

# Review of: "Factors Influencing the Intention to Choose Transportation Applications in Bangkok, Thailand"

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The authors have addressed a pertinent and intriguing topic, although it lacks novelty. The ongoing proliferation of mobile applications, especially web planners, forms the backdrop against which this paper endeavors to bridge a gap in the existing research pertaining to the determinants influencing individuals' choices when selecting transportation applications.

The authors have clearly articulated their intended hypotheses and have substantiated their choice of hypotheses with a brief literature review. However, it appears that the review is somewhat lacking in comprehensiveness, leaving an impression of selective examination rather than a comprehensive analysis of the factors shaping the specific phenomenon in question. I would recommend that the authors enhance this section to offer a more comprehensive perspective. Such enhancement may also contribute to the identification of missing control variables in the empirical section.

Furthermore, the improved literature review might also inspire the formulation of more innovative main hypotheses. Presently, there appear to be four stated hypotheses, which could be summarized as: "The more usable the app, the more it is being used". It does not seem particularly groundbreaking. Moreover, the hypotheses seem to pertain to highly correlated features of mobile applications, making it challenging to discern their unique impacts on usability.

The authors have duly acknowledged the limitations of employing a convenience sample and its implications for the generalizability of the results. Regrettably, there is insufficient information provided about the sample itself. The readers would greatly benefit from receiving, at the very least, basic descriptive statistics and variable distributions. As it stands, it is unclear what precisely was measured in the survey. It is advisable to append the survey questionnaire to the text for clarity.

Regarding the empirical section, the choice of linear regression to analyze a dependent variable measured on a Likert scale is questionable. The authors should consider a more suitable model for ordinal dependent variables, such as the ordered logit or ordered probit model. Furthermore, the absence of control variables in the study is problematic. Presently, the authors assert that only four variables determine the choice of the application, which is an oversimplification and may introduce bias in the estimated parameters. The authors have acknowledged this issue in the second paragraph of the conclusions section, but it is unfortunate that they do not provide suggestions for the inclusion of control variables, which could have been explored in the "discussions" section, currently lacking in depth.

The conclusions are aptly presented in a concise and correct manner. I would advise the authors to refrain from using

overly general statements that could apply to a wide array of scientific and non-scientific texts, such as "The questionnaire items were thoughtfully crafted using established and validated research data..." or "Following data collection, a thorough coding process and rigorous analysis were meticulously undertaken to address the research objectives effectively."

In summary, this paper necessitates significant revision and augmentation. Enhanced literature reviews, along with essential corrections in the empirical section, are imperative to bolster the quality and validity of the study.