

The benefits of the sharing economic solutions from a user's perspective

Jacek Winiarski[✉], Marcin Szóstakowski

University of Gdansk, Faculty of Economics
119/121 Armii Krajowej St., 81-824 Sopot, Poland
[✉] corresponding author, e-mail: jacek.winiarski@ug.edu.pl

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Abstract

How is the implementation of public transport services perceived by the public in the context of the sharing economy? What social and economic elements determine their development? The task of this article is to look for answers to questions formulated in this way. A quantitative method was used to conduct the research; the technique that was used was the CASI online survey. Profitability calculations were carried out and compared for three variants of vehicle use: rented, new and used. The deadlines for exceeding the profitability thresholds were set under the assumed preconditions for the analyzed variants. The results that were obtained provided an assessment of the customers' opinions on the use of elements of the sharing economy in public passenger transport, and enabled the formulation of determinants of the popularization of these solutions as well as a determination of the cost-effectiveness thresholds for practical applications.

Introduction

The economics of sharing, as a subdiscipline of economics, is a relatively new phenomenon that has successively gained market acceptance and is gaining popularity as a research area for scientists; its origins and unequivocal definition are not obvious (Görög, 2018). The main task of the sharing economy is to share unused resources to achieve optimal exploitation; the goal of which is ultimately to reduce costs and generate additional profits. Although sharing is one of the oldest market practices, today's technological developments allow for even more efficient sharing of resources, which should result in greater potential.

Market solutions in the area of the sharing economy operate in many sectors of the economy, e.g. in the field of the sharing economy, in the real estate market or in the exchange of goods, but they play a special role in transport services. The popularization of the practical use of elements of the sharing

economy among the mass consumer can be attributed to Uber. Market innovation in the area of individual car transport in the sharing economy has enabled the following economic activities:

- rental customer for a selected vehicle – carsharing,
- rides with other users in one car – ridesharing,
- rides with the driver – ridesourcing.

The authors of this article, being aware of the dynamic development of solutions in the field of the sharing economy in the individual car transport sector, assessed its attractiveness from the customer's perspective. This article has formulated and subsequently verified the following hypotheses: 1) the services offered in individual car transport, proposed under the sharing economy, are seen by customers as being attractive; 2) solutions that can be proposed in the area of application under consideration are characterized as having significant benefits from the user's perspective; 3) the sharing economy in individual car transport will be increasingly used.

The research presented in this article has analyzed the terms of the sharing economy, a simulation of the costs for the individual car transport selected from the area and an assessment of its usage from the customer's perspective. The assessments were conducted for a randomly selected sample of 121 people between the ages of 21 and 35. The quantitative method was the research method that was used and the technique used was the CASI online survey.

It should be emphasized that the studies presented in this article only cover a small section of the broad spectrum of science, which is the sharing economy. It is a new subdiscipline in which the main difficulty is the lack of precision among the many important phenomena. This implies the emergence of a series of inaccuracies, which, among others, should be considered as a solution that should be examined in the context of the sub-discipline under consideration; however, this is not the case. The authors, with full awareness of this problem, have adopted certain simplifications regarding the definition of the sharing economy, which have resulted in a broad understanding of this concept and thus enabled a study of the many services being offered in the market of individual car transport.

Sharing economy, the essence and terms

Although the concept of the sharing economy is widely regarded as being a new term, its origins can be found as early as 1978, when the term collaborative consumption (Felson & Spaeth, 1978) was introduced in the literature. The term was understood as being an activity in which one or more people consume economic goods or services while engaging in joint activities with other people. However, this term is too broad for the purposes of the modern interpretation of the concept of the sharing economy. Its disadvantage is that it mainly focuses on coordinating shared consumption (e.g. drinking beer with friends) and not on the issues of acquisition and distribution of shared goods (Belk, 2014).

The sharing economy is an imprecisely defined scientific term; it is often used synonymously with other related terms, such as collaborative consumption, the collaborative economy, the peer economy or the on-demand economy. It should be stressed that there are common elements and significant differences between each of these notions. As a result, it should be considered that each of them describes a different phenomenon (economic model). The term "sharing economy" is sometimes attributed to solutions that omit sharing and cooperation and consist

solely of the efficient combination of demand and supply (Botsman, 2013; 2015).

The sharing economy is an innovation in which practical implementation and dynamic development have significantly overtaken the theoretical considerations of its characteristics. It is possible to describe this phenomenon by its characteristics, separating it from other models of business activity. The sharing economy is an original form of business; its uniqueness manifests in the organizational and technological sphere. The activities of the sharing economy use IT platforms through which customers can use the available and not fully utilized material or service resources held by another economic operator or person, either for a fee or free of charge. An essential feature of the sharing economy is offering exclusive forms of access to the customers concerned. The transfer of ownership rights of the resources used is incompatible with this idea (Pietrowicz & Sobiecki, 2016, p. 11–13).

The challenge for science is to recognize the development of the sharing economy as the economy responding as a consequence of social change, as well as the emergence of new technological opportunities, especially those in the field of IT. Technological, economic, social and political factors are listed in the literature as some of the most significant reasons that determine the emergence and development of the phenomenon being studied (Ertz, Durif & Arcand, 2016). Technological innovations in the form of universal internet access have allowed for horizontal organization in the form of cooperation between the users of online platforms, a concentration of buyers and sellers and increased the role of the online intermediaries. It is understood that economic crises and economic difficulties of consumers have a significant impact on the development of the use of the sharing economy. Customers are looking for solutions to financial problems that use easy and cost-effective sharing of the desired goods and services. Economic fluctuations can be seen as a manifestation of the weakness of the state as well as social and economic imperfections. In such cases, citizens are more reluctant to invest in financial security structures for the future. However, the practical implementation of elements of the sharing economy might enable community members to make economies in their cost of living.

Classifying certain economic practices as a phenomenon belonging to the sharing economy has raised many controversies among researchers. For example, Eckhardt and Bardhi believe that sharing can only be spoken of in terms of an established

social context, in which neither party in the transaction derives financial benefits, such as sharing and shared consumption within a family. In the case of sharing in the market environment, the people involved act as intermediaries and customers, and consumer motivations are pragmatic and result from material motives. Therefore, the term “access economy” has been created, which refers to selected market solutions based on commercial sharing. Practical access to economic applications enable customers to temporarily access goods and services in a flexible and financially convenient manner, while eliminating the property and emotional responsibility of possessing them (Eckhardt & Bardhi, 2015).

The diversity of terms, which are synonymous with the sharing economy, and the lack of clarity in classifying cooperative economic models makes it possible to define this phenomenon both narrowly and broadly. The sharing economy, in a narrow sense, involves lending free or partially managed resources to private individuals as part of shared consumption. The main burden in this interpretation is on cooperation and trust between fellow users. Transactions can be paid for or be free of charge and the role of the intermediary is negligible. The broad sharing economy is akin to understanding the concept of the access economy. The subjects of the transaction are individuals and business entities (Business-to-consumer and consumer-to-consumer) (B2C and C2C). The role of the intermediary in the transaction is important and the resources are not made available except on the basis of common consumption. Transactions may be carried out on a fee-free or free basis (Kozłak, 2017).

Due to definition problems and the lack of one generally accepted term describing this phenomenon in the literature, the authors in this paper have favored the definition of the sharing economy in a broad sense. This approach enables a comprehensive analysis of sharing-based services and takes different extents of sharing into consideration.

Applications of the sharing economy in transport

The sharing economy is used in many sectors of the economy. Among the services offered to customers as part of the shared economy is transport and, in particular, the transport of persons plays a significant role. The ways in which resources are shared in transport differ in terms of what type of vehicle they relate to and the role played by the consumer. The most popular solutions based on the sharing

economy in transport should be distinguished; the types of sharing of relocation tools have been described below.

Ridesharing

Ridesharing is a type of transport, the primary goal of which is to fill empty seats in a car during a ride (Shared-Use Mobility Center, 2019). Classic ridesharing features subsets of applications such as carpooling and vanpooling. Carpooling characterizes the process of moving several (up to four) passengers in a private vehicle, who are connected by a common destination. Vanpooling is a major development of this idea; using larger capacity vehicles, for example, vans, by interested customers (Chan & Shaheen, 2012).

It is possible to highlight several types of ridesharing; however, one of the most popular is real-time ridesharing. Its users, who plan to take a ride, are associated with each other a short time before the trip and the details of the journey can be determined even a few minutes before embarking on the journey. Like classic carpooling, this involves a one-time or recurring journey where the spare seats in the vehicle are shared. Real-time ridesharing is additionally characterized by unique technological or functional applications, i.e. mobile applications, algorithms for associating drivers with passengers, or a system of participation assessments (Amey, Attanucci & Mishalani, 2011).

Ridesourcing

Ridesourcing is a concept that characterizes an economic activity that is functionally similar to traditional taxi services. It works using mobile applications through which the customer has the opportunity to order a ride and is then implemented by the driver. Ridesourcing is also referred to as ride-hailing, ride-booking or a Transportation Network Company (TNC) (Shaheen et al., 2015). Ridesourcing allows passengers to order a real-time ride. Drivers who are close to the selected customer’s location receive a notification about the pickup place for the passenger and can undertake the execution of the route. This form of transport is characterized by numerous technological amenities. If a passenger’s order is accepted, they can track the location of the vehicle on a map in real time and know the estimated time of arrival at the destination and the payment for the journey can be first automatically estimated and then charged on the customer’s card payment at the end

of the journey. A feature that distinguishes ridesourcing services from classic taxi services is that drivers are usually not obliged to have various certificates and licenses and they mostly operate rides in a private car (Rayle et al., 2016).

Carsharing

The idea behind carsharing is to provide customers with short-term access to cars. In this type of sharing, the consumer shall have limited access to the selected vehicle. Carsharing companies own or lease shared cars; users access these vehicles after making the required reservation. The fee for using the car depends mostly on the duration of the rental and the distance travelled (Shaheen, Mallery & Kingsley, 2012).

There are several types of carsharing; these are roundtrip carsharing, one-way carsharing or the personal vehicle system (PVS). Roundtrip carsharing provides temporary access to a vehicle that must be left in the same place from which the vehicle was rented after use. One-way carsharing is a system that allows you to pick up a vehicle in one place, and return it in another after the end of the journey; this is characterized by higher flexibility for the client. A distinguishing feature of the personal vehicle system is the role of the PVS service as an intermediary in connecting entities that own vehicles with people who want to rent them. A PVS service company provides resources such as an online platform, in car technology, and car insurance. PVS customers access the cars installed by the operator in the vehicle to prevent unattended access or by receiving vehicle keys directly from the owner of the rental vehicle. Scooter rental works on a similar principle to some carsharing services (Shaheen et al., 2015).

Bikesharing

The principle of operation of bikesharing is based on the use of the bike by the consumer at a certain time and in a designated area, depending on his needs. The sharing of bicycles allows for short-term access to the vehicle, which is characterized by the customers not having liability relating to the cost of owning and maintaining the vehicle. Bikesharing functions as a system that is implemented in the public transport of a city or another organizational unit that provides access to unattended stations where the user can rent or return the vehicle. The booking, collection and return of the bike are carried out on a self-service basis. Companies that provide

bikesharing services usually cover the purchase and depreciation costs of vehicles and are responsible for their maintenance and storage. Bikesharing is a source of significant ecological and social benefits, such as reducing traffic jams, reducing fuel consumption, increasing the efficiency of public transport and alternative modes of transport and health benefits, as well as increasing environmental awareness (Shaheen, Guzman & Zhang, 2010).

A comparison of the short-term rental of a car with buying and owning a vehicle

The financial benefits of the implementation of sharing elements in the area of transport can be reached from the costs associated with the purchase and use of the vehicle. In order to perform the comparative analysis, the authors had to cost everything during a year of a hypothetical driver in built-up areas, exploiting the car 6 days a week and exceeding 35 km per day. For the price analysis, a representative company providing passenger car rental services called Traficar was chosen to compare with the purchase and use of a vehicle from Renault. The choice of the car model was dictated by the fact that Traficar only offers Clio IV models.

Traficar charges an initial fee of 2.99 PLN and then 1.5 PLN for each kilometer travelled. According to the price list, no driving time fee is charged, a payment of 0.15 PLN per minute is only charged for stopovers with the engine off. To sum up, during a year, with costs from the kilometers driven, the driver will be charged 17,312.88 PLN. It should be emphasized that the user of the Traficar car does not cover the cost of fuel for a stopover in paid parking zones (excluding Katowice and Wieliczka). In addition, when using Traficar vehicles, the driver does not have to pay OC (Liability Insurance – LI) and AC insurance.

It was assumed that the customer is interested in the solution to the communication problem and is closely considering the quality of the ownership of the vehicle. The cheapest new Renault Clio IV model offered in 2019 is the Life version, characterized in part by poor equipment and a 65 KW engine, which consumes 4.9 liters of 95 gasoline every 100 km in the mixed cycle. By calculating the annual cost of use for fuel over a given distance (taking the average price of fuel on 20.12.2019, 1 liter of 95 petrol cost 4.9 PLN) and the cost of mandatory LI at 686 PLN (assuming the price of LI in the 3rd quarter of 2019, depending on 95 petrol at 4.9 PLN) and the mandatory costs with LI of 686 PLN (assuming the price

of LI in the 3rd quarter of 2019, which depends on many elements, e.g. the age of the driver or the type of engine in the vehicle). Summing up all the purchase and operating costs incurred in the first year of use, gives 50,216 PLN.

In further consideration, a detailed financial analysis will be subject to the variant in which the customer will buy the used car. For the most common, otomoto.pl, the amount to be paid for the acquisition of a four-year old Renault Clio IV model is a price of 30,000 PLN (December 2019). Car offerings differ in cabin equipment as well as engine type and capacity. Assuming that the customer buys a vehicle with a combustion engine that consumes 4.6 liters of 95 petrol per 100 km in the mixed cycle and taking into account fuel prices and LI insurance, the total annual cost of the purchase and operation of the car will be 33,147.37 PLN.

Table 1. Comparison of the consolidated costs of buying a vehicle or renting one

Year	Consolidated costs (in PLN) of buying and ad hoc renting of a car over five years		
	Traficar	New vehicle	Used vehicle
1	17,312.88	50,216.54	33,147.37
2	34,625.76	53,531.07	36,294.74
3	51,938.64	56,847.61	39,442.10
4	69,251.52	60,162.14	42,589.47
5	86,564.40	63,478.68	45,736.84

If a distance of 35 km is travelled on 6 days a week over two years, then renting a car will save 1668.98 PLN compared to the used car and 18,905.31 PLN compared to the new car. Car rental is more cost-effective for up to 25 months for a used vehicle and for up to 40 months for a new car (Table 1). In the long term, that is more than 26 months for the used vehicle and more than 4 years and 4 months (from month 41) for the newly purchased car, at which point it becomes more financially advantageous to own a vehicle than rent one. At the end of 4 years of operation, the investment in the purchase of a vehicle becomes significantly more advantageous than renting one by 26,662.05 PLN for the used vehicle and 9089.38 PLN for the new car, with certain preconditions.

These relationships are due to the higher initial costs (related to the purchase of a car) and lower operating costs over the following years (the main financial outlays are incurred by fuel and compulsory insurance). It should be stressed that the analysis presented does not take into account certain random factors, such as inflation, fluctuations in the value of

the purchased vehicle, or failures and hidden defects in the used car, which may result in significant additional costs. The financial benefits of ad hoc rental are reinforced by the depreciation of the market value of new cars and the need to pay the fees associated with maintaining the required technical and legal condition of the vehicle. In addition, the driver is obliged to pay a fee for the use of parking spaces in paid parking zones.

As illustrated in the calculations, the ad hoc rental of a vehicle is financially beneficial for consumers who want to travel a certain number of kilometers (e.g. urban dwellers) or who have occasional transport needs. It is possible that ad hoc rental of cars will support multimodal passenger transport, where the consumer can use the vehicle to reach a transport hub or other means of transport, from which they will depart for another destination. People then travelling in the opposite direction can use the car that is left behind. Ad hoc rental of vehicles appears to be an unfavorable solution for people who are not intending to use an alternative means of transport or who will travel (over a long time) a significant number of kilometers. For example, assuming a customer ride of 50 km per day, 6 days a week (and accepting the other costs from the above analyses), the financial expense of renting a car after 5 years will be 121,664.40 PLN. A consumer who purchases a new vehicle on their own will incur a cost of 69,057.80 PLN over 5 years. From a five-year perspective, the purchase of a new car generates savings of more than 55%, compared to rental costs.

Assessment of the solutions offered in the area of the sharing economy from the viewpoint of its users

In order to verify the hypotheses, the researchers used a quantitative method. The accepted research technique is an online survey – CASI. Young people (up to 35 years old) were randomly selected and 121 correctly completed questionnaires were obtained from a research study in 2017. Among the respondents, 57% were male and 43% were female.

The first question that the participants were asked was of a filtering nature; its purpose was to control for knowledge of the concept of sharing economics. If the respondent gave a negative response, the monitor screen displayed a definition informing them of ideas that characterized the phenomenon being analyzed. Knowledge of the term was declared by 63.6% of the respondents. Then, the respondents were asked if, in their opinion, access to a product or service in

the form of a rental could be more favorable than owning it. 14% of respondents gave a completely affirmative answer: 67.8% though, pointed out that access to a product within the sharing economy, in their view, did not fully co-share all the possibilities of having a product; 18.2% of respondents answered in the negative. The results obtained for the respondents' opinions on the benefits of applying sharing in the sharing economy are presented in Table 2.

Table 2. Benefits of sharing economy solutions among the respondents

Answer	Total	Women	Men
Financial savings	71.1%	67.3%	73.9%
Eco-friendliness	62.8%	67.3%	59.4%
Convenience	60.3%	57.7%	62.3%
Efficiency	45.5%	36.5%	52.2%
Time savings	37.2%	32.7%	40.6%
Building trust between the users and providers	21.5%	17.3%	24.6%

Financial savings turned out to be the biggest advantage; which was indicated by 71.7% of respondents. Eco-friendliness and ease of use were the next most-chosen benefits, indicated by 62.8% and 60.3% of respondents, respectively. The respondents could also introduce benefits not covered by the prepared answers, 3.3% of the respondents did so. The following advantages were listed: no need to maintain the equipment used, convenient access to rarely used items, making new friends, learning soft skills, and the emergence and functioning of social media groups interested in sharing.

The respondents were then asked to point out the recognizable services from the list of the most popular representations of the different forms of transport offered under the sharing economy. The researchers distinguished the services by the items they were dealing with: cycling, cars, scooters and bikesharing. Almost all of the respondents (99.2%) declared knowledge of Uber. The MyTaxi companies (92.6%, the company currently operates under the name FreeNow) were distinguished, so was BlaBlaCar (86%) and Traficar (78.5%). The respondents were then asked to indicate the services of the companies that they have used so far and the frequency of their use (Table 3). The most commonly used ridesourcing services were offered by Uber and MyTaxi, of which 19.8% and 38% of the respondents had never used, respectively. It should be noted that these were the only popular companies used by the respondents. The services provided by the other companies were not being used by most of the respondents.

Table 3. Frequency of use of the transport services that are elements of the sharing economy among the respondents

Provider	Frequency of use %					
	Never	1-2 times	3-5 times	6-10 times	More than 10 times	Used frequently
Uber						
Total	19.8	27.3	24.8	11.6	15.7	0.8
Women	23.1	23.1	26.9	11.5	15.4	0
Men	17.4	30.4	23.2	11.6	15.9	1.4
MyTaxi						
Total	38	21.5	27.3	6.6	5.8	0.8
Women	28.8	13.5	42.3	7.7	7.7	0
Men	44.9	27.5	15.9	5.8	4.3	1.4
iTaxi						
Total	89.3	9.1	0.8	0	0	0.8
Women	88.5	9.6	1.9	0	0	0
Men	89.9	8.7	0	0	0	1.4
Taxify						
Total	94.2	5	0.8	0	0	0
Women	94.2	5.8	0	0	0	0
Men	94.2	4.3	1.4	0	0	0
EcoCar						
Total	90.9	9.1	0	0	0	0
Women	86.5	13.5	0	0	0	0
Men	94.2	5.8	0	0	0	0
BlaBlaCar						
Total	71.1	15.7	5	3.3	4.1	0.8
Women	71.2	17.3	5.8	3.8	1.9	0
Men	71	14.5	4.3	2.9	5.8	1.4
Traficar						
Total	83.5	7.4	5	4.1	0	0
Women	86.5	9.6	1.9	1.9	0	0
Men	81.2	5.8	7.2	5.8	0	0
Nextbike						
Total	94.2	1.7	1.7	1.7	0.8	0
Women	94.2	0	1.9	1.9	1.9	0
Men	94.2	2.9	1.4	1.4	0	0
BikeU						
Total	99.2	0.8	0	0	0	0
Women	98.1	1.9	0	0	0	0
Men	100	0	0	0	0	0
Blinkee						
Total	95	3.3	1.7	0	0	0
Women	92.3	5.8	1.9	0	0	0
Men	97.1	1.4	1.4	0	0	0

After assessing the knowledge and frequency of use of the shared transport services, the respondents were asked to identify the most attractive modes of transport offered under the sharing economy (Table 4). An order to ride directly with the driver was the

most attractive in the respondents' opinion, as indicated by 67.8% of people. Car rental for a given period and use of the city bike system were the next most attractive forms of transport, indicated by 52.1% and 46.3% of respondents, respectively.

Table 4. Assessment of the attractiveness of the selected forms of shared transport among the respondents

Answer	Total	Women	Men
Ordering a ride offered by a driver	67.8%	71.2%	65.2%
Renting a car for a given period	52.1%	50%	53.6%
Using the city bike systems	46.3%	40.4%	50.7%
Sharing a car with people travelling in the same direction	38%	38.5%	37.7%
Renting a scooter for a given period	19.8%	15.4%	23.2%

The respondents then pointed to the advantages (Table 5) and the disadvantages (Table 6) of the sharing economy transport solutions. Each of the subjects listed many positive aspects of the analyzed applications and the most common was the absence of having to own their own vehicle (85.1%). On the other hand, the most commonly declared disadvantage was dependence on other people (57.9%).

Table 5. Positive aspects of shared forms of transport in the respondents' opinion

Answer	Total	Women	Men
No need to own a vehicle	85.1%	82.7%	87%
Financial savings	58.7%	53.8%	62.3%
Eco-friendliness	52.1%	61.5%	44.9%
More choice for the consumer	44.6%	34.6%	52.2%
Ease of use and availability of such solutions	38.8%	36.5%	40.6%
Fewer traffic jams in cities	28.1%	32.7%	24.6%
None	0%	0%	0%

Table 6. Negative aspects of shared forms of transport in the respondents' opinion

Answer	Total	Women	Men
Dependence on other people	57.9%	53.8%	60.9%
Designated geographical area in which the service operates	48.8%	48.1%	49.3%
The need to comply with the regulations of the service (e.g. parking the vehicle in designated areas)	43%	38.5%	46.4%
Unclear legal status of some entities (e.g. Uber)	37.2%	36.5%	37.7%
Unclear method of using the service	34.7%	34.6%	34.8%
None	5.8%	7.7%	4.3%

The respondents were then asked whether they were car owners; this was a filtering question and the further questions were conditional on the answer. They found that 33.9% of the study participants were car owners; 66.1% were not. The car owners were then asked two questions: the first was to declare whether they would be able to give up car ownership in favor of the solutions offered by the sharing economy (Table 7). In total, 90.2% of the car owners surveyed indicated that they would not be able to do so. The second question was to verify that the respondents would be willing to make their own vehicle available under the sharing economy (Table 8). More than half of those surveyed did not want to share their cars, but 41.5% of respondents were in a position to do it for profit. People without a vehicle were asked if they would be willing to give up buying a car in the future in order to exclusively use personal shared transport. Of the respondents without a car, 58.8% said they could give up the future purchase of the car, and 41.3% ruled out this possibility.

Table 7. Respondents answering the question "Would you be able to give up your own vehicle in favor of a solution in the field of the sharing economy?"

Answer	Total	Women	Men
No, by no means	46.3%	27.3%	53.3%
No, the sharing economy is not yet sufficiently developed	43.9%	63.6%	36.7%
Yes	9.8%	9.1%	10%

Table 8. Respondents answered the question "Would you be able to give other people access to your own vehicle within the sharing economy?"

Answer	Total	Women	Men
No	51.2%	54.5%	50%
Yes, but only for profit	41.5%	36.4%	43.3%
Yes, both free and for profit	7.3%	9.1%	6.7%

The researchers asked the respondents two more questions; this was done to obtain their opinion on the role of sharing economy solutions in passenger transport. The first question concerned the current assessment of the significance of the solutions used (Table 9); the second question was aimed at formulating an assessment of their role for a five-year perspective (Table 10). The study participants marked their grades on a 6-point scale, where 1 was not significant and 6 was very important. The average score of current significance was 3.64, and the five-year perspective was 4.69. Kurtosis and skewness indicators showed that the values of the obtained responses were similar to the normal distribution.

Table 9. Respondents' assessment of the significance of the sharing economy in passenger transport

Answer	Total	Women	Men
1	0.8%	0%	1.4%
2	18.2%	7.7%	26.1%
3	32.2%	30.8%	33.3%
4	23.1%	28.8%	18.8%
5	16.5%	19.2%	14.5%
6	9.1%	13.5%	5.8%

Table 10. Respondents' assessment of the importance of the sharing economy in passenger transport for a five-year perspective

Answer	Total	Women	Men
1	0%	0%	0%
2	1.7%	0%	2.9%
3	18.2%	13.5%	21.7%
4	19%	21.2%	17.4%
5	32.2%	30.8%	33.3%
6	29.9%	34.6%	24.6%

Conclusions

The results of the research presented in this article have confirmed the hypothesis about how customers perceive the solutions offered as part of the sharing economy as being attractive, due to the perception of positive elements such as: financial savings, comfort and environmental friendliness. The benefits of the sharing economy in the field of passenger transport can also be seen in the respondents' responses. A significant number of them perceive the selected forms of shared transport as being attractive (especially ridesourcing and carsharing), recognizing that the most important advantages are: no need to own a vehicle and no need to pay for refueling and parking (in most cities in Poland). In this way the first hypothesis was confirmed. After conducting an analysis comparing the purchase of a new and a used car with the operating costs of a rented vehicle, time spans were set after which the profitability changed. It has been calculated that renting is financially more beneficial for a used car in the first 25 months of operation and for a new vehicle in the first 40 months given certain conditions; in this way the second hypothesis was verified. The third hypothesis confirming the increasing use of transport solutions implemented under the sharing economy was not confirmed. A marginal proportion of the respondents declared that they were regular users of the services offered

by such companies as Uber or MyTaxi, which were also characterized by the highest recognition among respondents as well as the highest rate of their sporadic use. Only 15.7% of respondents had used Uber more than 10 times, and the vast majority of respondents had never used the services of most of the companies. It should be emphasized, however, that from a long-term perspective, the results of customer opinion may suggest that the perceived perception of the respondents of the positive elements of the tested applications will translate into an increase in the number of users of the transport solutions offered as part of the sharing economy in the future.

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