

Abstract

The aim of this study is to determine which major factors attract customers to a Green Shared Mobility concept, specifically an e-scooter sharing concept. Building on a review of existing literature, challenges and recent developments in sustainability are discussed, followed by a case study of goUrban, a Viennese-based start-up, to determine which audiences should be targeted in expanding the customer base of e-scooter sharing. With a sample of 57, a survey has been conducted in order to analyze the demand factors for e-scooter sharing.

The study's findings are the following: there are no correlations between specific demographics nor for sustainability mindsets regarding the demand for the e-scooter sharing concepts, however this could imply that at least in urban areas, there is a broad potential through all demographics.

The study recommends that: companies should focus on addressing grievance issues such as lack of hygiene wherever they exist and try to fix aspects of their services that have a negative impact on sustainability such as vehicle production. If this results in an increase in prices, increasing per minute fares is more viable than increasing monthly or other large-scale fares.