DETERMINANTS OF CAR-SHARING SELF-EFFICACY

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CONCEPTS
Car-sharing = Stationary carsharing

Self-efficacy = A person’s belief to control and manage a specific situation (Bandura, 1982).
1. EXPERIENCES
2. OBSERVATION OF OTHERS
3. PERSUASION FROM OTHERS
4. EMOTIONAL AROUSAL

SELF-EFFICACY

(Bandura, 1982)
PURPOSE
Explain if the four factors can explain car-sharing efficacy

1. Experience of carsharing influences car-sharing self-efficacy.
2. Observation of others influences car-sharing self-efficacy.
3. Social persuasion influences car-sharing self-efficacy.
4. Emotional arousal influences car-sharing self-efficacy.
1. EXPERIENCES
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SELF-EFFICACY

(Bandura, 1982)
METHOD
1,078 citizens in Gothenburg, Sweden

275 responses

204 car drivers

- 70 with experience of car-sharing
- 112 males
- 91 females
- 1 other
- $M = 40$ years of age
Dependent variable: Self-efficacy:

Indicate on the line below how certain it is that you can fulfil all your needs of a car with car-sharing:

Not at all certain | Completely certain

Independent variables:
1. Experience of carsharing: “I have experience from car-sharing”
2. Observation of others: “Most of my acquaintances use car-sharing”
3. Social persuasion: “Car-sharing use is perceived as something positive among my friends and acquaintances”
4. Emotional arousal: “I would feel stressed if I used cars from car-sharing services”
RESULTS
<table>
<thead>
<tr>
<th>Predictor</th>
<th>Beta Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>0.09</td>
</tr>
<tr>
<td>Observation of others</td>
<td>0.12</td>
</tr>
<tr>
<td>Social persuasions</td>
<td>0.28***</td>
</tr>
<tr>
<td>Emotional arousal</td>
<td>-0.25***</td>
</tr>
<tr>
<td>$R^2$</td>
<td>0.21***</td>
</tr>
</tbody>
</table>

Entries for predictors are beta weights (i.e., standard regression coefficients). Car sharing self-efficacy was measured on a 100-point Visual Analogue Scale; Experience was measured on a binary question (i.e., 1 = experience of carsharing, 0 = no experience of carsharing); Observation of others, social persuasions, and emotional arousal were measured on a 7-point Likert scale. *** = $p < .001$. The table only include respondents who have answered all five questions ($N=194$).
1. EXPERIENCES

2. OBSERVATION OF OTHERS

3. SOCIAL PERSUASIONS

4. EMOTIONAL AROUSAL

SELF-EFFICACY
DISCUSSION
➢ Social support is important for self-efficacy in transport behaviour (Skarin et al., 2019).

➢ Experience is measured through a binary question.
CONCLUSIONS
➢ What influence the belief that car-sharing fulfil all needs of cars are social support and emotional arousal.

➢ Experiences of car-sharing does not influence car-sharing self-efficacy.

➢ Inability to fulfil the needs among pioneer users of car-sharing services.
REFERENCES
