

The ambivalence of Ride-sharing

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Introduction

- The advanced technology of GPS with smart devices associated with current development of information and communication technology have currently enabled the appearance and newly discovered types of business models based on sharing.
- Ride-sharing is one of the new types of business models that has changed the urban mobility.
- A national travel survey in 2017 stated that 61% of UK trips and 78% of miles per person were by car either as a driver or passenger.(Corvaglia et al.,2017)

Literature Review

- Morency (2017) stated that ride-sharing occurs when two or more trips are carried out in a single vehicle in the same time
- There are at least 3 characteristics that have an effect on a person's views on ride-sharing: price-safety and convenience. (Nielsen et al., 2015)
- Amy (2010) has given three attributes ridesharing which enables the classification of most of the shared modes of transportation: absence of the profit stimulus journey is controlled by the drivers needs and smaller automobile capacities.

Literature Review

- Travel time saving is generally the most important single element of the monetised advantages of transport infrastructure activities and strategies(Batley et al.,2017)
- Privacy and safety problems is another characteristic of ride-sharing, Therefore, restrict the potential of the latter even though a few users appreciate the sociable side that ride-sharing can provide. (Vanoutrive et al.,2012).

Research Questions

- How do London commuters perceive ride-sharing?
- What are the key factors influencing London commuter's decision to be a part of a ride-sharing trip?

Research philosophy

- According to Goldkuhl (2012), the main notion of Interpretivism is to deal with the subjective interpretations already existing in the social world.
- The interpretive research paradigm will be used in this study.
- This research paradigm will help this study to understand British commuters and employ them to help establish new theories.

Research Methodology

- Qualitative inductive approach
- Semi structured interviews: face to face meetings
- Sample of 6 individuals
- Research design: descriptive

Findings

- Almost 66% of the participants have positive views on ride-sharing.
- Positive views of ride-sharing spin around saving costs and time, socialisation, comfort, flexibility.
- Negative perceptions of ride-sharing tend to spin around availability, safety and social awkwardness.
- Environment and climate change were not mentioned as a factor by any of the interviewees.

Analysis

Negative views		
Category	Description	Example from participants
Availability	Ride-sharing is not much available in some parts of London in real time.	Where I live, It is very hard to find a ride-sharing in real time, Hence, I prefer to use the overground at least you can always check the schedule.
Safety	Rides sharing is about trust the driver as well as the persons whom you are commuting with.	As a girl, I can not trust being with a stranger in the same vehicle, that can be very risky. That's why I prefer to order an Uber X as it is much safer
Social Awkwardness	Ride-sharing is about being with a stranger in the same car.	Having to talk with a stranger all the way would be a little bit exhausting, I prefer to make the most of that time replying to my emails.

Analysis

Positive views		
Category	Description	Example from participants
Cost saving	Ride-sharing is much cheaper than other modes of transport.	ride-sharing is one of the cheaper and convenient way to get home after a long night out.
Speed	Comparing to other modes of public transport, it has fewer stops.	When I am late, I just order an Uber pool. It is the quickest and cheapest way to get to where you want in London.
Comfort	More comfortable than the public transport	As you know, weather is not guaranteed in this country, I find ride-sharing very comfortable and especially when it rains. I hate it when my hair is ruined.
Socialisation	Ride-sharing provide users with the opportunity to socialise with new people	Thanks to ride-sharing for setting me up with my girlfriend :-)

Discussion and conclusion

- Along with Nielsen et al (2015) study, our findings prove the potential of ride-sharing to help environment initiatives wrong.
- Social and economic characteristics of ride-sharing seem more important to London commuters.
- The pros and cons of ride-sharing are different from an individual to another, hence, there is a vital need for different marketing and business strategies in the future.

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