

WHAT DRIVES CUSTOMER SATISFACTION AND LOYALTY IN SCOOTER SHARING SERVICES?

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BACKGROUND

The emergence of digital and technological advancements has introduced consumers to the phenomenon of Sharing Economy. Shared electric scooters represent one of the most innovative branches of shared mobility.

Customer perspective on the scooter sharing services

Customer Perceived Value

Customer Satisfaction and Loyalty

RESEARCH DESIGN

The research was based on the customer perspective of scooter-sharing services. Drawing upon the framework of Jiang et al. (2019), customer perceived value included 5 value constructs: functional, economic, emotional, green, ethical. The impact of each value construct was measured in relation to customer satisfaction and loyalty. Additionally, the impact of customer satisfaction on loyalty was measured.

METHODOLOGY



CUSTOMER PERCEIVED VALUE

- Functional
- Economic
- Emotional
- Green
- Ethical

Customer Satisfaction

Loyalty



MAIN FINDINGS:



Functional, Economic, Emotional

Customer Satisfaction



Functional, Emotional

Customer Loyalty



Customer Satisfaction

Loyalty

PRACTICAL IMPLICATIONS:



Functional Value:

Charge, Condition, Accessibility



Economic Value:

Price/journey



Emotional Value:

Emotional elements of customer journey

Virtual engagement



Sustainable and **Ethical** efforts have no impact on satisfaction and loyalty