Consumer Segmentation in the Sharing Economy: A Study of the Ridesharing Industry

Pei-Chiang Wu
National Cheng Kung University
Ya-Hui Kuo
National Cheng Kung University

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021

Consumer Segmentation in the Sharing Economy: A Study of the Ridesharing Industry

Abstract

Ever since its invention, ridesharing has expanded across the globe and transformed the daily life of millions of riders. This study explores consumer motivations in using ridesharing services in the sharing economy and attempts to segment them into groups. Data was collected from a U.S sample of ridesharing users (n = 520). A factor analysis identified six motivational factors, which are relative advantage, trust in the platform, sustainability, utilitarian value, hedonic value and social value. Subsequently, a cluster analysis found five consumer segments: Full-Experience Riders, Pragmatic Riders, Detached Riders, Technology-Oriented Riders, and Independent Riders. For consumer profiling, demographic variables, trip characteristics, attitudinal and behavioral variables were further used in a cross-tabulation analysis. Research implications on the findings are further discussed with practical marketing strategies and future research direction.