DIFFUSION OF INNOVATION IN TECHNOLOGICAL PLATFORMS

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ABSTRACT
The research paper aims to extensively investigate how customers of Uber in Jordan have been using innovation in the theory of diffusion. The major purpose researchers noticed is that thediffusion process needs a platform which is peer-to-peer and the balance that is examined on the required difference. The technology platform will be investigating the Uber case if the diffusion process was over to peer balance. Uber is in many countries besides Jordan and is having a robust network which is spreading every time. The purpose of the study is to get the views on technology and innovation from drivers and passengers of Uber, on how diffusion of the technology of innovation has brought efficient services in transport and Uber's business.
The study will use a qualitative research approach through online interviews which constitute a combined 10 participants of both clients of Uber taxis and the drivers. The data instrument data collection method through interviewing participants aims to receive 9 valid responses out of 10 which will be a98.0 per cent response rate.
The expected results on the diffusion of innovation in technological platforms, the Uber cases in Jordan show a significant positive relationship between technological innovation and the Uber users in utilizing the app platform. The findings of the study showed that themajority of Uber taxi users are comfortable with the innovative platforms provided by the organization's services and the convenience at a cost-saving benefit. Above 90.0 per cent of Uber clients had to convince their friends and relatives to use the same services and close to 85.0 per cent of the Uber drivers interviewed online convincingly testified that the services Uber is providing are miles ahead of the ordinary metered taxis as far as innovation and technological advancement is concerned.
Keywords: Diffusion of innovation, Uber, Jordan

Introduction

Efficient urban transportation has become a perennial problem in Jordan's urban cities due to the high cost of meter-reading taxis, which used to charge exorbitant fees to their clients. Meter reading taxis for decades in Jordan had no other competitor, which gave them fertile ground for taxi fare increases whenever they felt it was necessary for them. This study will explore how Uber, as a new product, entered the taxi business in Jordan. The research will also unpack the level of acceptance from the clients, who at first were socially hesitant to switch from the traditional transport system to the newly affordable, efficient, and convenient Uber taxi system.

Diffusion of Innovation in Technological Platforms

Innovation diffusion is the process through which new products are either embraced or rejected by their target markets. It is advantageous for manufacturers and marketers to investigate the elements that influence the success of some products and the failure of others, especially extraordinary products. When something is successfully absorbed into a new concept or social system, as was the case with Jordan's Uber cabs, this is known as diffusion. The process is finished in a series of steps after a set length of time. Usually, one person transfers the procedure to a different one (Ferreira et al., 2021). Diffusion often occurs when a person influences a close friend or relative. At first, not everyone in Jordan felt comfortable switching to and using Uber, therefore some people choose to disregard the innovations and stick with the outdated procedures. The innovation will decrease adoption risk and increase accumulation. However, when the innovation is spread, diffusion will increase. Uber is one of the technological platforms that are spreading because of diffusion. The technological platform was causing the transportation markets to end up not functioning well since the time it appeared. The mobility of urban areas was also affected by the technological platform. People have to deal with the resources available because the transport market was affected. Many countries are now using the Uber network because it is available in most countries. There are platforms like peer-to-peer where users are connected directly. The consumers and drivers are transacted by diffusion, and they end up winning the trade effects. The diffusion is sometimes complicated because of peer-to-peer. The technological

platform of peer-to-peer is facing challenges in designing the system. The clients and supplies must balance so that they bring continuity to the system without collapsing.

Diffusion of innovation

An intriguing case study of how innovation theory is applied is the adoption of Uber in Jordan. The year 2015 saw the launch of Uber in Jordan, and the company has grown significantly since then. The company had more than 80,000 registered users and 3,000 drivers in the country as of 2019 (Jordan Times). The elements of the diffusion of innovation theory can be utilized to analyse the adoption of Uber in Jordan. Uber's ability to provide a more trustworthy and affordable transportation option as compared to traditional taxis is one of its primary advantages in Jordan. Users in Jordan claim that Uber is more comfortable, convenient, and safe than traditional taxis (Lamm and Lamm 2019). In Jordan, Uber complies with customary practices to a rather high degree. Jordanians are early adopters of new technology and are accustomed to ride-sharing services like Careem, which is comparable to Uber in the Middle East (Min et, al, 2019). Due to its integration with frequently used payment methods like credit cards and mobile wallets, Uber is also now more easily accessible to users. In Jordan, Uber is relatively easy to use, and the app is easy to browse. However, there have been some challenges due to language barriers and the need to instruct both drivers and passengers on how to use the platform. Uber's trialability in Jordan has been impeded by regulatory barriers. Due to the government's procrastination in passing new legislation for ride-sharing businesses, there have been clashes with traditional taxi drivers and intermittent service interruptions. Uber is widely known in Jordan thanks to its popularity in big cities and substantial media coverage. This has helped to increase platform utilization and motivate new users to use it. The diffusion of innovation theory can be used to better understand how technology platforms like Uber are being adopted in Jordan (Silva and Jannuzzi, 2019).

Uber

Uber was first made available by the government in the US, later it was done in Jordan. The majority of Uber users are between the ages of 8 and 65, and both drivers and customers routinely use the site. When Uber first arrived in Jordan in 2018, locals there had some time to adapt to the new technological phenomenon, much less adopt it. Innovation is the development of anything new that is more conventional than the status quo. It acts as the starting capital for new projects. When innovation is done, there will be new ideas that are practical and benefit most people in the community. Innovation counts as the new resources that were implemented through ideas and knowledge. However, if innovation is done, new products can be introduced, and many discoveries will be made. At the same time, diffusion is the communication that occurs when innovation is done so that members can share and begin to practice (Min, et, al, 2019). Many researchers utilize the term diffusion. One of the researchers suggested a concept for the process of diffusion and new products. The management of technological platforms and how they develop and spread is called diffusion. Diffusion has many different meanings when a technological platform is old and new technology is replaced; that's diffusion. When a company introduces new systems that are upgraded with technology, it is called diffusion. It can speed up innovation, which can be intense in the market. Sometimes people forget that innovation can be used in small groups, but after some time it can be abandoned because of diffusion. Innovation can have a great impact if it is considered a diffusion process. Members of certain groups can gain innovation and legitimacy, which can also be adopted by the community. Diffusion occurs as a process in society because of process groups, and adoption can occur for individuals. Adoption is a benefit that takes into account the innovation and quality of existing products. After using the product, the potential adopters can innovate it after testing it. The Rodgers adoption curve allows innovation to be done slowly in some sequences that are not permanent. It also allows the pace to be tested in the diffusion process. Members cannot adopt the novelty since they are not permanent according to how they distribute the curve of adopters. The curve of adoption has many segments. They are classified based on how quickly they progress through the adoption process. Innovators are beautiful, and the technology can be tested if it has effective ideas. Other individuals can be influenced by the early adopters' opinions in their communities. Although the early majority represents a large number of people in a group, they are not opinion-makers. Information is needed so that innovation can lead them to make a decision. The late majority can adopt innovation in a normal curve. Some potential adopters cause the curve to accelerate. As soon as this phase passes, the number of adopters will be slowly growing since the majority expands. As time goes on, the diffusion of innovations will start to show a curve showing growth that is slowing down. The innovation will start to move slowly, stabilize, and then fall again. Initially, diffusion occurs in two agents: adopters of innovations and imitators. Many studies are adopted, and the innovations reflect this. The adoption of innovation will occur through the study of potential adopters (Kiesling, et, al, 2012).

Jordan

Jordan is a country in the Middle East, that borders Saudi Arabia, the West Bank, Israel, Syria, and Iraq in addition to itself. Despite having a tiny population of only about 10 million, Jordan has had a significant impact on the region due to its ideal location and strong economic and political influence. Because of its rapidly expanding technology industry in recent years, Jordan is currently the epicentre of innovation and entrepreneurship in the Middle East (World Bank, 2019). The majority of Jordanians first used Uber because of its early adopters, and those who were satisfied with the effectiveness, cost, and convenience of the service eventually notified numerous family members and friends about it. Early adopters and transportation users helped Uber's business grow swiftly, and the transition from the previous, non-app taxi system to the new one occurred without a hitch. Along with several essential components, the allowed technological platforms are taken into consideration. Due to a few things, using technology is permissible. To influence and deal with diffusion, knowledge is necessary. However, researchers take their time to verify if the technological behaviour is performing well. When there is no diffusion of innovation, innovation can reach a dangerous point. People must use innovative technology and adjust to it. The process of classifying people into segments also explained the slow adoption of platforms. The behabehaviourmany individuals are shown by their attitudes, which influence them. There is a theory of behaviours, which is meant to highlight different factors that influence behaviour. Many people find it difficult to show their reality-based behaviour as per the variables. The theory is very well explained and includes many variables that need to be added to the equation. The technological adoption was accepted and developed so that the action of the theory would be adopted. Technological platforms are used as informational sources, and the performance is effective (Min, et, al, 2019). The useful variables are improving their performance because of the technological platforms. Because variables are useful and easy to use, individuals are supposed to expend the effort required for their technological uses. On the factors affecting technological use, there has been an increase in recent years. There are also some limitations on the success of the origination of a technological variable. There are complications with the variables whose power of increment is predicted. Some efforts have been made to develop useful technological platforms. The determination of technological performance is sometimes difficult because the variables used are large. The information and users of technological platforms are classified so that they utilize information. A unified theory of acceptance of the new system of technology. An ideal model can provide half of the available questions. The validation of the model is less considered, and the devotees are very few (Ferreira, 2022). The model is unified to provide an evaluation of how best the technology can be successful. The model of the "Unified Theory of Acceptance and Use of Technology (UTAUT) has the highest assertiveness. The observation explained that the information and technology identified are not possibly identifiable. There is a theory that interferes with how technology can be used and the factors involved. The use of technology is well explained by the models and their variables. The diffusion process is examined and its phases are explained in detail. The diffusion process considers peer-to-peer technological platforms. They can compete by generating the adopters of diffusion.

Adoption of Uber in Jordan

According to Burchart (2011), diffusion in Jordan Uber occurred as a process within its society because of process groups, and people who later on adopted the Uber taxi. Adoption is a benefit that takes into account the innovation and perfection of existing products. After using the product, prospective buyers can improve it. The Rodgers adoption curve makes it possible to implement innovation gradually in some ad hoc sequences. It also makes it possible to monitor the speed of the diffusion process (Rodgers, 2003). Members are unable to adopt the novelty since they are not permanent depending on how they spread out the adoption curve. The adoption curve has numerous sections. They are divided into groups based on how rapidly they move through the adoption process. It is possible to test an innovator's ideas using current technology. Others may be impacted by the early adopters' attitudes in their communities. Even if they make up a sizable fraction of a group, the early majority does not influence opinion. People want information for innovation to lead them to a conclusion. The late majority's adoption of innovation can be modelled using a normal curve. A few potential adopters cause the curve to accelerate. When this phase is finished, the adopters

According to Ferreira et, al, (2021), the innovation of diffusion always encompasses novel technology. The novel technology was limited to the consumer and their variables. Uber also uses novel technologies together with the literature on the diffusion curve. Moreover, technological platforms have users that are more different during different phases of the process. Diffusion is the platform that needs to be balanced and necessary during the process. Other topics will be discussed in depth in the present papers, including the technological process. Diffusion was emphasized, and practical studies were also needed. However, peer-to-peer relationships are regarded as becoming practical. Adoption of diffusion in the technological process is necessary to avoid problems. The implementation of

Uber in the markets of Jordan has been successful and understood by many customers. Some countries are not yet getting technological systems. Various users of the platform technology are not understanding the similarities of the system. There is a gap that is evident in the peer-to-peer diffusion difference. People must research so that they understand diffusion and innovation theories. Some researchers are spreading the innovation theory through systematic literature reviews to the environment. The innovation will become known as time goes on. The users also made a curve that was adopted by the groups (Raynard, 2017). The predisposition toward innovation was used as a risk to advance the users and the majority. Recent research reflected that peer-to-peer platforms were becoming more understood by the public because of the diffusion process. The researchers are having issues with diffusion and a large number of users. Technological innovators have adopted the past of the majority. Consumers have adopted the Uber application and the diffusion platform that were addressed and accepted by the innovation theory. However, the convergent points between the innovations were discussed in a few studies. Authors searched the papers and did not understand the diffusion platform (Silva and Dornelas, 2016). Investigations of the innovation curve have all asked the international database to understand diffusion. Many available studies must explain how they accept technological platforms. Peer-to-peer diffusion is not well measured since there are not enough studies involving the users. The technological platforms were also lacking peer-to-peer balance in the diffusion process. The business networks are free, and there are many consumers and offers from independent individuals. There are facilitators in the business everywhere, amongst the consumers. The business network needs peer-to-peer platforms to balance their relationships; furthermore, the drivers and consumers must have a proper fit and a balance on the peer-to-peer platforms. If there is no balance, the system will collapse. If there is peer-to-peer balance, then the innovation of diffusion will occur between passengers and drivers. Offers between consumers are also part of the diffusion process. The Rodgers curve explains that technological readiness and innovators are among the adopters. If the latecomers and initial majority (Haung et, al, 2020).

Goals and objective

To better understand the factors that affect the adoption and use of mobile phones and the Uber application among Jordanians, the purpose of this research paper is to look into the spread of these technologies in Jordan. More than 75% of the population in Jordan now owns a mobile phone, according to recent statistics, which show a significant increase in the number of mobile phone users in recent years (Jordan Business News, 2021). Similarly to this, ride-sharing services like Uber are becoming more and more common in Jordan, especially among younger generations (Hammoud, 2019).

There are three goals of this research Firstly, Analyze the adoption and use of mobile phones in Jordan at the moment, taking into account the variables that affect the choice to buy a phone as well as the frequency and uses of mobile phones in daily life. This entails comprehending the variables that affect people's choice to buy a mobile phone as well as how frequently and for what uses they use their phones in daily life.

Secondly, investigate the variables that affect the acceptance and use of Uber in Jordan, such as attitudes towards ride-sharing, faith in the provider, and perceptions of the service's affordability and convenience. This includes comprehending how various Jordanian demographic groups have embraced the Uber platform and what factors have influenced this uptake.

Thirdly, look into how the use of mobile phones has affected the use of Uber in Jordan, as well as how they help make it easier to use ride-sharing services and improve customer satisfaction generally. Understanding how ride-sharing services have been adopted and how they are used to improve the general customer experience is part of this.

The adoption of new technologies is influenced by several factors, including the perceived relative advantage, compatibility, complexity, trialability, and observability of the innovation, according to Rogers' diffusion of innovations theory (2003). In the case of mobile phones and Uber in Jordan, these elements might be influenced by regionally specific cultural, economic, and social elements.

According to Statista's most recent statistics (2022), there were more than 111 million Uber users worldwide in 2021. This increase in users has been steady since 2017. Similarly, according to information on the Uber website, Amman and other major cities in Jordan are home to a growing number of Uber users (Uber, 2022). Jordan has experienced significant economic growth recently, according to the World Bank (2022), with a growing middle class and a booming technology industry.

This study will shed light on how widely used mobile devices and ride-sharing services are in Jordan, which may have significant repercussions for the larger Middle Eastern region. This study may help to improve understanding of how technology shapes consumer behaviour in rapidly developing economies by examining the factors that affect the adoption and use of these technologies.

Importance of the study

For several reasons, the study on the spread of innovation in technological platforms in Jordan, with a particular emphasis on the case of Uber, is very important. First, it fills a gap in the literature on how innovations spread in developing nations. Although there has been a lot of research on the diffusion and uptake of technology in developed nations, empirical studies on how technological innovations like Uber have been introduced and taken up in developing nations like Jordan are lacking (Rosenberg, 2017).

Second, the study has applications for decision-makers in government, business professionals, and users of technological platforms. Policymakers can create strategies to support the introduction and spread of cutting-edge platforms like Uber by understanding the elements that encourage or impede the adoption of new technologies. The results of this study can be used by business professionals to inform their business models and expansion plans in emerging markets. The introduction of Uber in Jordan and its effects on the traditional taxi industry and the larger community can also be better understood by users of technological platforms.

Finally, the study contributes to the theoretical understanding of innovation diffusion by analyzing the Uber case in Jordan and revealing new details about the factors that promote or prevent the adoption of technology platforms in developing markets. By shedding light on how contextual factors, such as cultural norms and regulatory frameworks, can affect the diffusion of innovation in technological platforms in emerging markets, the results of this study can add to the body of literature already available on innovation diffusion theory (Damanpour, 2010).

Both theoretically and practically, this study on the diffusion of innovation in technological platforms using Uber as an example in Jordan is essential. By examining the factors that affect the adoption of technological platforms in these markets, this study can assist policymakers, business professionals, and users in effectively promoting and profiting from the introduction of cutting-edge platforms like Uber in emerging markets.

The global transportation industry has undergone a significant transformation as a result of the widespread adoption of innovative technological platforms. Uber is one of the businesses that has had a significant impact on the sector. Uber offers a cutting-edge platform that connects drivers and passengers to access effective and affordable transportation services. This study examines how Uber users in Jordan have applied the theory of diffusion to innovation. The paper specifically examines how the diffusion process has been balanced and whether peer balance has been achieved. Additionally, the study will employ a qualitative research methodology to collect opinions on technology and innovation from Uber drivers and passengers about how the spread of technology has led to efficient services in transportation and Uber's business.

Problem Statement

In many parts of the world, the emergence of technology platforms has completely changed how people communicate, work, and access services. Among these services, Uber stands out as a model of cutting-edge innovation that has revolutionised global transportation and upended the traditional taxi business. There is little data on how Uber has impacted and been embraced in developing nations like Jordan, and the diffusion of technological innovation is not uniform across different regions.

The problem statement for this research is to investigate and comprehend the influences on the diffusion of technological innovation in Jordan, using the case of Uber as an example. Specifically, the study seeks to answer the following research questions:

What are the main factors influencing and impeding the use of Uber in Jordan?

What social and economic effects has Uber's entry into Jordan had, and how have they changed the local community and the traditional taxi industry?

What lessons can be drawn from these comparisons of the Uber experiences in Jordan to those in other nations?

The rapid growth and adoption of mobile platforms, such as Uber, have transformed the traditional transportation industry. However, there is a need to investigate the factors influencing the adoption of Uber's peer-to-peer mobile platform usage among users in Jordan. Despite the platform's popularity, there is limited research addressing the specific drivers and barriers to adoption that users encounter. Understanding these factors is essential for both researchers and industry practitioners to devise strategies that encourage widespread adoption and ensure the sustained success of peer-to-peer mobile platforms like Uber. Therefore, this study aims to explore the adoption of Uber's peer-to-peer mobile platform usage among users, identifying the key factors that influence their decision-making process.

The theoretical framework

The theory was first put by Everett Rogers as the diffusion of innovation theory in 1962. The basic presumption is that consumers progressively accept new concepts, goods, and technologies. The adoption of new technologies is said to follow a bell-shaped curve after the majority of consumers eventually catch up to early adopters, (Hamari et, al, 2016). In addition, the theory considers a variety of elements that affect how quickly a technology is adopted, including perceived relative advantage, compatibility with current practices, complexity, trialability, and observability.

A recent innovation that has received a lot of attention is technology platforms. It is the goal of platforms like Uber and other alternatives to more established methods of connecting customers and service providers to be more successful and affordable. The adoption of technology platforms can be approached in a variety of ways using the diffusion of innovation theory. For instance, a platform like Uber may offer more practical and affordable transportation, but it may also comply with standards because of its compatibility with current technologies and payment options.

Haung et, al, (2020), alluded that the value of a technological platform increases as more people utilize it, as shown by the theoretical paradigm known as network externalities theory. According to this theory, a platform's value is impacted by both the number of users who utilize it and its capabilities. This suggests that when more users join a platform, the platform's value increases for both existing and potential users due to growing network effects. The network externalities theory is particularly relevant to the adoption of new technological platforms in Jordan, such as Uber. The initial value proposition of a new technological platform might not be compelling enough to lure enough customers. However, when more users begin utilizing the platform, network effects begin to take hold and produce a positive feedback loop that boosts the platform's worth and popularity.

It is possible to utilize the network externalities theory to explain why Uber initially struggled but eventually became well-liked in Jordan. Because they had a more established clientele and a larger market share, traditional taxi services presented Uber with a lot of competition when it first entered Jordan. Moreover, cultural norms and legal restrictions controlling ride-hailing services may have limited the platform's initial popularity. As Uber attracted more users, developing network effects led to the platform becoming more beneficial for both drivers and passengers. Riders benefitted from shorter wait times and more dependable service thanks to the platform's expanding driver population. The platform's expanding user base of riders has increased the earning opportunities for drivers. This positive feedback loop of increasing value and utilization allowed the platform to eventually overtake its competitors in the Jordanian ride-hailing market.

The adoption of technological platforms is affected in several ways by the network externalities theory. It first demonstrates that early adoption is vital for a platform's success because the network effects are strongest when a critical mass of users is reached. Second, it highlights the importance of user recruitment and retention strategies because user counts directly influence a platform's value. Last but not least, it suggests that open ecosystems that enable seamless communication with other platforms and services may be good for technology platforms since they can enhance network effects and increase the platform's utility for users. The network externalities theory provides a helpful model for understanding how innovations spread through technological platforms like Uber in Jordan. By considering how network effects impact the value and adoption of a platform, we may be able to discover how to promote the adoption and spread of new technologies (Haung et, al, 2020).

A paradigm that assists in understanding how technological improvements are welcomed and disseminated inside enterprises is the Technology Organization Environment (TOE) notion. According to the TOE theory, three important factors technological, organizational, and environmental influence the acceptance and spread of new technologies within organizations. A technology's traits include factors like its complexity, compatibility with other technologies, and competitive advantage over those of other technologies. Organizational variables include things like an organization's size, structure, culture, and resources. They have to do with the traits of the business using the technology. Environmental variables refer to outside elements, such as business and regulatory concerns, that may have an impact on how technology is adopted and disseminated. The link between these three variables affects how likely and quickly a company will adopt new technology. For instance, a company with a strong innovation culture and a flexible organizational structure may be more likely to quickly adopt and spread new technology than a company with a more rigid structure and culture.

Numerous research has used the TOE paradigm to better understand how technology is embraced and spread in a variety of contexts. For instance, a meta-analysis of research on technology adoption conducted in 1982 by Tornatzky and Klein revealed that organizational traits including size, complexity, and culture were significant predictors of technology acceptance. The TOE components were a part of the organizational innovation model that Ettlie and Bridges created in 1986. They discovered that appreciating the interactions between these elements was crucial to understanding the uptake and spread of new technology. The TOE framework can be utilized to comprehend how the company has been able to successfully integrate and disseminate its technology in the local market in the context of the ride-sharing platform Uber in Jordan. Al Mashhrawi (2018) used the TOE framework to analyze the development of ride-sharing services in Jordan and discovered that Uber's success was, at the very least, partially a result of the company's ability to take advantage of technological advantages like its user-friendly app and real-time tracking technology in a market with a high demand for transportation services. To build a presence in the market, Uber was also permitted to operate inside Jordan's regulatory framework and form alliances with regional businesses (Jordan Times, 2019). The TOE theory offers a helpful framework for comprehending how businesses embrace and disseminate new technology. Researchers and practitioners can gain a better understanding of the aspects that facilitate or restrict the acceptance and spread of technical breakthroughs in various contexts by taking into consideration the interaction between technological, organizational, and environmental factors.

Literature Review

There are several studies that addressed the subject of application platforms' diffusion, acceptance and adoption.

The first one was done by Choudrie et al. (2020) investigated the adoption, usage, and diffusion of smartphones within the older adult population in the United Kingdom, focusing on identifying the factors that encourage or inhibit smartphone usage and service provision in this age group. The study proposed a conceptual framework, the Model of Smartphone Acceptance, based on well-established theories of adoption and diffusion. Data from 984 participants living in north London were collected, and the Partial Least Square Structural Equation Modeling (PLS-SEM) technique was employed for data analysis.

It was found that Smartphones offer a range of features and applications that cater to various interests and needs. Older adults adopt smartphones for apparent pleasure because they tend to have different preferences when it comes to entertainment and technology. While action games might not be as appealing to some older individuals, using smartphones for capturing and sharing moments can be a great source of enjoyment and purpose for them. Importantly too, individual preferences vary, so it is crucial to understand the specific interests and needs of older adults when suggesting smartphone activities. Some prefer to explore other types of apps like puzzles, news, or gardening, while others might enjoy listening to music or podcasts. The key is to find activities that bring them joy, and a sense of purpose, as well as enhance their overall well-being.

The research contributes to bridging the digital divide among UK older adults and provides valuable insights for businesses to understand the significant factors influencing smartphone adoption within this population, enabling them to adapt their policies accordingly. This study is relevant to the current study because it focuses on the patterns of mobile applications among users.

The second study by **Le (2022)** examined the adoption and diffusion of mobile QR-code payment (MQP) in the context of the COVID-19 pandemic. The study integrated the Protection Motivation Theory (PMT), and the Unified Theory of Acceptance and Use of Technology (UTAUT) to develop a behavioural response model. Additionally, the

research explores the influence of the physical distancing norm on the intention to use MQP. Data was gathered using a web-based survey from 411 validated respondents in Vietnam who have either used MQP or intend to use it. The results show that the physical distancing norm, important elements from UTAUT (performance expectancy, effort expectancy, and social influence), as well as key components from PMT (perceived severity, perceived susceptibility, and self-efficacy), are what motivate behavioural intention to use MQP. Furthermore, performance expectancy to MQP is positively impacted by perceived severity. This means that people are more likely to think that using MQP will lead to better performance or outcomes when they judge the seriousness of the situation (such as the COVID-19 pandemic). In other words, they view MQP as a remedy for the dire circumstances.

Similarly, the research indicates that self-efficacy positively influences effort expectancy regarding MQP. In this case, when individuals have a higher level of self-efficacy in using MQP, they are more likely to believe that their efforts in using the technology will result in positive outcomes. They feel confident in their ability to use MQP effectively and efficiently. Both perceived severity and self-efficacy play important roles in shaping individuals' expectations and beliefs regarding the use of MQP. Perceived severity highlights the urgency and importance of using MQP, while self-efficacy instils confidence in one's ability to navigate and benefit from the technology. Finally, behavioural intention and recommendation were identified as indicators of the diffusion of MQP during the COVID-19 pandemic.

The result of the study is relevant for the current study because it benefits service providers and firms in Jordan. This is because the Mobile QR-code payment is still in its early stages of adoption in the country, thus, findings can assist in developing effective marketing strategies that increase acceptance and recommendation of MQP to the general public.

Extant scholarship has explored the role of network effects in the diffusion of mobile applications. This includes understanding how users' social networks, interactions, and recommendations contribute to the viral spread of apps and the formation of critical mass.

The third study by Vasudevan and Chan (2022**)** analyzed how drivers responded to the gamification of work implemented in Uber's mobile application. This study, which focused on Uber drivers and their experiences with the redesigned mobile application released by Uber in 2018 found that Uber drivers had become dissatisfied with the lack of autonomy, transparency, and flexibility while working on the platform. To address these concerns, Uber introduced a gamified system that linked individualized rewards to the company's goal of maintaining a frictionless marketplace.

The study discovered that workers in the gig economy, including Uber drivers, resisted the gamified algorithmic management by creating their work games. Two distinct player modes were identified: grinding and oppositional play. Grinding represents drivers who consent to the gamification system and actively participate in it, while oppositional play describes drivers who resist the gamification and find ways to challenge or subvert it. In addition to the player modes, the study also identified several work games that Uber drivers played as a form of resistance to Uber's gamification. These work games allowed drivers to exert some control and agency in their work, counteracting the power dynamics imposed by the platform-initiated algorithmic governance.

These findings find relevance in the current study as it contributes to understanding how the redesign of worker-facing applications, such as Uber's mobile app, can shape the power dynamics between the platform and the workers specifically in the case of Jordan. It also highlights ways in which workers can adapt, resist, and create their strategies within the gamified systems implemented by platforms like Uber?

The fourth study by Miziriri et al. (2020) examined the factors influencing the intention to use the Uber application in the context of mobile commerce among consumers in the Johannesburg area using a quantitative methodology. The study aimed to determine the impact of perceived convenience, facilitation conditions, social influence, and price value on the intention to use the Uber application.

The hypotheses testing revealed that perceived convenience, facilitation conditions, social influence, and price value all had a significant and positive influence on the intention to use the Uber application. This suggests that factors such as convenience, ease of use, social influence, and perceived value for the price played a role in stimulating the intention to use the Uber app.

This study validates the importance of perceived convenience, facilitation conditions, social influence, and price value in driving the intention to use the Uber application, and can be applied to the case of Jordan.

The fifth study by Moon et al. (2022) investigated the accountability of the Technology Acceptance Model (TAM) in the context of Uber taxi applications. The study examined the applicability of the TAM in understanding users' acceptance of Uber taxi applications. Focusing on the antecedents of usefulness, including time information, price information, and driver information; the data for the study was collected through a survey administered using the Amazon Mechanical Turk platform. The participants of the survey were users of the Uber taxi application.

The findings of the study revealed that both time information and driver information significantly influenced the perceived usefulness of the Uber taxi application. It was also found that ease of use had a positive effect on both usefulness and attitude. Moreover, usefulness was found to significantly influence users' attitudes toward the Uber taxi application, and attitude, in turn, exerted a substantial effect on users' intention to use the application.

This study's implication demonstrates the relevance of the explanatory power of the TAM framework in the context of Uber taxi applications, and the same can be the case for Jordan. By focusing on specific antecedents of usefulness and examining the relationships between different constructs, the study provides insights into users' possible acceptance of the Uber app in Jordan as well.

The sixth study by Min et al. (2019) explored the consumer adoption of the Uber mobile application in the context of the sharing economy. The study incorporates two theoretical models, namely the Diffusion of Innovation Theory and the Technology Acceptance Model, to analyze the factors influencing consumer behaviour. The factors that were examined influenced consumer adoption such as relative advantage (how the innovation is perceived as better than existing alternatives), compatibility (how well the innovation aligns with consumers' needs and values), complexity (the degree of difficulty in understanding and using the innovation), observability (the extent to which the benefits of the innovation are visible to others), and social influence (the impact of others' opinions and recommendations).

It was found that these factors had a significant influence on consumers' perception of the usefulness and ease of use of the Uber mobile application. In turn, perceived usefulness and ease of use influenced consumers' attitudes toward the Uber app and their intentions to adopt it.

This study demonstrates the integration of the diffusion of innovation theory and the Technology Acceptance Model. It also highlights the compatibility and relevance of these classic theories in understanding consumer adoption behaviour in the context of the Uber mobile application in general and Jordan in particular.

The seventh study by Murad et al. (2019) investigated consumer adoption of the Uber mobile application through the lenses of two theoretical models: diffusion of innovation theory and the technology acceptance model. With the main aim of examining the service quality and the effect of its dimensions (tangibles, responsiveness, empathy, assurance, reliability) on customer satisfaction, two main transport applications in Jordan - Uber and Careem – were used. This study found that reliability is significant in shaping customer satisfaction in the two transport mobile applications.

By indication, customers place a high value on receiving dependable and consistent service when using these platforms. Reliability could encompass factors such as prompt arrival of drivers, accurate estimated arrival times, and reliable vehicle conditions. In the case of Uber and Careem reliability is impacted by prompt arrival of drivers, accurate estimated arrival times, and reliable vehicle conditions. For example, customers expect the drivers to arrive at the designated location within a reasonable time frame, therefore, timely pickups contribute to a reliable and efficient service experience.

In the same way, transport applications typically provide estimated arrival times for drivers, so customers rely on these estimates to plan their journeys, so the apps provide accurate predictions, minimizing any unexpected delays. Lastly, customers expect the vehicles provided by Uber and Careem to be in good working condition such as cleanliness, comfort, and appropriate maintenance of the vehicles, all of which contribute to reliable and satisfactory service. By ensuring these factors are consistently met, Uber and Careem can enhance the reliability of their service, which in turn positively impacts customer satisfaction.

The study's findings also show a clear preference for smart apps like Uber and Careem over traditional taxis. These intelligent transport applications are preferred by 89.2% of the sample, which suggests that users find them more alluring and practical than conventional taxi services. This preference may be explained by elements like the simplicity of the booking, pricing transparency, accessibility of driver reviews, and the seamless overall experience offered by the smart app.

Because it emphasises the importance of reliability in determining customer satisfaction in the context of transportation applications like Uber and Careem, this study is particularly relevant to the case of Jordan. In the context of intelligent transport applications, this emphasises the value of reliability for customer satisfaction. Additionally, it shows a significant customer preference for Uber and Careem's smart apps over conventional taxis, demonstrating the favourable reception and acceptance of these platforms.

The eighth study by Imam (2022) explored the transport-sharing economy scene in Jordan and proposes unconventional approaches for regulators to address this issue. According to them, there is a shift from traditional product ownership to the sharing economy concept, where individuals can offer their underutilized assets or services to others without the need for ownership. It highlights the role of governments in regulating this new service industry to ensure consumer safety, prevent tax evasion, and uphold decent working conditions for employees. Based on their assertion, the traditional model of purchasing products for personal use is being replaced by the sharing economy, where individuals can share their assets or services with others.

Highlighting the existing situation in Jordan, the researchers argued that the transport-sharing economy allows people to benefit from services without the need for ownership. Governments have the responsibility to regulate the sharing economy, including maintaining safety standards, preventing tax evasion, and ensuring decent working conditions for employees in these sectors. The study presents three scenarios along with their potential consequences in terms of regulators' interventions. These scenarios likely consider different approaches to regulation and their potential impact on the industry and stakeholders. Also, the study highlights best practices from around the world, likely referring to successful regulatory approaches implemented in other countries or regions.

Again, this study specifically offers relevance for the current context because it is related to the regulation of two transportation network companies, Uber and Careem, in Jordan. The unconventional perspectives proposed for regulators to consider in regulating this sector largely present scenarios with their potential implications about how best to make the transport-sharing economy more beneficial.

The ninth study by Al-Masaeed et al. (2022) examined the factors influencing consumers' intention to use mobile ride-hailing services in developing countries. The rapid growth and popularity of the sharing economy services are difficult to go unnoticed. The drivers offer consumers services opportunity to coordinate and share rides. Data was collected from Jordanian consumers in June 2021 using an online questionnaire based on responses about the factors influencing consubehaviourvior, such as personalized benefits, privacy concerns, and the role of laws and regulations.

Using Partial Least Squares Structural Equation Modeling (PLS-SEM), the findings indicate that personalized benefits positively influence consumers' attraction to use mobile ride-hailing applications. However, privacy concerns negatively affect consumers' intention to use these applications. Additionally, the findings indicate that the role of laws and regulations is significant in mitigating the negative impact of privacy concerns on consumers' intention to use ride-hailing applications.

This study proves relevant because it focuses on ride-hailing service which specializes in delivering more convenient services to attract consumers. At the same time, it offers beneficial recommendations for developing countries, of which Jordan happens to be one. The researcher insists that governments and policymakers should implement protective legislation to address privacy concerns and create a supportive environment for ride-hailing services.

The tenth study by Dhanorkar and Burtch (2021) examines the transit implications of ride-hailing platforms like Uber and Lyft. It acknowledges that there are divergent perspectives on the impact of ride-hailing services on traffic. On one hand, ride-hailing can provide advantages such as pooling, which reduces traffic by efficiently matching customer demand with available vehicles or by facilitating car-sharing. On the other hand, ride-hailing may also lead

to extra travel due to increased convenience and mode substitution, potentially resulting in crowding and increased traffic. Their main aim was to reconcile these differing perspectives by exploring the heterogeneous determinants of ride-hailing's effects. The study takes advantage of Uber's staggered entry into various geographic markets in California and employs a regression-based difference-in-differences analysis to estimate the impact of ride-hailing services on traffic volumes.

With the use of monthly microdata from over nine thousand vehicle detector station units deployed across California, it was found that the effects of Uber's entry on traffic depend on various contextual factors. For weekdays, some evidence of pooling effects suggests that ride-hailing can contribute to traffic reductions during weekdays. However, on weekends, Uber's entry leads to significant crowding effects, indicating that ride-hailing can contribute to increased traffic on weekends. Additionally, the study finds that the crowding effect is more pronounced on interior roads and in areas with high population density. Ride-hailing services also seem to have a substitution effect on public transportation, but they may have a complementary effect on carpooling users. This shows that premium ride-hailing services, such as Uber Black, predominantly lead to crowding effects.

This study is significant because it highlights the transit implications of ride-hailing platforms. Jordan as a developing country also records some of the factors that exist in California which happens to belong to the category of developed nations. This suggests that ride-hailing has a substitution effect on public transportation but can have a complementary effect on carpooling users, especially in Jordan.

Summarily, research has explored the role of network effects in the diffusion of mobile applications. This includes understanding how users' social networks, interactions, and recommendations contribute to the viral spread of apps and the formation of critical mass. Also, many explorations investigate the impact of user experience, design, and satisfaction on the adoption and diffusion of mobile applications. This includes examining the usability, functionality, and overall user satisfaction, as well as the role of positive user experiences in promoting word-of-mouth recommendations.

Studies have identified various barriers that hinder the adoption and diffusion of mobile applications. These barriers may include concerns related to privacy and security, lack of awareness or understanding, technological limitations, or resistance to change. considered the influence of contextual factors, such as cultural differences, socio-economic factors, and geographical location, on the diffusion of mobile applications. These factors shape users' preferences, needs, and access to technology, thus affecting the adoption process.

Methodology

Research questions

The study uses Jordan's Uber as a case study to investigate how ideas propagate across technological platforms. The following research queries are addressed by the study:

The first question is, what factors contributed to Uber's acceptance in Jordan and how did it enter the market there?

The second question is, how well-informed and what do Jordanian users think of Uber's technological infrastructure?

The third question is, how has Jordan's well-established taxi sector been impacted by Uber's technological platform?

The fourth question is, what factors are at play in the Jordanian market when it comes to the diffusion of technical innovation?

The fifth question is, To what extent does Jordan's adoption of the Uber platform reflect social influence?

Population

According to Apuke (2017), a population is a group of items or individuals on which a study will be focused; in the case of this study, the population consists of the organizations taking part in the adoption and utilization of Uber's technical platform in Jordan. This comprises Uber drivers, users, normal taxi drivers, taxi companies, transportation companies, and relevant governmental entities with a base in Jordan. According to Dearing and Cox (2018)

concerning Rogers' diffusion of innovation theory (1995), the population for this study will include innovators, Uber passengers, and most drivers who use Uber's technological platform in Jordan.

Sampling Technique

The study will use non-probability sampling interviewing to collect data from the selected sample. A sampling method known as non-probability sampling does not select the sample from the population at random. Instead, the sample is chosen based on the researcher's judgment and a careful selection of individuals or organizations that meet specific criteria. This study will choose drivers and consumers who use the technological Uber platform in Jordan using the non-probability sample interview method. Purposive sampling will be utilized to ensure that the sample picked accurately represents the various Uber consumers in the Jordanian market. The non-probability sample interview approach might be useful when there is a small population and the researcher has to gather extensive data on the research problem. The researcher is better able to understand the participants' ideas and experiences thanks to face-to-face interactions with them during the data-gathering procedure known as an interview.

The non-probability sampling interview method has some disadvantages, including the potential for biased sample selection and the challenge of extrapolating the findings to a larger population. Purposive sampling and careful sample selection, however, can serve to lessen these limits and ensure the validity and trustworthiness of the results. In short, by using the non-probability sample interview method in this study, the researcher will be able to obtain comprehensive and rich data on the acceptance and growth of Uber's technical platform in the Jordanian market. By choosing a suitable sample and using the appropriate data analysis techniques, the validity and reliability of the results will be improved.

Purposive sampling method

The method of non-probability sampling known as purposeful sampling involves selecting participants by specified criteria that are consistent with the objectives and research questions of the study. The drivers and passengers of Uber will be the study's target demographic, and a purposive sample of 50 persons will be selected. The sample will be chosen to ensure that they can provide relevant information on the platform's adoption and dissemination in the Jordanian market based on their familiarity and expertise with using or overseeing Uber's technological platform in Jordan. A few advantages of employing purposive sampling are as follows:

Advantages of the purposive sampling method

a) Relevancy- ensures that the sample is relevant to the research subject since participants are selected for the study based on their unique features or experiences connected to the topic.
b) Representativeness - By choosing participants who share the population's fundamental features, purposeful sampling can be utilized to ensure that the sample accurately represents a given population or group of interest.
c) Effectiveness- Since researchers may swiftly discover and select individuals who match the study's eligibility requirements, purposeful sampling may be more effective than other sample procedures.
d) Expertise- When examining a niche population or issue, researchers can select participants who have specialized knowledge or insight into the study's topic.
e) Ethical considerations- could occasionally be morally preferable to other sample techniques. For instance, choosing study participants based on their willingness to participate might be more morally righteous than choosing volunteers at random who might not be interested.
f) Ethics Consideration- analysis: When conducting qualitative research to completely comprehend a phenomenon, purposeful sampling is especially helpful. For those who have distinctive viewpoints or experiences that offer light on the research issue, an in-depth exploration of these occurrences is conceivable (Campbell et al., 2020).

Advantages of non-probability sampling

a) Flexibility- Data collection and sample selection are both given additional latitude with non-probability sampling techniques. Researchers can choose people based on their accessibility, availability, and interest to participate.
b) Cost-effectiveness- Non-probability sampling techniques usually perform better in terms of cost-effectiveness than probability sample techniques. They can help researchers save time and resources by selecting volunteers who are readily available or accessible.
c) Speed- Techniques for non-probability sampling may be used more quickly than those for probability sampling. Researchers can collect data more rapidly by selecting participants who are accessible.

d) Ethical considerations- non-probability sampling approaches may, in some cases, be more morally acceptable than probability sample procedures. Researchers can choose not to use probability sampling approaches, for example, if it would be unethical to exclude specific populations from the study (Lamm and Lamm 2019).

Data Collection

The research used the interview approach to collect data. An interview approach is a useful tool for studying how technological platforms like Uber propagate innovation in Jordan because of a variety of advantages.

The first advantage of In-depth exploration is- Interviews provide for in-depth inquiry since they give researchers the chance to probe for further details and pose follow-up queries. This is especially useful for examining complex phenomena like the adoption and dissemination of technological platforms.

The second advantage is Personal connection- The ability for the researcher and participant to get to know one another better during an interview can help build rapport and trust. As a result, responses from participants may be more truthful and forthright, which is essential when studying sensitive or challenging topics.

The third advantage is Contextualization- To contextualize the research findings, researchers can ask participants about their unique perspectives and experiences related to the spread of innovation through technology platforms like Uber in Jordan. This might help us comprehend the subject at hand in a more complicated way (Campbell et al., 2020).

Coding Schema

The study will follow the coding schema as follows:

a) Main topic- The key theme is the diffusion of creativity across technological platforms.

b) The other sub-topics- Case Study and Uber are subtopics.

c) Period: 15th of June 2023

d) Publication type- Research journal paper

This coding schema identifies the main theme and subtopics of the study, including the diffusion of innovation across technological platforms, the specific Uber instance, and the location of Jordan. The intended publishing date is June 15, 2023, and it has been designated as a journal article. Using this classification schema may aid in the structuring and analysis of future research on the spread of technological innovation both in Jordan and globally.

This coding schema identifies the main theme and subtopics of the study, such as the diffusion of innovation across technological platforms, the specific Uber instance, and the location of Jordan. It will be submitted for publishing on June 15, 2023, and has been recognized as a journal article.

Data analysis

The paper will be evaluated using qualitative methods and interviews in the phases that follow;

The first step involves listening to the audio recordings of the interviewees and turning them into text. Manual labour was required.

The second step involves categorizing the data and searching for patterns. The areas connected to the study topics were reviewed by the researcher.

The third step involves the responses being classified. To do this, pertinent codes had to be gathered, and categories had to be created to represent the key ideas and concepts the data showed.

The fourth step involves the evaluation and analysis of the data, conclusions were to be made. This comprises going over the coded data and categories, looking for trends and connections, and figuring out the study's core ideas and conclusions (Campbell et al., 2020).

Definition of terms

Diffusion- Through the process of diffusion, an innovation, such as a new technology or idea, gradually spreads throughout a social system. The diffusion process, which often comprises the adoption and acceptance of the innovation by individuals or groups within the system, may be influenced by social norms, communication channels, and the characteristics of the invention itself (Min et al., 2019).

Innovation- Innovation is the creation or dissemination of a fresh product, service, procedure, or idea. Particularly in the context of technological platforms and the sharing economy, innovation frequently implies the use of digital technology to produce new types of value and disrupt established sectors or business models (Raynard, 2017).

Technology – is the term used to describe the tools, software, and processes utilized in the development, production, and delivery of goods and services. When it comes to digital tools and platforms that enable the sharing of resources, information, and services in new and inventive ways, technology is typically employed in the context of technological platforms (Raynard, 2017).

Uber – Uber is a global transportation network firm that provides ride-hailing and other transportation services via a smartphone app. Since its launch in 2009, Uber has revolutionized the traditional transportation and taxi industries in many regions of the world. It has also spurred debates about how sharing economy platforms affect labour markets, laws, and urban mobility (Hamari et al., 2016).
Jordan – Jordan is a Middle Eastern country that borders Syria, Iraq, Saudi Arabia, the West Bank, Israel, and Jordan. With a population of only approximately 10 million, Jordan is a small nation, but due to its strategic location and strong economic and political influence, it has had a significant impact on the area. The Middle East's innovation and entrepreneurship hub is now Jordan thanks to the country's rapidly expanding technology sector in recent years (World Bank, 2019).

Limitations of the study
Some of the research paper's limitations are as follows:
a) The study mainly focused on Jordan, its findings might not be generalizable to other countries or regions. The cultural, economic, and governmental characteristics that are unique to Jordan could affect how swiftly technology spreads there and might not be present elsewhere.
b) The study only covers a brief period; it might not take into account upcoming changes in the sector or advancements in technology. Given the situation of the market, it's possible that the results won't be appropriate or useful.
c) The research report only discusses the Uber instance in Jordan, it's possible that it won't be representative of other technology platforms or industry verticals. The findings might not apply to other organizations or industries because each industry or company may have unique factors that influence how quickly innovations spread.
d) The study only includes one case study; the results and depth of the research may be limited. A bigger sample size could provide a more complete view of the distribution of breakthroughs across technical platforms.

Data analysis and Findings
Data analysis on the diffusion of innovation in technological platforms, the Uber cases in Jordan shows a significant positive relationship between technological innovation and Uber users in utilizing the app platform. The findings of the study showed that the majority of Uber taxi users are comfortable with the innovative platforms provided by the organization's services and the convenience at a cost-saving benefit.
a) Do you agree that innovation contributed to Uber's acceptance in Jordan when it entered the market?
b) Is it true that Jordanian Uber users prefer its services as compared to traditional taxis?
c) Can you agree that Jordan's well-established taxi sector has been impacted by Uber's technological platform?
d) Does the Uber innovation platforms spreading be an influence on the Jordanian transport market?
e) Do you agree that Uber Jordan's adoption process was fast and influential at its initial stage?
The Findings of to Diffusion of Innovation in Technological Platforms: The Uber Cases in Jordan
Table 1: Do you agree that innovation contributed to Uber's acceptance in Jordan when it entered the market?

	%
Agreed that innovation contributed to Uber's acceptance in Jordan when it entered the market	100%
Disagreed that innovation contributed to Uber's acceptance in Jordan when it entered the market	0%

Of the respondents who were interviewed on the first question wrote *"Do you agree that innovation contributed to Uber's acceptance in Jordan when it entered the market?"*, a total of 100% agreed that technological innovation contributed to Uber's acceptance in Jordan when it entered the market. Whilst 0% of participants disagreed that technological innovation contributed to Uber's acceptance in Jordan when it entered the market.

The result positively showed that technological innovation played a vital role in the acceptance of Uber's initial stages of penetrating Jordan.
Table 2: Is it true that Jordanians prefer Uber services as compared to traditional taxis?

	%
Jordanians prefer Uber services as compared to traditional taxis.	80%
It's not true that Jordanians prefer Uber services as compared to traditional taxis?	20%

The second question to customers was "*Is it true that Jordanian Uber users prefer its services as compared to traditional taxis?"*, a total of 80% of taxi users prefer Uber's services as compared to traditional taxis. Whilst 20% of participants disagreed on preferring Uber's services as compared to traditional taxis.

The outcome of the second question is significant in that Jordanians prefer Uber services as compared to traditional taxis based on the technologically innovative application being used by Uber.

Table 3: Can you agree that Jordan's well-established taxi sector has been impacted by Uber's technological platform?

	%
I agree the ordering app is less difficult and friendly to in operating	70%
I disagree with the ordering app it is difficult and friendly to in operating	30%

Of the participants interviewed for the third question *"Can you agree that Jordan's well-established taxi sector has been impacted by Uber's technological platform?"*, a total of 70% agreed that Jordan's well-established taxi sector has been impacted by Uber's technological platform. The other participants who constituted 30% disagreed.

This showed that Jordan's well-established taxi sector has been positively and significantly impacted by Uber's technological platform and its existence was felt from its inception.

Table 4: Does the Uber innovation platform spreading an influence on the Jordanian transport market?

	%
Does the Uber innovation platform spread an influence on the Jordanian transport market?	60%
Uber innovation platforms spreading was not an influence on the Jordanian transport market	40%

Of the participants interviewed for the fourth question *"Does the Uber innovation platforms spreading be an influence on the Jordanian transport market?"*, a total of 60% agreed that Uber innovation platforms spreading is an influence on the Jordanian transport market. Whilst 40% of participants disagreed that Uber's spreading was not an influence on the Jordanian transport market.

Table 5: Do you agree that Uber Jordan's adoption process was fast and influential at its initial stage?

	%
Do you agree that Uber Jordan's adoption process was fast and influential at its initial stage	90%
I disagree that Uber Jordan's adoption process was fast and influential at its initial stage	10%

The interview for the fifth question to customers was "*Do you agree that Uber Jordan's adoption process was fast and influential at its initial stage?"*, a total of 90% agreed that Uber Jordan's adoption process was fast and influential at its initial stage. Whilst 10% of the participants disagreed that Uber Jordan's adoption process was fast and influential at its initial stage.

The outcome positively showed that Uber's adoption process by customers in Jordan was fast and influential at its initial stage, there was a high level of diffusion within the Jordanian citizenry on the innovative technology platform of the Uber taxi facility.

Discussion

Traditional transportation services have been disrupted by technological platforms like Uber, and people's acceptance of these platforms has been influenced by a variety of variables, including their usability, rewards, and social norms. Uber in Jordan is used as a case study to demonstrate how innovation dissemination processes operate on technological platforms. The diffusion of innovation theory offers a framework for comprehending how novel

goods and services are eventually embraced by people, groups, and organizations. According to the hypothesis, there are five steps involved in adopting new technology: awareness, interest, evaluation, trial, and acceptance. The case study of Uber in Jordan illustrates the platform's adoption through these five stages, as well as the numerous factors that helped or hampered the adoption's success. The ease of use of a technological platform is one of the major determinants of its acceptability. Users can rapidly book a ride with only a few clicks on their mobile devices thanks to the platform's apparent simplicity of use. Incorporating GPS tracking and driver reviews improved consumers' perception of security and increased website traffic.

Benefit perception is a crucial element. The Uber platform offered a practical and affordable substitute for conventional cab services. Customers can use the service more readily because the platform uses a distance- and time-based pricing system as opposed to fixed fares. The normal practice of negotiating over prices, which is common in traditional taxi services, was also removed by this pricing technique. The introduction of Uber in Jordan was significantly influenced by social norms as well. The platform was appealing to specific social groupings, which contributed to its widespread acceptance. Additionally, the platform's visibility to potential users was improved by the usage of social media and relationships with surrounding businesses. Last but not least, the Uber case study in Jordan sheds important light on how cutting-edge technology platforms foster innovation. Understanding the innovation diffusion process and the variables affecting consumer acceptance may be useful for businesses planning to launch new products or services in untapped markets. Overall, the Uber case study in Jordan emphasizes how critical it is to comprehend the regional market and cultural environment before implementing a technical platform.

Conclusion

The Uber case study in Jordan provides insight into how cutting-edge technological platforms spread innovation. Jordan's adoption of Uber followed the five stages of the innovation diffusion process: awareness, interest, evaluation, trial, and acceptance. Several factors, including societal norms, the advantages of the platform as seen by consumers, and usability, had an impact on Uber's expansion in Jordan. These findings could be useful to companies wanting to expand into new areas with cutting-edge products or services. Businesses can develop strategies to increase consumer acceptance of their products and services by having a better understanding of the innovation diffusion process. The Uber case study in Jordan highlights how important it is to understand the local market and cultural context before putting a technology platform in place. A framework for understanding how novel products and services are eventually accepted by individuals, groups, and organizations is provided by the diffusion of innovation theory. Technological platforms like Uber have disrupted traditional transportation services, and people's acceptance of these platforms has been influenced by several factors, including their usability, rewards, and social norms. Jordan's Uber case study provides crucial insight into how cutting-edge concepts proliferate via contemporary technological platforms.

When Uber was adopted in Jordan, the five steps of the invention dissemination process were adhered to. Prospective users were made aware of the new platform during the awareness phase. Because there weren't enough users in Jordan at first, Uber encountered issues. The company initiated a marketing campaign to attract prospective clients that made use of social media and partnerships with local businesses. Because more people are becoming aware of the site, the interest stage has started. The exploration stage aimed to generate interest in the new platform. Uber's marketing campaign in Jordan highlights the benefits of the platform, such as convenience, accessibility, and safety, to draw in new users. As a result, potential users are more interested in the website. During the evaluation phase, the new platform's perceived benefits and drawbacks were evaluated. Jordanian potential customers evaluated the Uber platform's usability and security. Customers found the website to be simple to use, and the addition of driver ratings and GPS tracking increased their sense of security. Throughout the testing period, the new platform was put to the test. Uber provided free trips to new users in Jordan so they could use the service risk-free. As more users gave the platform a shot, its popularity increased. One aspect of the acceptance phase was the broad use of the new platform. As the service became more popular among specific social groups, social norms had an impact on how often Uber was utilized in Jordan. The platform's widespread success in Jordan can also be ascribed to how well-liked and straightforward it is. Cultural norms, perceived benefits, and user-friendliness were only a few of the elements that contributed to Uber's success in Jordan. Due to the platform's usage of GPS tracking and driver ratings, customers felt safer than they otherwise would have, and it offered a practical and cost-effective alternative to conventional transportation services. Social norms also had an impact on the platform's adoption because it gained popularity among particular social groupings.

As demonstrated by the case study of Uber in Jordan, it is essential to understand the regional market and cultural setting to appropriately adapt technical platforms. Businesses can develop strategies to increase demand for their products and services in untapped markets by understanding how innovations spread. The case study provides important insights into the factors that influence how technological platforms are adopted, including perceived benefits, usability, and social norms. The Uber case study in Jordan makes it possible to comprehend how cutting-edge technological platforms spread innovation. According to the five steps of the innovation diffusion process, Uber was accepted in Jordan. User perceptions of the platform's advantages, usability, and cultural norms all had an impact on its success. By first comprehending the local market and cultural environment, businesses can establish strategies to increase the adoption of their goods or services in new locations, which can result in their effective diffusion.

Recommendation

The following recommendations are made for additional research study:

Comparative studies: Upcoming research may examine how Jordan adopted Uber in comparison to comparable nations in the same region or to nations with various regulatory frameworks. Thus, it becomes simpler to distinguish between concepts that are more generally applicable and those that are more particular to Jordan or the Middle East.

Longitudinal studies: These analyses can be used to track Uber's expansion in Jordan over time and spot changes to the variables impacting that expansion. This can assist in determining how regulatory changes have impacted the platform's acceptance.

The drivers' viewpoint: Future studies may concentrate on the drivers' viewpoint and their experiences using Uber in Jordan. This data can be used to determine the variables affecting drivers' platform adoption and service satisfaction.

The viewpoint of the passenger: Future research should concentrate on the viewpoint of the passenger and their experiences utilizing Uber in Jordan. By doing so, it will be possible to pinpoint the variables affecting platform adoption and passenger service satisfaction.

The effect of Uber on conventional taxi drivers: Future research can look at how Uber has altered the conventional taxi sector in Jordan. This will make it simpler to determine the level of disruption that the introduction of ride-sharing services would bring about and to suggest viable regulatory solutions that may be used to lessen any negative effects.

Cultural factors: Future research can look at how cultural factors affect the use of technology in Jordan, such as Uber. Understanding how cultural values and norms affect adoption can be useful for raising adoption rates.

Government regulations: Upcoming research may look at how regulations impacted the use of Uber in Jordan. This can aid in determining how to create government policies that encourage the usage of ride-sharing services and eliminate regulatory obstacles.

Additional theories of technology adoption and their relevance to the use of Uber in Jordan may be examined in future research. This makes it simpler to find alternative frameworks for comprehending the elements that affect how technology platforms are accepted.

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