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## SELECTED UNDERTAKINGS OF SHARING TRANSPORT SERVICES BY CONTEMPORARY CONSUMERS: RESEARCH RESULTS\*

*The primary objective of the paper is to discuss examples of sharing transport services in the Polish market as manifestations of the application of the idea of the sharing economy by contemporary consumers. Based on the essence of the considered concept and/or economy model, a review of previous studies was made and subjects for the authors' own research were selected. The case study and online survey methods were used. In particular, services offered under the Traficar, Uber, and Wavelo brands were analysed. The research that was conducted made it possible to identify the determinants, as well as the advantages and disadvantages, of this type of market practice. It also allowed to develop certain recommendations for marketers interested in the methodical application of sharing services and/or products.*

**Key words:** consumers behaviour, sharing services and/or products, sharing economy, sharing transport services in the Polish market, case studies, research results and recommendations.

**JEL Codes:** D16, M21, M31, Q01.

### Introduction

In the era of growing consumerism, the development of opposite concepts and activities seems to be a natural phenomenon. In this article, the area of interest focuses on sharing transport services as manifestations of the application of the idea of the sharing economy. The phenomenon is gaining popularity in business practice and constitutes an important area of research<sup>1</sup>.

Moreover, the development of functionalities offered on the Internet creates favourable conditions for the sharing economy. Social trust has definitely grown over the last several years. People communicate, cooperate, and share both services and material goods more readily and more frequently.

The primary aim of the article is to present selected undertakings of sharing transport services from the Polish market under the Uber, Traficar, and Wavelo brands. The study also aims to check people's awareness of the brands and the advantages and

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<sup>1</sup> P. A. Albinsson, B. Y. Perera: The rise of the sharing economy: exploring the challenges and opportunities of collaborative consumption, ABC-CLIO, Santa Barbara 2018; M. Karmann: The Rise of Collaborative Consumption on the Example of Couchsurfing, GRIN, Scholarly Research Paper, Verlag 2012.

problems as seen by the users, and to try to formulate recommendations for those interested in its further use. The authors would also like to check what significance sharing services and/or product undertakings have in contemporary economics, management studies and in business practice<sup>2</sup>.

The research methodology included literature studies, a review of study reports, and the authors' own research using the case study and online survey methods.

The discussion and research carried out confirmed that sharing services and/or product undertakings are increasingly common and the phenomenon will definitely grow. Efficiently shared services contribute to the rationalisation of expenses and are in keeping with the trends in customer behaviour and customer expectations. They may also indirectly favour environmental protection and generate other benefits, hence activities supporting their application and professionalisation are crucial.

## Basic terms and a review of previous studies and research

The sharing economy is a trend in contemporary economics manifested in activities oriented at people's cooperation and sharing of various goods and services<sup>3</sup>. It is believed that the development of the analysed concept is a response to excessive consumerism<sup>4</sup>. One of the online platforms [<http://www.ekonomiawspoldzielenia.pl/>] popularising the phenomenon promotes the following motto: "*You don't need to own it in order to use it*". The development of functionalities offered on the Internet, in particular various platforms facilitating information exchange, favours these type of undertakings<sup>5</sup>.

The basic forms of the sharing economy include: shared consumption (sharing, lending, exchange, shared use), shared production (thanks to free access to know-how, methods, tools, and procedures), and crowdfunding (manifested in group support for various initiatives)<sup>6</sup>. The sharing economy forms mentioned above favour the formation of new communities<sup>7</sup>, which establish relationships, communicate, cooperate, and create value in an unprecedented way.

The authors assumed that an undertaking in accordance with the idea of the sharing economy is: project, action taken for a specific purpose, type of business (usually under

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<sup>2</sup> U. Lichtenhaler: Six principles for shared management: a framework for the integrated economy, *Journal of Business Strategy*, 37(4)/2016, pp. 3-11.

<sup>3</sup> A. Sundararajan: *The Sharing Economy. The End of Employment and the Rise of Crowd-Based Capitalism*. Cambridge 2016; H. Schneider: *Creative Destruction and the Sharing Economy. Uber as Disruptive Innovation*, Edward Elgar Publishing, Northampton 2017; B. Sztokfisz: *Gospodarka współdzielenia – pojęcie, źródła, potencjał*, *Zeszyty Naukowe UEK*, 6(966)/2017, pp. 89-103.

<sup>4</sup> A. Burgiel: *Wspólna konsumpcja (collaborative consumption) jako alternatywna opcja dla konsumenta XXI wieku*, *Marketing i Rynek*, nr 8 (CD)/2014, pp. 1009-1014; A. Kozłak: *Sharing economy jako nowy trend społeczno-gospodarczy*, *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu*, nr 489/2017, pp. 171-182.

<sup>5</sup> C. F. Breidbach, R. J. Brodie: *Engagement platforms in the sharing economy: Conceptual foundations and research directions*, *Journal of Service Theory and Practice*, 27(4)/2017, pp. 761-777.

<sup>6</sup> M. Olender-Skorek: *Rosnące znaczenie współdzielenia we współczesnej gospodarce*, *Wydawnictwo Naukowe Uniwersytetu Szczecińskiego, Szczecin 2017*, pp. 255-267; A. Sundararajan: *The Sharing Economy. The End of Employment and the Rise of Crowd-Based Capitalism*, The MIT Press, Cambridge 2016.

<sup>7</sup> M. J. Cohen: *The Future of Consumer Society. Prospects for Sustainability in the New Economy*, Oxford University Press, Oxford 2017.

a specific brand), based on sharing (used together) services and/or products. And, in this article, the area of interest focuses on sharing transport services.

The available sources describe the results of various studies thematically related to the sharing economy. Selected studies are listed in Table 1.

**Table 1.** A review of studies and research related to the sharing economy

Authors	Issues addressed and the most important conclusions
Zhu, K. Kam, F. So, S. Hudson	Motivating consumers to use mobile applications providing access to sharing transport services in Beijing and to create value.
F. Plewnia, E. Guenther	Development of sharing economy activity structure and business models based on a systematic literature review.
Z.W.Y. Lee, T. K.H. Chan, M.S. Balaji, A. Yee-Loong Chong	The (technological, motivating, and hindering) factors determining the willingness to use the services offered by enterprises compatible with the idea of sharing economy based on the example of Uber users in Hong Kong.
A. Burgiel	A study of selected user attitudes towards sharing services and/or products and the manifestations of their occurrence in the behaviours of Polish consumers.
J. Ziobrowska	A study of the sharing economy as a manifestation of the development of a modern economy, resulting from a change in market behaviours.
Havas Worldwide Warsaw	Contemporary consumers no longer expect only economic and material benefits, but also other values, such as a sense of community, replacing the desire to own certain goods with the desire to share them with others, and the well-being of the natural and social environment.
PwC UK	Estimates that the global income from sharing services and/or products will amount to USD 335 billion by 2025 in five key areas alone (transport, financial services, hospitality and tourism, staffing).
PwC Poland	The development of the sharing economy is influenced by the following factors: progress in information technology and Internet technology, increasingly widespread use of smartphones, limited access to resources, urbanisation, and demographic and social changes, including changes in consumer behaviour.
Brief	The most popular shared services in Poland include car transport (81% have heard about them, 20% have used them) and city bike rental (62% have heard about them, 13% have used them).

Source: authors' own elaboration based on analyses of secondary sources of information.

The available studies and research results justify the observation that the demand for sharing economy enterprises is growing thanks to growing social trust, among other reasons. Rough analyses confirmed the authors' belief that it is not a fully investigated and recognised phenomenon, particularly in the Polish market. The identified research gap, with its lack of comprehensive studies on undertakings compatible with the idea of the sharing economy, its advantages and disadvantages, and its impact, motivated the authors to conduct their own research.

## Research methodology

The authors' primary research included: case studies of sharing transport services – Traficar, Uber, and Wavelo, which – in terms of their reach – are a global, a national, and a local (Kraków) brand, respectively; and an online survey on “Undertakings compatible with the idea of sharing economy” using the Google platform. The research is described in Table 2.

**Table 2.** Research description

Research project elements	Description of the individual elements
Project title	Selected examples of sharing transport services – Uber, Traficar, and Wavelo – in light of the available information and the research carried out
Hypotheses	H1. Wanting to meet the market conditions, contemporary organisations methodically use the idea of a sharing economy and offer various undertakings of sharing services and/or products. H2. There is a need to verify user opinions about undertakings compatible with the idea of a sharing economy. H3. Internet users know and are able to list sharing transport service providers. H4. Users of the sharing transport services are able to point out their advantages and problems. H5. Sharing transport services generate various benefits, including social, environmental, and economic benefits.
Main objective and detailed questions	Obtaining information on the selected undertakings of sharing transport services (brand awareness, advantages and disadvantages, and significance for contemporary economics, management studies and in business practice) What is meant by the term sharing economy? What is meant by the undertaking of sharing transport services? Were there any studies conducted on the analysed phenomenon? If so, what were they and who conducted them? What research gap was identified? To what extent do the respondents know the selected undertakings of sharing transport services? What are the respondents' opinions on Uber, Traficar, and Wavelo services? What recommendations can be determined for those interested (practitioners, researchers, and theoreticians)?
Research subjects	Uber, Traficar, and Wavelo brands 229 mobile respondents, who took part in the online survey. Due to the qualitative nature of a considerable part of the research and an attempt to collect proper research material, the process of selecting research subjects was guided by the need to discuss specific issues resulting from the chosen research area.
Research methods and tools	Meta-analysis of the available sources of information Case studies of selected services offered under the Uber, Traficar, and Wavelo brands, with the use of participant observation and the analysis of the available information. An online survey designed by the authors and carried out through a Google form. It included ten questions concerning the substance and three demographic questions.

Source: authors' own elaboration based on the conducted research.

The quantitative and qualitative analysis of the obtained data, taking into consideration the research issues addressed, hypotheses, and objectives, motivated the authors to present the results they consider the most important.

## Case study results

The authors have taken into consideration that a case study is a qualitative research method of high academic and application value<sup>8</sup>. It is a comprehensive description of the research subject<sup>9</sup>, with focus placed on an in-depth analysis of the aspects of interest to the researcher, often a large number of variables, and the interdependencies between them. Its essence is to take the fact of the uniqueness of the individual cases into account, hence it is not about statistics and their generalisation, but about investigating the specific nature of the given phenomenon and/or case and the occurring mechanisms, in order to draw knowledge and benefits for the development of research and practical skills.

The aim of the case studies conducted was to obtain information about the selected undertakings of sharing transport services operating in the Polish market. The selected examples were also intended to make it possible to learn about the possible (social, economic, and environmental) benefits and risks related to the use of these type of solutions in business practice. The case studies were conducted between January and June 2018. During the studies, participant observation and the analysis of content available on the Internet was used. In the analysed cases of Uber, Traficar, and Wavelo, the information sought included: the scope of services offered, stakeholders of the sharing services and/or products under study, the terms of use of the individual shared transport services, the supporting marketing activities, and the selected manifestations of brand-partner relationship management, mainly through social media. The obtained information is compiled in Table 3.

**Table 3.** Sharing transport services under study – case study results

Case studied	Information obtained
Uber	An enterprise oriented at “connecting” drivers and passengers, established in 2009, currently offering their solutions in 633 cities worldwide. In Poland, their services are available in Warsaw, Kraków, Łódź, Wrocław, Poznań, Trójmiasto, and in Silesia. Their activity is addressed to young, but adult people who feel the need to move around freely and conveniently, without the need to use their own means of transport, taking into consideration limited financial resources. The service involves the use of a mobile application installed on smartphones, without which it would be impossible to order a ride. This type of travel was initiated by a new look at means of transport. The possibility to request a ride using a smartphone, cashless payments, and service provision based on ordinary drivers and private vehicles are factors which made Uber stand out from the very the beginning of its activity. Currently, the company offers transport options at diverse prices: economic options (UberX, UberXL (UberVAN), UberSELECT), premium options (luxury car rides – UberSUV, UberBLACK, UberLUX), rides for the disabled: UberWAV, and UberPOOL – sharing the ride and its cost with other passengers going in the same general direction. In Poland, only the most popular ride service levels are available. The fares for UberX, UberSELECT, and UberVAN include: a base rate (PLN 4, PLN 7, and PLN 10, respectively), a minimum rate (PLN 10, PLN 10, and PLN 20, respectively), a rate per minute (PLN 0.25, PLN 0.35zł, and PLN 0.50, respectively), and a rate per kilometre

<sup>8</sup> A. B. Starman: The case study as a type of qualitative research, *Journal of Contemporary Educational Studies*, No 1/2013, pp. 28-43; P. G. Swanborn: Case study research. What, why and how?, SAGE Publications Ltd., London 2010.

<sup>9</sup> R. K. Yin: Applications of case study research, SAGE Publications Ltd., London 2012, pp. 3-20; R.K. Yin: Studium przypadku w badaniach naukowych. Projektowanie i metody, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2015, p. 35.

	<p>(PLN 1.30, PLN 1.70, and PLN 1.70 respectively). The typical properties of this undertaking compatible with the idea of sharing economy include the possibility to: 1) check the fare upfront, before the ride, 2) share the route with family and friends so they can follow it (along with the estimated time of arrival), 3) check information about the driver (name, photo, vehicle make, model, and registration plate number, the number of completed trips, total time as Uber driver, rating, rider compliment badges, thank you notes (or a more detailed opinion on the trip or the driver with the addition of a predefined “compliment”), achievement badges for various milestones, 4) rate the driver using 1-5 stars from 5 most recent 5-star trips, 5) share the fare evenly between the passengers.</p>
Traficar	<p>As a service, it requires a smartphone (in order to install the mobile application) and a payment card. At registration, the user has to provide their personal data and send a scan or a photo of their driving licence. It is also required to add a payment card to the user account, which will be used to charge the user after they have used the service. Then, the user can search for a vehicle (current location of the cars on the map, car model, and fuel level expressed as an estimated maximum travel distance). The situation can change rapidly, as parking the vehicle means its return. Reservations are made via the application and the user has 15 minutes to get to the car. Cancelling the reservation is free. There is no charge if the user does not manage to get to the car within the required time (towards the end of the time limit, the application suggests prolonging the reservation by five more minutes). The user opens the car using the QR code placed on the car’s window. Proper completion of this operation is confirmed by the blinking of the hazard lights and the locks being unlocked. After entering the car, the driver only has two minutes to prepare for the drive free of charge. The car’s insurance, registration document, and key-card are “mounted” with a magnet in the glove compartment.</p> <p>In the boot, apart from the equipment required by law, there is a third-party insurance damage claim form available. The service provider guarantees that they will cover the costs of repair in case of any damage (provided that the speed limit was not exceeded by more than 30 km/h, the driver was not under the influence of alcohol or drugs, and the damage was caused involuntarily). The user does not need to refuel the car, the cost of fuel is included in the rental price. The fee is PLN 0.80 per each kilometre and PLN 0.50 per each minute of the trip. It is worth stressing that a running engine, even in a car park, when the car is not moving, is considered as “driving”. With the engine off, the fee per minute is PLN 0.10.</p>
Wavelo	<p>A public city bike hire scheme available in Kraków since 2008. The system is operated by the BikeU company. It is a rapidly developing enterprise and its offer is continuously being expanded by new stations and bikes. As of 11 June 2018, 161 self-service stations with 1,500 bicycles were available to the users. All the bikes have a safety and comfort guarantee and are easy to locate thanks to GPS and an on-board computer. In order to use the bikes, the user has to create an individual system account via the website or mobile application. After registering in the system, each bike rental requires the user to enter their customer number and PIN code using the keyboard on the back of the bike. During rental time, it is possible to stop the bike for a while without ending the rental. When the user no longer needs the bike, they can return it to any given Wavelo station. Leaving the bike in any place other than the station causes the user to be charged an additional fee of PLN 3 within the system operation zone and PLN 100 outside of the zone. The cost of use depends on the user’s needs. It is possible to purchase a subscription for 60 or 90 free minutes available each day on a monthly or annual basis, pay for the actual bike rental time calculated by the minute or purchase a 12-hour package.</p>

Source: authors’ own elaboration based on the research conducted.

The authors also analysed the social media presence of the brands under study and the results for the four most popular social media platforms are presented in Table 4.

**Table 4.** Basic statistics from the social media profiles of the brands under study (as of 12 January 2019)

Social medium	Traficar	Uber	Wavelo
Facebook	<a href="https://www.facebook.com/traficarpl/">https://www.facebook.com/traficarpl/</a>	<a href="https://www.facebook.com/uberPolska">https://www.facebook.com/uberPolska</a>	<a href="https://www.facebook.com/WaveloKrakow/">https://www.facebook.com/WaveloKrakow/</a>
	25,607 people like this / 25,985 people follow this	19,823,945 people like this / 19,825,202 people follow this	7,381 people like this / 7,491 people follow this
Instagram	<a href="https://www.instagram.com/traficar_pl/">https://www.instagram.com/traficar_pl/</a>	<a href="https://www.instagram.com/uber_poland/">https://www.instagram.com/uber_poland/</a>	<a href="https://www.instagram.com/wavelo_rowery/">https://www.instagram.com/wavelo_rowery/</a>
	1,097 followers	6,418 followers	562 followers
YouTube	<a href="https://www.youtube.com/channel/UC96WS6gBTArMCBEbteFnM1w">https://www.youtube.com/channel/UC96WS6gBTArMCBEbteFnM1w</a>	<a href="https://www.youtube.com/user/UberWorldwide/">https://www.youtube.com/user/UberWorldwide/</a>	<a href="https://www.youtube.com/channel/UCHbqSy5VA8S7E5KiWSGOWJg">https://www.youtube.com/channel/UCHbqSy5VA8S7E5KiWSGOWJg</a>
	190 subscribers	217,774 subscribers	20 subscribers
Twitter	<a href="https://twitter.com/traficar_pl">https://twitter.com/traficar_pl</a>	<a href="https://twitter.com/uber">https://twitter.com/uber</a>	<a href="https://twitter.com/WAVELO_ROWERY">https://twitter.com/WAVELO_ROWERY</a>
	206 followers	914,000 followers	533 followers

Source: authors' own elaboration based on the research conducted (accessed on: 12 January 2019).

Data collected based on the analysis of comments published on the brands' social media profiles and under thematic articles online made it possible to establish additional facts. For Uber, most comments were positive. Although the users were surprised, for instance, that there is only one car model available in Kraków. Some claimed that the vehicle ordered never arrived, yet they were charged for the ride and had to pursue their rights to get their money back. Traficar users praised the quick registration process, although the service provider suggests it may take up to one hour. Some users said that the two free minutes after entering the car is too short a time to prepare for the drive.

Internet users emphasised the advantages of Wavelo: the possibility to move around on a bike without the need to own one, the shopping basket, the application, which shows the user the distance covered and the number of calories burned, and that occasional rentals are cost-effective. The comments also included critical remarks: the bikes are cumbersome and heavy, it is difficult to manoeuvre or carry them, they only have 3 speeds, the saddles are hard, the bikes are often dirty, and the costs of frequent rentals are relatively high – no discounts for residents/regular customers, no small bikes for children or bikes with child bike seats in the system.

Moreover, the conducted research revealed the existence of mobile applications made available by the service providers in order for the users to be able to use their services. Uber users can use the services on smartphones with the Android, Windows Phone, and iOS systems, while Traficar and Wavelo users need a smartphone with the Android or iOS system. The application is required in order to use Uber and Traficar services and in the case of Wavelo, it only facilitates and streamlines the process.

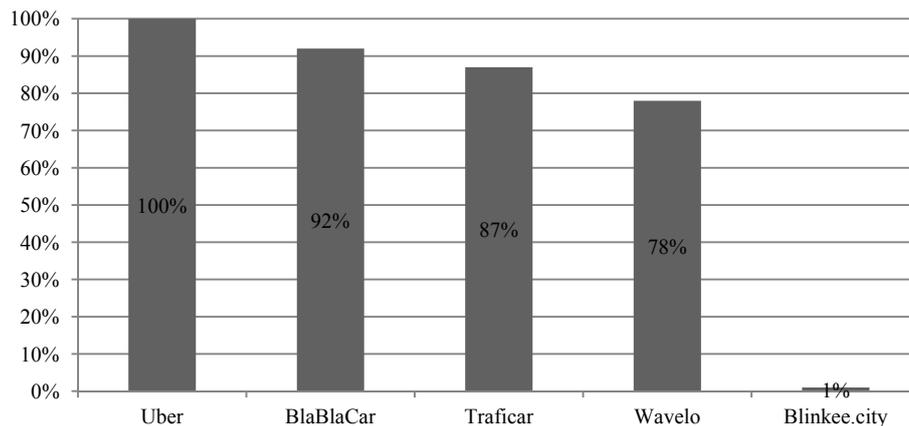
The authors would also like to emphasise that they are aware that the companies discussed here regularly conduct their own customer surveys. Unfortunately, because the companies include strategic data, those surveys are not published and it was impossible

to obtain access to their data. This is why the authors decided to carry out their own surveys among the users of shared services in order to obtain their opinions.

## Survey results

In the online survey, 229 persons took part out of which 58% were women and 42% were men. They were potential users of the sharing transport services. Most respondents (57%) were people aged 24-26, those remaining included people aged 19-23 (39%) and people aged above 26 (4%). The authors realise that the results of the online surveys cannot be generalised. However, due to the lack of available studies on the opinions of Traficar, Uber, and Wavelo users, they can be treated as exploratory studies. All the more so, because sharing services and/or products are gaining popularity and should be the subject of interest and analysis for practitioners, researchers, and theoreticians alike.

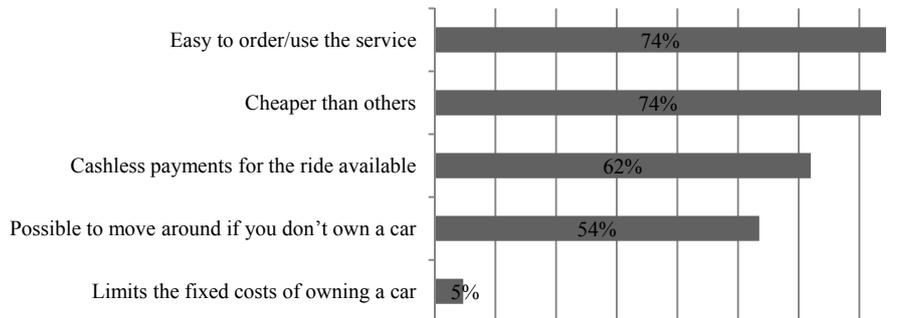
The manner of preparing the measurement tool was oriented at checking the respondents' prompted awareness of the brands under which the sharing transport services are offered. The straight majority of the respondents (78%) have encountered at least four brands out of those included in the survey, i.e. BlaBlaCar, blinkee.city, Traficar, Uber, and Wavelo. A detailed distribution is presented in Figure 1.



**Figure 1.** Prompted awareness of sharing transport services brands among the respondents  
Source: authors' own elaboration based on the surveys conducted.

All of the respondents (100%) declared that they know the Uber brand. The least recognised brand turned out to be Blinkee.city (only 1% of responses). Kraków city bikes, Wavelo, are known to 78% of the respondents. Car sharing services offered under the brands under study are known to 87% of the respondents in the case of Traficar and as many as 92% of the respondents in the case of BlaBlaCar.

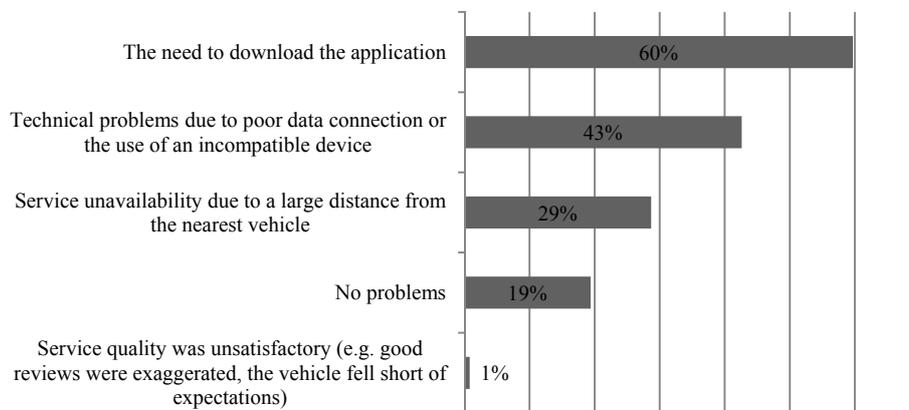
In particular, the authors sought the respondents' opinions on the advantages and problems related to the use of the services of the sharing transport services under study. Among those surveyed, a little over a half use Uber (56%) and they were asked about the greatest benefits of using the company's services (Figure 2).



**Figure 2.** Advantages of using Uber's services according to the respondents  
Source: authors' own elaboration based on the surveys conducted.

The respondents attached considerable importance to the ease of ordering and the possibility of using the service (74%), they favoured the service as cheaper than the others (74%), and drew attention to the option of cashless payments for the ride (62%).

The biggest problems (see Figure 3) encountered while using the service included the need to download the application (60%), technical problems due to poor data reception or the use of an incompatible device (43%), and service unavailability due to a large distance from the nearest vehicle, which involved a long waiting time for the driver to arrive (29%).



**Figure 3.** Problems encountered when using Uber's services according to the respondents  
Source: authors' own elaboration based on the surveys conducted.

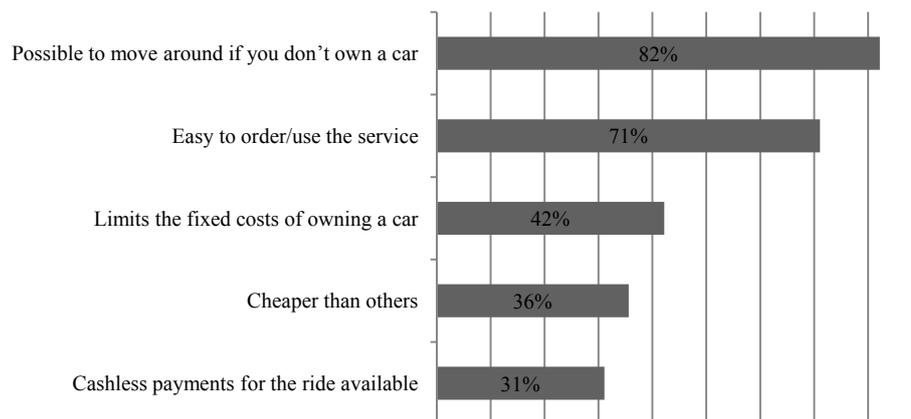
According to the authors, the results quoted above can be interpreted as a natural need to make life easier with reasonable use of the available financial resources. Most respondents value both their time and money – using Uber lets them effectively limit the use of both these resources, and the problems encountered by the users do not make them stop using this form of transport.

Among those surveyed, a relatively small number of people (22%) used the Wavelo bikes. The respondents pointed out the advantages and problems related to the city bike hire services in Kraków:

- For 75% of the respondents, the service made it possible to move around without the need to own a vehicle.
- 61% said Wavelo was a service which is easy to use, and that the manner of ordering was particularly simple.
- 43% of those surveyed value Kraków's city bikes for the possibility of cashless payments for the rental.
- For 67% of the respondents, the bicycle breaking down was the biggest problem when using the Wavelo service.
- 22% mentioned technical problems occurring due to poor data reception.
- For 20% of those surveyed, access to the service was limited (because of a large distance from the bike station).

Wavelo users definitely value the possibility to move around the city in an eco-friendly, affordable, and widely available manner.

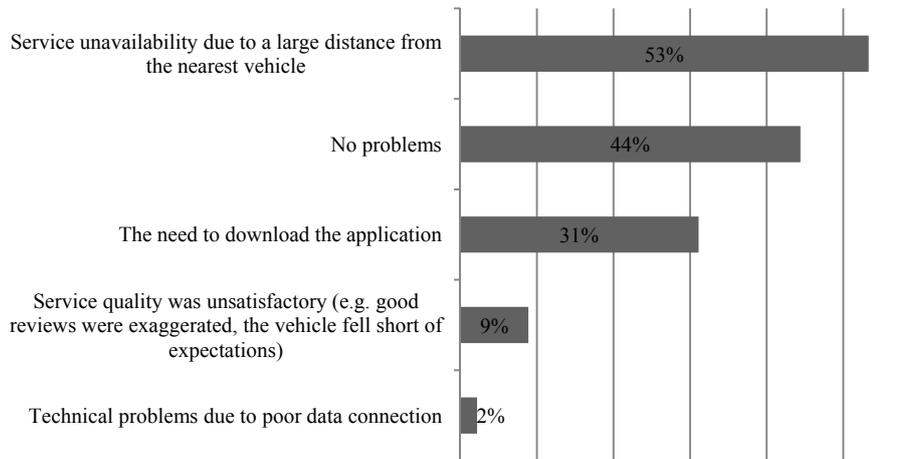
The smallest group among the respondents (20%) were people who used Traficar's car sharing services. For most of them (82%) the possibility to move around without owning a vehicle was the most important advantage of the service (see Figure 4).



**Figure 4.** Advantages of using Traficar's services according to the respondents  
Source: authors' own elaboration based on the surveys conducted.

Those surveyed appreciated the ease of ordering a Traficar (72% of responses) and the possibility to limit the fixed costs of owning a car (42%). The target group of the service are people aged 18-26 who are still supported by their parents and who take up occasional work to support themselves. Currently, the costs of owning a car may exceed the available resources of many young people, which is why this advantage is so important to a considerable group of respondents.

Traficar is the first service in the survey which turned out to be problem-free for 44% of the respondents (see Figure 5).



**Figure 5.** Problems encountered when using Traficar's services according to the respondents  
Source: authors' own elaboration based on the surveys conducted.

For 53% of those surveyed, the biggest issue with Traficar was access to the service, which was limited due to a large distance to the nearest vehicle. The need to download the application was a rather minor problem – only seen as such by 31% of the respondents.

Among the three platforms described here, Uber and Traficar require a mobile application in order for the user to be able to use their services. In the case of Wavelo, the user only needs to have an account in the system and a PIN code to enter by means of the keyboard on the back of the bicycle. Even though the application is not a must, it substantially facilitates the use of the service. Among 229 respondents, 89 declared that they had the Uber application, 32 had Wavelo, and only 20 downloaded the Traficar application.

## Conclusion

The literature studies and the research conducted by the authors provide a basis for the conclusion that the sharing economy undertakings play a significant role in contemporary market processes. Sharing as the core of an economic concept has been adapted by entrepreneurs to various business processes. In general, the sharing economy undertakings provide an opportunity for social participation, and therefore they enhance the market objects' (brands, enterprises, institutions) adjustment to prosumer trends, which facilitates both relations-building and the generation of multiparty benefits.

The conducted research proved the correctness of the created hypotheses:

- H1 – In their attempts to face the market conditions, contemporary organisations methodically use the concept of a sharing economy and offer various undertakings in its scope.
- H2 – There is a need to verify user opinions on the sharing economy services.
- H3 – Internet users know and are able to list the sharing economy service providers.

- H4 – Users of the specific sharing economy undertakings are able to indicate their advantages and problems.
- H5 – Services made available as a result of the analysed sharing economy undertakings generate various benefits, including social, environmental, and economic impacts.

On the basis of the conducted research it is possible to undoubtedly conclude that the sharing economy undertakings play an important role in economic practices and raise a growing interest in the science community, as a phenomenon which will grow in importance.

In light of the conducted research, the key characteristic of the analysed users of the Traficar, Uber and Wavelo services seems to be fact that they are young but adult individuals who need to be able to move to any place in a comfortable way without the necessity to use their own means of transport and within their limited financial resources.

The analysed sharing economy undertakings confirmed the phenomenon of new communities being created around them, whose members develop new relations, communicate, cooperate, and co-create value in an unprecedented way. Specific recommendations for service providers were formulated under the Case Study Results section of the article. The identified phenomena and the observed positive and negative attitudes of the shared transport users have a potential application dimension for all the market participants.

The results of the Internet survey indicate a very high supported awareness of the analysed shared economy undertakings in the field of transport services. In the authors' opinion it may result from intensive marketing activities, including marketing communication supporting the analysed brands.

The survey respondents valued in the highest degree the ease of ordering and using the service, which may be explained by the users' desire to optimise the use of their time.

Appreciating the wide accessibility and ease of use for the described companies, the clients chose them repeatedly and with increasing frequency. Important benefits generated by the sharing economy undertakings have been identified as cost-rationalisation and enhanced accessibility. The users pay only when they use the vehicle and don't need to worry about its maintenance which additionally reduces the time absorbed by the asset. Moreover, persons who cannot afford their own means of transport may make use of the vehicle right at the time when they need it and depending on their financial resources.

The respondents indicated the technical conditions of the service provision, which unfortunately lead to certain complications. Most often, the users complained about the need to have an application installed in their device, about the technical failures of the services, and about their limited accessibility. In the authors' opinion, efficient management of supporting systems and addressing the reported problems should eliminate the recurring faults, and thus increase client satisfaction.

Skilfully shared services contribute to rationalisation of expenses and are in tune with the observed trends in client behaviour and expectations. Indirectly, they may also support the environment and generate other benefits. Unfortunately, they also have some

negative implications and actions are necessary to stimulate their proper use and professionalization, with a stress on safety.

It may also be stated that in the prosumer-oriented environment, the management of various market objects in a time of digital and mobile advances should pay special attention to the sharing economy undertakings as a trend opposing over-consumerism in society. Importantly, individuals are more and more targeting the use of assets instead of the need to possess assets. Changes in purchasing behaviour and the market environment create a serious challenge, both to practitioners and for theoreticians, and the authors observe a great need for further research on the application of the sharing economy. From the perspective of the observed objects, the authors plan to conduct further research on other shared transport services, notably the use of scooters and electric scooters.

To get a deeper insight into the shared transport services, the authors plan to focus their attention on the research of the supply side, i.e. the service providers. Additionally, the research was conducted in the form of a survey, and the authors consider launching a nationwide survey of shared transport services on a sample of 1,000 adult Poles, maintaining the user structure, as well as an attempt aimed at better market orientation in the European market.

To conclude, the conducted literature studies and authors' own research confirmed the increasing importance of shared transport services and the authors express their conviction that consumers nowadays are increasingly using the analysed services. As far as the business practice is concerned, a need for efficient solutions is observed for the emerging problems. Therefore, the authors intend to continue their research on the role of urban shared transport services in solving the problems of urban transportation, such as traffic jams or limited parking space, environmental concerns, and the need to avoid over-consumerism.

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## **Wybrane przedsięwzięcia współdzielonych przez współczesnych konsumentów usług transportowych. Wyniki badań**

### **Streszczenie**

Celem głównym opracowania było omówienie przykładów współdzielenia przez współczesnych konsumentów usług transportowych z rynku polskiego jako przejawu zastosowania idei ekonomii współdzielenia. Wychodząc od istoty uwzględnianej koncepcji i/lub modelu gospodarki, dokonano przeglądu dotychczasowych badań i wybrano obiekty do badań własnych autorów opracowania. Zastosowano metody studiów przypadków i ankietę internetową. W szczególności objęto analizą przedsięwzięcia oferowane pod markami Traficar, Uber i Wavelo. Przeprowadzone badania

umożliwiły zidentyfikowanie uwarunkowań oraz zalet i wad tego typu praktyk rynkowych. Pozwoliły także na wypracowanie pewnych rekomendacji dla marketerów zainteresowanych metodycznym wdrażaniem współdzielenia usług i/lub produktów.

**Słowa kluczowe:** zachowania konsumentów, współdzielenie usług i/lub produktów, ekonomia współdzielenia, przedsięwzięcia współdzielenia usług transportowych z rynku polskiego, studia przypadków, rezultaty badań i rekomendacje.

**JEL Codes:** D16, M21, M31, Q01.

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