

PRICES OF INTERCITY TRANSPORT SERVICES OFFERED BY TRADITIONAL ENTERPRISES AND A SHARING ECONOMY COMPANY

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Abstract:

The Accenture Technology Vision 2017 report mentioned the five leading technological trends. One of them is business platforms. Digital ecosystems grow using unlimited access to consumers. The result of this trend is for example the dynamic growth of a new generation of sharing economy services. One of the most reported benefits of using such services are economic reasons (e.g. Hamari J., Sjöklint M., Ukkonen A. 2015, Wang D., Nicolau J.L., 2017).

The purpose of the article is to verify whether the prices of services offered on the sharing economy platform operating in the transport industry are lower than the prices of traditional ones. In the theoretical part, the article presents literature review of knowledge about sharing economy in relation to the transport industry in Poland and on the world. In the empirical part, the study covered over 100 observations (20 intercity connections offering over 100 separate courses in total). The study shows that the average prices of intercity transport services offered by traditional carriers such as: PolskiBus (FlixBus), BP Tour, Polonus as well as local entities are higher than the average prices of equivalent trips offered by private people using the BlaBlaCar platform. For the analysis of the observations, the measures of position and dispersion of descriptive statistics were used. The author also notes that other differences between the offered courses include connecting hours, starting and ending of the trip and planned time of arrival.

Keywords: sharing economy, collaborative consumption, road transport, transport services, prices, blablacar