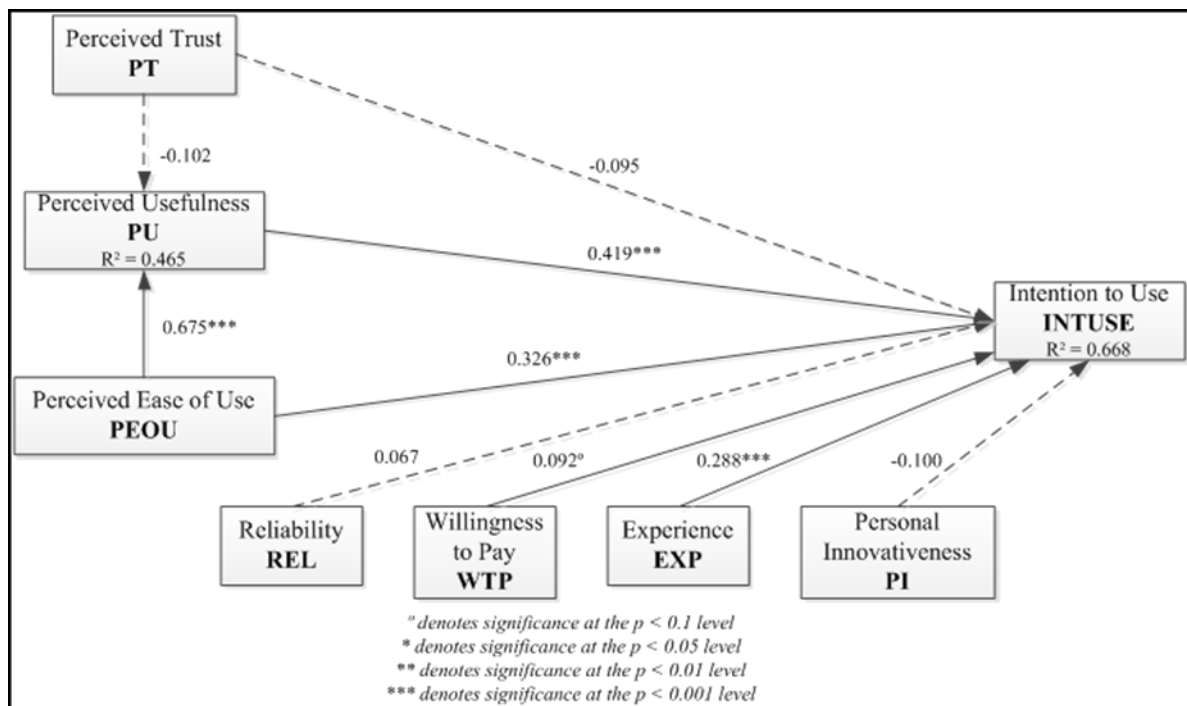


User Acceptance of Mobile Services to Support and Enable Car Sharing: A First Empirical Study

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Abstract

In today's mobile world there is a high potential for many mobile services, but the mere existence of such services does not mean that the market is ready for them. Mobile services in the context of car sharing must add some value to attract users. The spread of car sharing offerings mainly in urban areas is another trend influencing the automotive industry and mobility as well as transportation in general. We conduct an online survey to collect data which we use to carry out a technology acceptance analysis using a structural equation model (SEM). The research model arises from the findings of a priori explorative study and a comprehensive literature review. The evaluation results, which are based on an extended technology acceptance model (TAM), show that user acceptance is positively affected by perceived ease of use, perceived usefulness, willingness to pay and experience.

Keywords: Mobile Systems, Car Sharing, Technology Acceptance Model (TAM), Structural Equation Modeling (SEM)

1 Introduction

Over the past decades, owning a car has been very important to people because automobiles represented a significant status symbol but nowadays some key urbanization trends like mega cities and mega regions, technology developments, new economic developments, standardization and harmonization, smart and sustainable cities and integrated mobility, that drive the development of new mobility solutions. Information technologies are almost omnipresent in everyday life. Not only do the technologies shape the working environment, they also shape people's daily lives. With the remarkable spread of smartphones, the importance of mobile devices grows. Current analyses show that mobile penetration rates already exceed 100% in industrialized countries [1] and more than every second mobile phone that was sold in 2011 among young adults less than 30 years in Germany was a smartphone [2]. The recognition of these developments is reflected in the fact that mobile systems increasingly find their way into other industries for instance even the automobile industry. Another important characteristic of today's digital natives is that they are favoring the concept of sharing more and more. Especially in industrialized countries where people feel to have almost everything they need, sharing has started to become popular. Owning assets as a status symbol still exists but the objects of utility are sometimes different ones among younger people. The mentality of sharing is not only restricted to cars, but also triggered by a person's attitude towards information and information technology in general. With web-enabled mobile devices young people are used working with digital content in every aspect of life and are used to being able to share information and content of all kinds, always and everywhere.

To analyze the acceptance of mobile systems in car sharing, we conduct a study that used an extended technology acceptance model (TAM) to examine the impact of different influencing factors on a person's intention to use mobile applications in car sharing. The research model is developed based on a metaanalysis. Given the challenges in the environment of mobility and of mobile systems, the aim of the current study is to analyze the technology acceptance of mobile applications in car

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grating cultural differences and legal requirements into the evaluation of mobile services for car sharing using the framework by [46]. [46] singles out power distance (PDI), masculinity (MAS), individualism (IDV) long-term orientation (LTO) and uncertainty avoidance (UAI) as five major dimensions that characterize a particular culture.

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