

Private transport platforms and sustainability behavior: relation and impacts on urban mobility

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Abstract

Ridesharing APPS can both contribute to urban mobility as well as undermine it. Due to the high comfort and low cost offered to use a particular car through the APPS, users may be moving from public transport in certain situations. The goal of this study is to analyze the transport preferences of inhabitants of large cities, with the introduction of ridesharing APPS, and how its adoption is related to sustainability behavior. Using experiments, nine scenarios were built, each comparing two transport options with different information about travel time and cost. From modalities replaced by ridesharing APPS, 62% of them were a public transport, mainly the bus (49.2%). The sustainability profile had no correlation found between transport preference and sustainability habits. From behaviors that define whether consumers have a higher or lower sustainability profile, the preferences of transportation still cannot be considered environmentally conscious characteristics of the public analyzed.

Keywords: *urban mobility; sustainability; rideshare*

Track: Public Sector and Non-Profit Marketing