

2021 AMA Winter Academic Conference

**The Human Side of Marketing
in an Age of Digital Transformation**

February 17-19 | Virtual

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AMERICAN MARKETING
ASSOCIATION

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Printed in the United States of America

ISBN-13: 978-0-87757-009-7

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WHAT BLABLACAR MAKES DIFFERENT FROM UBER? – A LITERATURE-BASED INVESTIGATION OF PEER-TO-PEER SHARING IN MOBILITY MARKETS

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Keywords: Peer-to-Peer Sharing, Collaborative Consumption, Shared Mobility, Sharing Economy

Description: The conceptual paper examines peer-to-peer sharing in mobility markets and uses a systematic literature review in combination with a qualitative content analysis to inductively derive descriptive features to describe, distinguish and categorize different forms of peer-to-peer sharing.

EXTENDED ABSTRACT

Research Question

The research topic sharing economy has become very popular in the last years and shared mobility, the shared use of a mode for transportation, is one of the biggest and most important industry of the worldwide sharing economy (McKinsey & Company 2017). Within this research field the concept of peer-to-peer sharing and collaborative consumption (P2P SCC) plays an

essential part as, on the one hand, it offers many societal and environmental benefits (Perren & Kozinets 2018; Benjaafar et al. 2019) and on the other hand, it has brought forth some well-known and successful companies, such as BlaBlaCar and Uber.

Since P2P SCC can still be considered a young phenomenon, management research, particularly from a marketer's point of view, is still at its beginning. In particular the question, what are distinctive features between and within these new forms of sharing exchange, is little researched (Eckhardt et al. 2019; Lin et al. 2019). Based on a systematic literature review (Tranfield et al. 2003) and an inductive qualitative analysis (Mayring 2014), we contribute to this research gap in the following ways.

Summary of Findings

First, we provide a determination of what can be understood as peer-to-peer sharing as we summarize seven criteria. We define P2P SCC as a form of economic exchange between equivalently positioned individuals, that does not involve ownership transfer, is enabled by a platform, requires a physical object, that one of the individuals owns or has access to, to be shared or collaboratively consumed as precondition for the exchange to take place.

Second, based on the inductive qualitative analysis, we suggest a set of 15 market-based characteristics to further distinguish within peer-to-peer sharing. For each characteristic, that can be divided into four groups (product & service, prosumer-value, relationship, and platform related characteristics), we define attribute values and provide practical examples to illustrate our findings.

Third, we describe a categorization of peer-to-peer sharing that distinguish between 4 categories. Each category can be considered as a cluster, where models that show similar attribute values can be subsumed. For a better understanding we also provide practical examples for each category.

Statement of Key Contributions

Our study contributes to practice and academe in the following ways: First, we provide a theoretical background on the development of peer-to-peer sharing and shared mobility markets.

We illustrate how peer-to-peer sharing models can be discerned from other forms of the sharing economy and explain the actual role of these models within shared mobility markets.

Second, the market-based characteristics and the categorization help to elevate a more precise marketing understanding about peer-to-peer sharing. We also provide plenty of practical examples to gain an overview of existing business and marketing practices within these businesses. Finally, we lay the foundation for a structured, marketing driven analysis of peer-to-peer sharing business models in general and in mobility markets. Understanding how these can be distinguished and categorized, this study should serve as a starting point for future research to analyze success-making differences from a marketing perspective to understand why many ventures fail and only a few successfully survive.