DETERMINANTS OF CAR-SHARING SELF-EFFICACY

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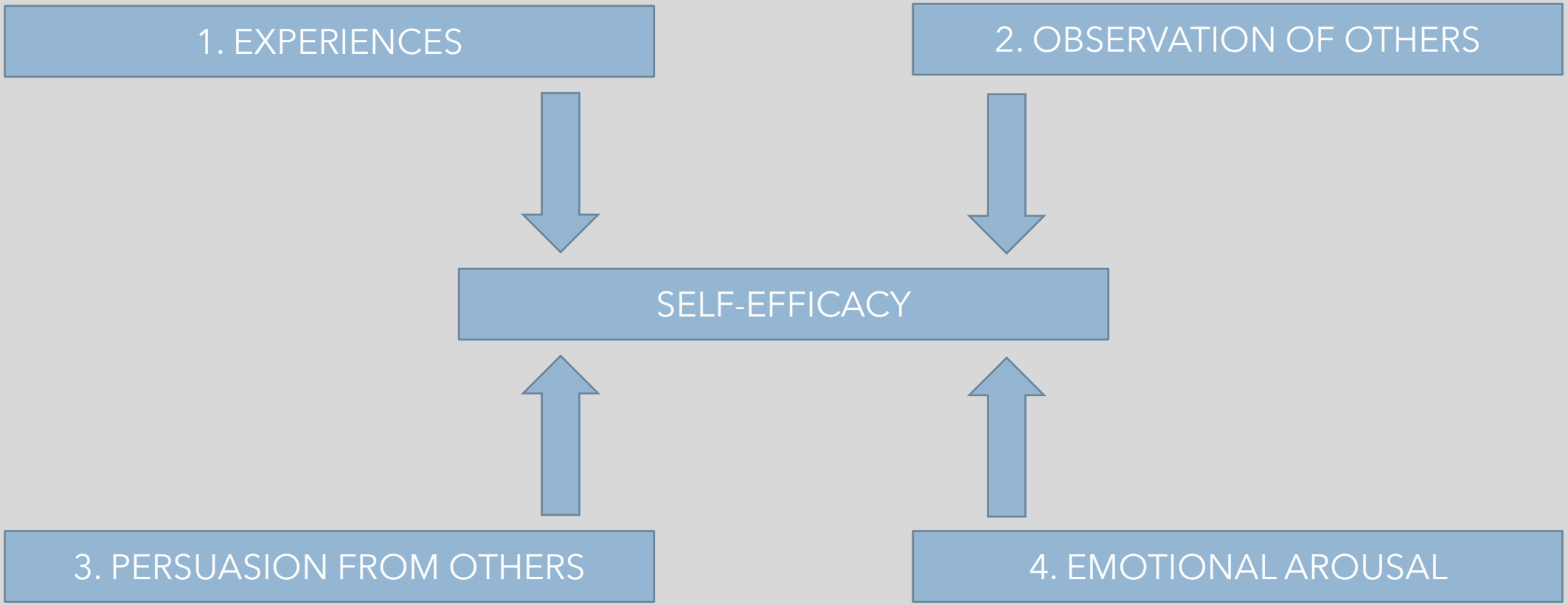
CONCEPTS

- Car-sharing = Stationary carsharing

- Self-efficacy = A person's belief to control and manage a specific situation (Bandura, 1982).

THEORY

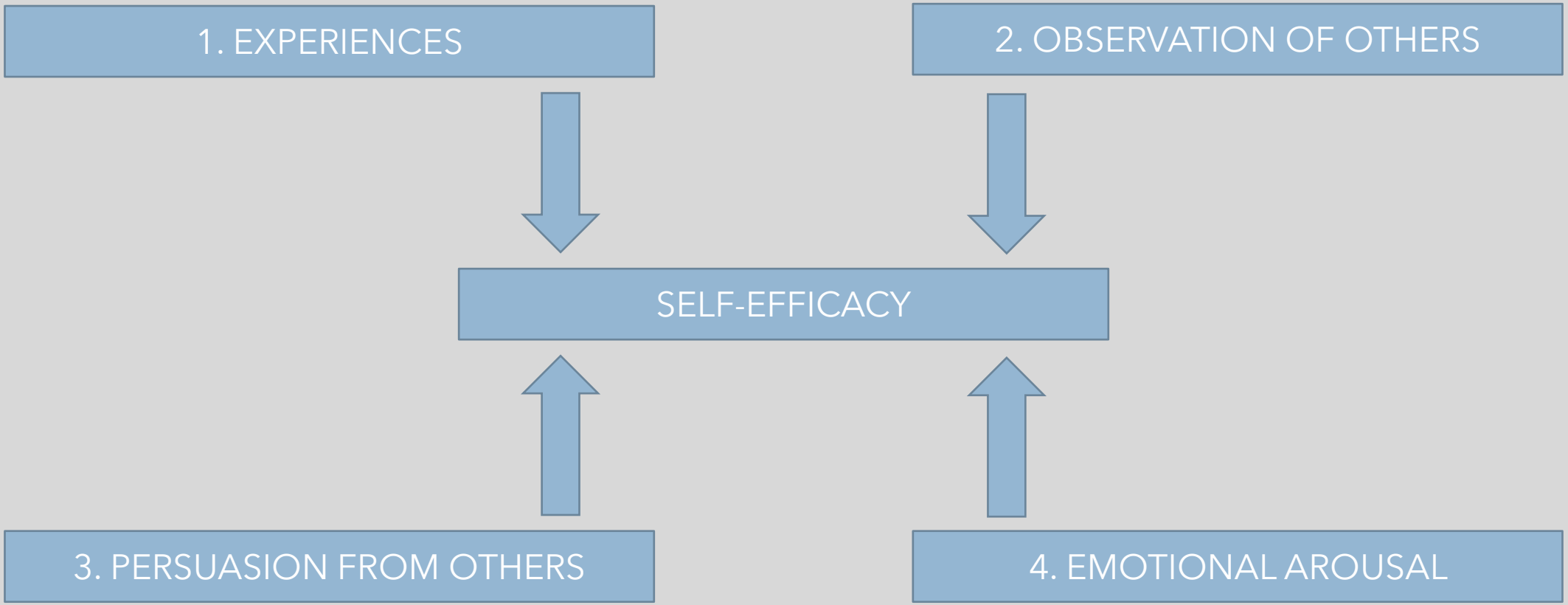


(Bandura, 1982)

PURPOSE

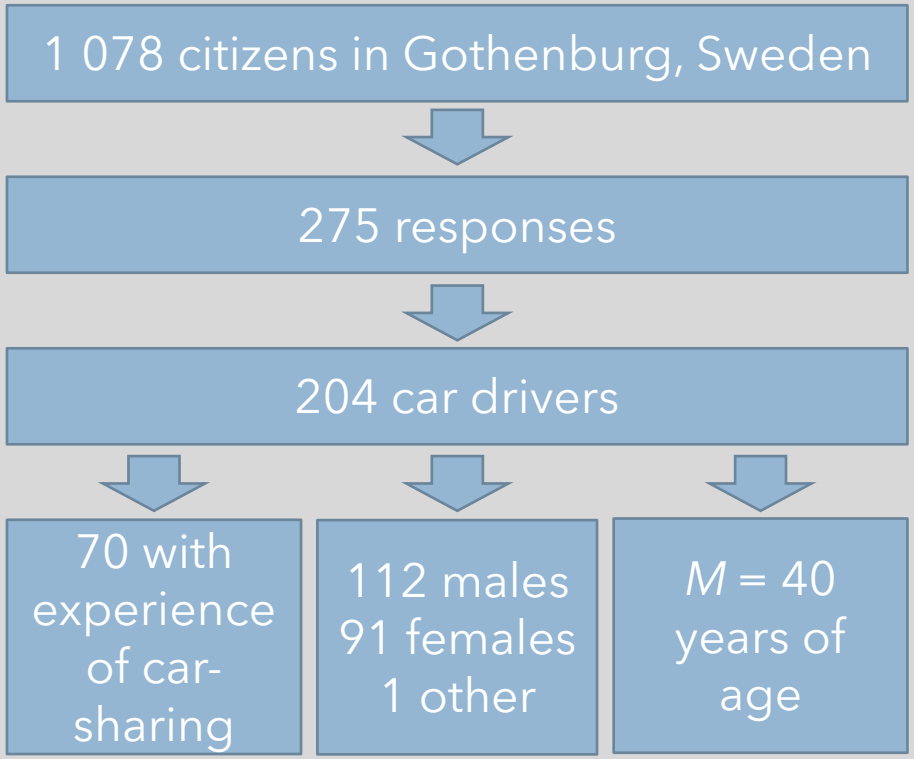
Explain if the four factors can explain car-sharing efficacy

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.



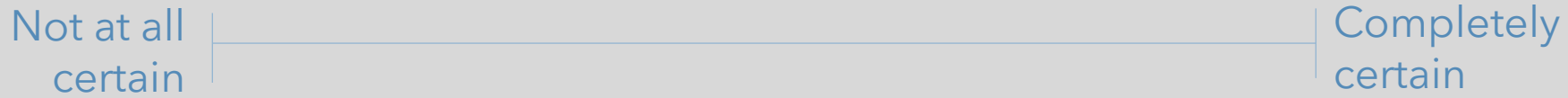
(Bandura, 1982)

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:



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

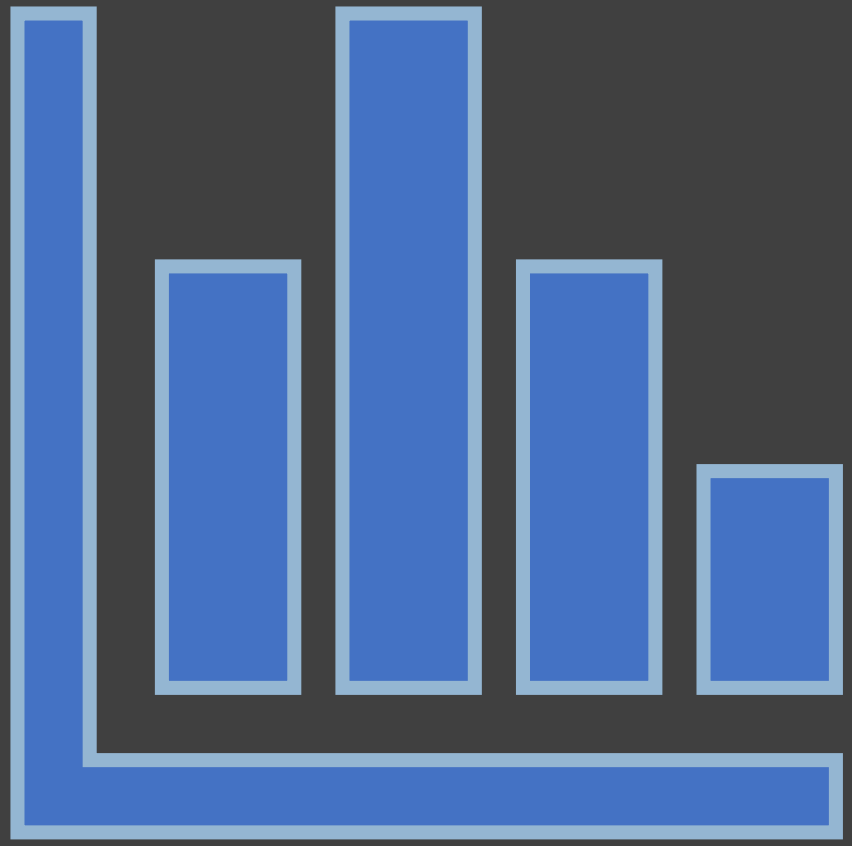
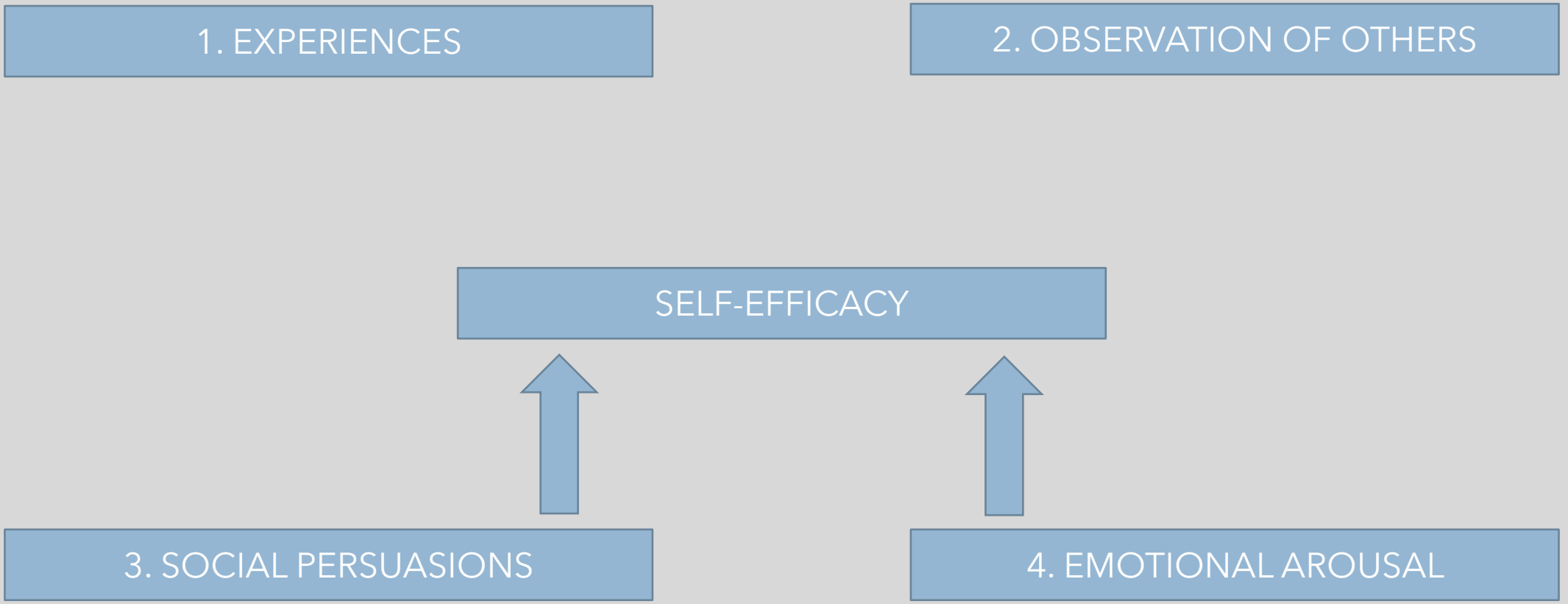


Table 1. Regression model of car sharing self-efficacy

	Car sharing self-eficacy
Experience	.09
Observation of others	.12
Socail persuasions	.28***
Emotional arousal	-.25***
R^2	.21***

Entries for predicors are beta weight (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
SELF-EFFICACY
3. SOCIAL PERSUASIONS
4. EMOTIONAL AROUSAL

DISCUSSION

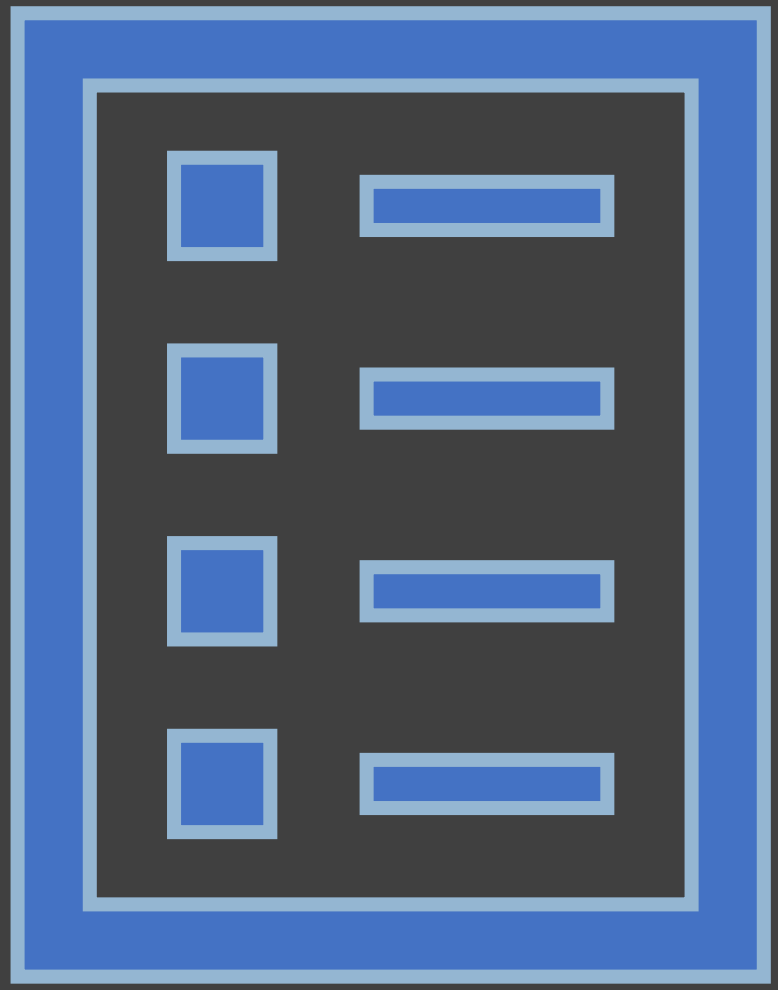
- Social support is important for self-efficacy in transport behaviour (Skarin et al., 2019).

- 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



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