, behavioural intention and demographic information. All items were measured on a 5-point Likert scale (1: strongly disagree; 5: strongly agree).



H1: Cognitive risk will exert a significant influence on Behavioural intention to opt Uber

H2: Affective Risk will exert a significant influence on Behavioural intention to opt Uber

H3: Attitude will exert a significant influence on Behavioural intention to opt Uber

H4: Perceived Behaviour will exert a significant influence on Behavioural intention to opt Uber

H5: Subjective Norms will exert a significant influence on Behavioural intention to opt Uber

IV.Data Analysis

Table 1: Reliability test

Items	Cronback Alpha
Cognitive Risk Perception	.740
Affective Risk Perception	.759
Attitude	.870
Subjective Norms	.915
Perceived Behavioural Control	.779
Behavioural Intention	.895

Source: Primary data

Table 2: Normality

Variables	p-value		
	Items	Kolmogorov-Smirnov	Shapiro-Wilk
Cognitive Risk Perception & Age	18-25	.000	.000
	26-30	.007	.004
	31-35	.	.086
	36 & above	.200	.814
Affective Risk Perception & Age	18-25	.000	.000
	26-30	.000	.015
	31-35	.	.224
	36 & above	.200	.201
Attitude & Age	18-25	.000	.000
	26-30	.000	.000
	31-35	.	.024
	36 & above	.200	.814
Subjective Norms & Age	18-25	.000	.000
	26-30	.002	.001
	31-35	.	.683
	36 & above	.026	.006
Perceived Behavioural Control & Age	18-25	.000	.000
	26-30	.000	.000
	31-35	.	.024
	36 & above	.200	.119
Behavioural Intention & Age	18-25	.000	.000
	26-30	.000	.000
	31-35	.	.683
	36 & above	.200	.314

Source: Primary data

Table 2 gives an evidence under various factors on whether their response was normally distributed. It can be seen that for Cognitive Risk Perception; the respondents age between 31 to 35 and 36 and above, under Affective Risk Perception; those aged between 31 to 35 and 36 and above, for Attitude; age 36 and above, and meanwhile for Subjective Norm; between 31 to 35 age, including under Perceived Behavioural Control; those age 36 and above, and lastly, in addition to the above, the Behavioural Intention response of age between 31 to 35 and age 36 and above are found to be normally distributed.

V.Conclusion, limitation and future scope of study

Based on the data analysis, it can be concluded that Cognitive Risk Perception only has a slight influence on the behavioural intention to opt Uber. It has the least influence. Affective risk perception, attitude, subjective norms and behavioural intention has a significant influence on behavioural Intention to opt for Uber. Perceived behavioural control has the most significant influence on behavioural intention to opt Uber. This research study is specific to Uber. Other means of travel are not focused and that only college going students were focused. In addition to such limitations, the data can be collected from across the country. It does not include the changes people would like to see to be implemented in Uber and also the safety measures and precautions to be followed post Covid. Uber and other modes of travel is not compared and details regarding the percentage decrease in the usage of Uber is also not mentioned. Therefore, it is suggested to give justifications on the improvements or

safety measures in the future that people will like Uber to adopt post-Covid to ensure the safe journey which is something not discussed in this study. Similarly, the positives, negatives, and the type of Uber services can be included in the future research. Comparison with other modes of travel can also be done.

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