Abstract

Shared economy is a phenomenon becoming more prevalent in our society. The study explores the case of business-to-consumer (B2C) carsharing. Using a unique cross-sectional data set, which is compiled by aggregating several city-specific demographic and geographic factors, we construct several models which should be explanatory on the characteristics of cities, where car sharing is active and successful. Firstly, a logistic regression is employed to estimate the impact of predefined factors on the presence of B2C car sharing in a city. We find out that there is significantly positive relationship between the presence of prestigious university and active shared mobility platform. Furthermore, we introduce the OLS regression with log-level functional form to estimate, what determinants affect the quantity of cars in cities. Additionally, we provide explanation on demographic and geographical variables, which have the most defining impact on the prosperity of car-sharing. In conclusion, several suggestions on future research and studies based on carsharing success are presented.

Keywords car-sharing, shared economy, B2C, Logit, OLS regression

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