

SHARING ECONOMY AND ECO-MOBILITY: A CASE STUDY OF CAR SHARING IN HUNGARY

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1 INTRODUCTION

The rapid expansion of urban populations and climate-related challenges have intensified the need for sustainable mobility solutions. As part of the broader sharing economy, car-sharing services provide an alternative to traditional car ownership while contributing to eco-mobility goals. This paper investigates how MOL Limo, a leading Hungarian car-sharing provider, contributes to sustainable urban transport and how its users perceive its environmental and practical benefits.

2 MATERIAL AND METHODS

The study combines secondary literature on the sharing economy, sustainable consumption, and urban mobility with primary research based on a questionnaire distributed to MOL Limo users via a dedicated online community. The survey explores usage patterns, satisfaction levels, and attitudes toward eco-conscious transportation. The data was analysed to uncover trends, challenges, and strategic implications for operators and policymakers.

3 RESULTS

Survey results indicate that MOL Limo users, primarily young urban professionals, view the service as an environmentally friendly and economically sensible option. The company's digital-first marketing strategy aligns well with the expectations of digital-native users. However, users expressed concerns over vehicle availability and service area limitations. The findings suggest that car-sharing may serve as a substitute for car ownership, especially in dense urban areas.

4 CONCLUSIONS

The case study highlights how car-sharing services can align with sustainability objectives by reducing carbon emissions, decreasing traffic congestion, and reshaping consumer behavior toward access-based mobility. MOL Limo's model offers actionable insights for urban planners and mobility providers aiming to design greener and smarter cities.

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