Understanding the Influence on Drivers' Recommendation and Review-Writing Behavior in the P2P Taxi Service

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Abstract : The booming mobile business has been penetrating the taxi industry worldwide with P2P (peer to peer) taxi services, as an emerging business model, transforming the industry. Parallel with other mobile businesses, member recommendations and online reviews are believed to be very effective with regard to acquiring new users for P2P taxi services. Based on an empirical dataset of the taxi industry in China, this study aims to reveal which factors influence users' recommendations and review-writing behaviors. Differing from the existing literature, this paper takes the taxi driver's perspective into consideration and hence selects a group of variables related to the drivers. We built two models to reflect the factors that influence the number of recommendations and reviews posted on the platform (i.e., the app). Our models show that all factors, except the driver's score, significantly influence the recommendation behavior. Likewise, only one factor, passengers' bad reviews, is insignificant in generating more drivers' reviews. In the conclusion, we summarize the findings and limitations of the research.

Keywords : online recommendation, P2P taxi service, review-writing, word of mouth

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