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Why Share? Motives for Participating in The Collaborative Consumption

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Abstract

Collaborative consumption is a kind of peer-to-peer-based activity of providing, exchanging or sharing access to goods and services. It is triggered by developing technologies and increasingly getting attention from consumers. This study adds value with an empirical approach that investigated the relationship among economic benefit, environmental benefit, psychological benefit, attitude, and behavioral intentions.

Data was gathered through face to face questionnaires. Results show that economic, psychological, and environmental benefits are important factors to explain attitudes and behavioral intentions and so participating in collaborative consumption.

Keywords: Collaborative consumption, sharing economy, sustainability

Niçin Paylaşırız? Ortak Tüketim Motivasyonları

Özet

Ortak tüketim ürün ya da hizmetlerin bire bir temin edildiği ya da paylaşıldığı bir aktivitedir. Gelişen teknolojilerin hızlandırdığı ve tüketicilerin artan bir biçimde

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dikkatini çeken bir kavram olarak görülmektedir. Bu çalışmanın, ekonomik fayda, çevresel fayda, psikolojik fayda, tutum ve davranışsal niyetler arasındaki ilişkiyi ampirik bir çalışmayla açıklayarak literatüre katkı sağlaması beklenmektedir. Araştırmada kullanılan veriler yüz yüze anketler aracılığıyla toplanmıştır. Bulgular, tutum ve davranışları dolayısıyla ortak tüketime katılma motivasyonlarını açıklamada ekonomik, psikolojik ve çevresel faydanın önemli olduğunu belirtmektedir.

Anahtar Kelimeler: Ortak tüketim, paylaşım ekonomisi, sürdürülebilirlik

JEL Kodu: M11

1. Introduction

Consumers' attitudes towards consumption have changed and carried increasing concern over ecological, societal, and psychological effects. Increasing concern about climate change and pushing for social embeddedness by localness and collaborative consumption (Albinsson & Perera, 2012; Belk, 2010; Botsman & Rogers, 2010) have brought the term "collaborative consumption" or "sharing economy" an attractive concept for consumers.

Collaborative consumption comes into four broad categories, such as recirculation of goods, increased utilization of durable assets, exchange of services, and sharing of productive assets (Schor, 2016). Motives for participating in these activities differ among consumers. Some consumers are drawn by the trendiness or novelty of the sharing platforms. Beyond innovation and the pull of new technologies, others tend to be motivated by economic, environmental, and social factors (Schor, 2016). Extant literature has also categorized participating motivations by the degree of relationships with other individuals (Lakhani & Wolf, 2005; Nov et al., 2010), which is completed by Lindenberg's (2001) conceptualization. For instance, struggling to enjoy an activity or achieving economic objectives through the action is not directly affected by others' opinions.

The self-determination theory (Deci & Ryan, 1985) indicates that motivations can be differentiated as intrinsic or extrinsic. Intrinsic value or enjoyment related to the given activity, whereas extrinsic motivations are related to external pressures, such as reputation and economic gain. Lindenberg (2001) stated that there are two kinds of intrinsic motivations, the enjoyment derived from the activity itself also value derived from acting seemly.

The purpose of this study is to explore motivations that are related to collaborative consumption. First, an insight into the collaborative consumption and related factors are highlighted with a brief discussion. Second, there will be the methodology section explaining the purposed model and analysis. Lastly, the current research concludes with results and discussion of practical implications.

2. Theoretical Framework and Hypothesis

Collaborative Consumption

Collaborative consumption has seen development, following a rise of interest in online platforms that promote peer-to-peer sharing of resources such as accommodation, transport, and goods. Collaborative consumption has stated, the act of sharing is not a new concept, bartering systems and communal ways of life have a long history (Albors et al., 2008; Belk, 2010; Sundararajan, 2016). Although it is not a new concept, a full review of sharing and collaboration has increased around the term 'sharing economy' (Cheng, 2016). The concept of the sharing economy usually called collaborative consumption. Rogers (2011) has defined it as a system activating the unemployed resources through marketplaces that enable greater efficiency. It is also considered, such as sharing economy, social sharing, collaborative consumption, and peer-to-peer economy (Richardson, 2015; Dredge & Gyimothy, 2015).

Collaborative consumption refers to a socio-economic peer-to-peer sharing ecosystem that provides participants to access goods and services using technology (Matzler et al., 2014) and adopts the shared creation, production, distribution, and consumption of goods and services by different people and companies Sharing economy relies on collaborative consumption by sharing access to products or services, such as a bedroom, house, office space, or a car seat, rather than individual ownership and organizing those experiences using online platforms. Shared products-services are usually considered to be more efficient than owning them individually (Benjaafar et al., 2018; Eckhardt & Bardhi, 2015).

Economic Benefit

Collaborative consumption and sharing goods and services are often regarded

both as ecological and economical sound. Participating in sharing economy, the consumer switches ownership of products with lower cost alternatives from within a collaborative consumption service. There are indications of both positive and negative influences of economic incentives on sharing behavior (Bock et al., 2005; Davenport & Prusak, 1998; Kankanhalli et al., 2005). Sharing economy sites are generally lower in cost than market alternatives. An Airbnb host, for example, can deliver a room more cheaply than a hotel. The platforms' fees are also lower than what established businesses extract in profits (Schor, 2014). Hars & Ou (2001) found that a robust extrinsic motivation is the potential future rewards, such as economic benefits. In addition to this, sharing serves as an incentive for saving financial resources (Luchs et al., 2011).

It is hypothesized that extrinsic rewards such as economic benefits, during the form of saving money and time, derived from collaborative consumption positively influence attitudes toward collaborative consumption and intentions to participate in it.

H1: Economic benefit is statistically significant in explaining the attitude

Environmental Benefit

Ideas about the sharing economy, with it emphasize on reaching out rather than transferring, the link to efficient use of resources and non-consumption could thus be seen as quite clear (Botsman & Rogers, 2011; Kaplan & Haenlein, 2010; Laurell & Sandstrsom, 2017; Meohlmann, 2015; Wang & Zhang, 2012). Bartenberger & Leitner (2013) examined that how sharing economy may positively affect sustainability by reducing consumption decreased resource demolition when consumer products are used collaboratively instead of owned individually. Chen & Kockelman 2015; Nijland & Van Meerkerk 2017 found that car sharing substantially reduce in CO2 emissions. Participation in collaborative consumption is expected to be highly ecologically sustainable (Prothero et al., 2011; Sacks, 2011). Collaborative consumption platforms are used to encourage a sustainable marketplace (Phipps et al., 2013) that "optimizes the environmental, social, and economic consequences of consumption to meet the needs of both current and future generations" (Luchs et al., 2011). Nov (2007) and Oreg & Nov (2008) found that open source software development and participation in peer production (e.g., Wikipedia) are motivated by altruistic motives such as openness and freedom of information. Cooperation

in online platforms may be influenced by attitudes shaped by socio-economic concerns, such as the preference for greener consumption, which it is believed to be an essential factor in the context of collaborative consumption (Hennig-Thurau et al., 2007).

It is hypothesized that the intrinsic motivation related to norms as environmental benefits positively affect attitudes toward collaborative consumption and aims to participate in it.

H2: Environmental benefit is statistically significant in explaining the attitude

Psychological Benefit

Enjoyment is affirmed as a significant psychological factor in sharing related activities (Van der Heijden, 2004). As a critical attribution of intrinsic motivation is the enjoyment derived from the event itself (Deci & Ryan, 1985; Lindenberg, 2001). For example, from the point of intrinsic motivation, software developers contribute to open source systems as a result of enjoyment (Roberts et al., 2006; Lakhani & Wolf, 2005). Using social networking sites continuously is a result of enjoyment went after the number of peers and usefulness (Lin & Lu, 2011) and pleasure is recognized as an essential element in sharing related activities (Van der Heijden, 2004; Nov et al., 2010).

Therefore, as an intrinsic motivation to figure out attitudes and behavioral intentions towards collaborative consumption, it is hypothesized that there is a relationship between the attitudes and psychological benefits.

H3: Psychological benefit is statistically significant in explaining the attitude

Attitude

Attitude is added as a significant determining of behavior (Ajzen, 1991). Concerning motivation to participate or consume specific goods, consumer behavior studies propose that although consumers may be ideologically and ethically minded, their desires may not translate into sustainable behavior

(Bray et al., 2011; Phipps et al., 2013; Vermeir & Verbeke, 2006). Studies highlight that consumers are motivated to take on sustainable behavior, especially when other consumers have been able to indicate that they are also participating (Goldstein et al., 2008). Collaborative consumption may enable efficient coordination of sharing activities, which in turn aids in the facilitation of active communities around a cause.

It is hypothesized that there is a relationship between attitude and behavioral intention.

H4: Attitude is statistically significant in explaining the behavioral intention

3. Aim of Study

This study aims to investigate consumers' motivations to participate in collaborative consumption. The relationship among economic benefit, psychological benefit, environmental benefit, attitude, and behavioral intentions were analyzed.

4. Scope and Metodology

372 valid questionnaire forms were obtained by convenience sampling method in Istanbul. Participants took part in face to face questionnaire throughout September and November 2019. The questionnaire consisted of four parts. The first part consisted of demographic questions. The 12 items in the second part included statements were Likert type (1=Strongly agree, 5=Strongly disagree) statements aimed at measuring economic, environmental, and psychological benefits. In the third part of the questionnaire, there were Likert type statements aimed at measuring the attitudes of the participants. In the last part, there were Likert type statements aimed at measuring the behavioral intentions of the participants. Frequency, factor, reliability, correlation analyses, and LISREL structural equation modeling held to test the significance and reliability of the model.

5. Research Model

The purposed model has been developed based on the inspiration the researchers got from the scales in Ajzen (1991), Bhattacherjee (2001), Van der

Hejden (2004), and Hamari et al. (2016)'s research. The model is presented as follows in Figure 1.

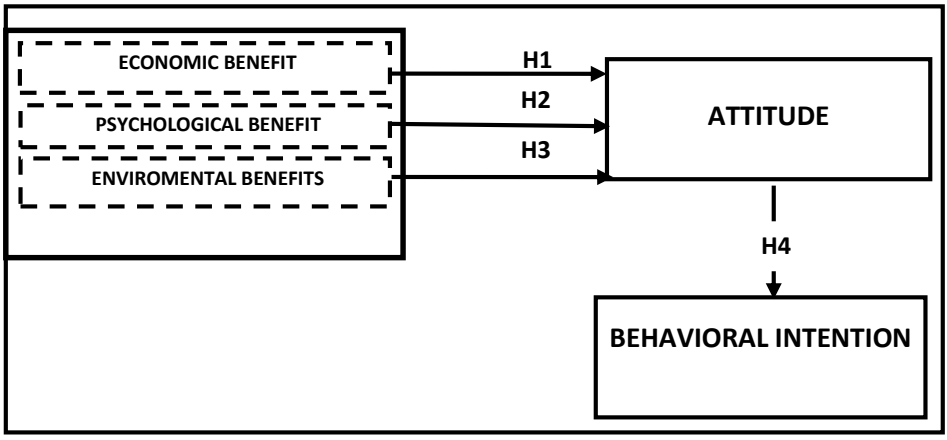

Figure 1. Proposed Research Model

(Source: Developed by researchers)

6. Analysis

The demographic characteristics of the participants are presented in Table 2.

Table 2. Demographic Characteristics

Gender	**Frequency**	**Percentage**
Female	174	46,8
Male	198	53,2
Total	372	100

Table 2. Demographic Characteristics (Cont.)

Gender	**Frequency**	**Percentage**
Marriage Status		
Married	166	44,6
Single	206	55,4
Total	372	100
Age		
18-29	108	29,0
30-39	170	45,7
40-49	78	21,0
50 and above	16	4,3
Total	372	100
Education		
Elementary school	10	2,7
Highschool	42	11,3
Associate degree	87	23,4
Bachelor degree	184	49,5
Master's degree/PhD	49	13,2
Total	372	100

Division of 372 participants of the questionnaire are; 46,8% female and 53,2% male, 44,6% married, and 55,4% single, 25,3% between 20-29 age, 39,4% between 30-39 age, 31,0% between 40-49 age, and 4,3% 50 and above age, major percentage distribution in education status is bachelor degree with 49,5%.

Factor analysis was conducted to determine the eligibility of the scales. The KMO rate was 0,893, which showed that the data was perfectly acceptable for factor analysis. Additionally, the p-value of the Bartlett test was significant (Durmuş et al., 2011), and we claimed that the data set was eligible for factor analysis (KMO=0,893, χ^2Barlett Test (66) = 7676,198, p=0,000). The Cronbach Alpha coefficient was applied for testing the internal validity of the scales. Accordingly, it observed out that the used scales were significant. The reliability test results are presented in Table 3.

Table 3.: Reliability Analysis

Scale	Statements	Cronbach's Alpha
Economic Benefit (EBE), Psychological Benefit (PBT), Environmental Benefit (EBT)	12	0,913
Attitude (ATT)	5	0,999
Behavioral Intention (BIN)	4	0,998

The reliability analyses were conducted for each of the three factors found in the factor analysis results showed that these three factors are highly reliable as their Cronbach Alpha exceeded the acceptable level of 0,70, as shown in Table 4, along with factor loadings and factor scores.

Table 4. Factor Analysis Results

Factor	Statement	Factor Loadings	Factor Scores (%)	Cronbach' s Alpha
Economic Benefit (EBE)	I think that the collaborative consumption prices of the products are reasonable.	0,934	30,059	0,960
	I think the prices of the products offered for collaborative consumption are reasonable by their quality.	0,952		
	I can save materially through collaborative consumption.	0,911		
	Participation in collaborative consumption is economically beneficial to me.	0,930		
Psychological Benefit (PBT)	I believe that the collaborative use of any product will replace the possession of that product.	0,942	23,330	0,952
	Collaborative use of any product is as good as having that product.	0,944		
	Sharing a product with others makes me part of a group of people who look like me.	0,904		
Environmental Benefit (EBT)	Collaborative consumption helps to protect natural resources.	0,946	39,726	0,992
	Collaborative consumption is a form of sustainable consumption.	0,947		
	Collaborative consumption is ecological.	0,956		
	Collaborative consumption is useful in terms of energy use.	0,954		
	Collaborative consumption is environment friendly.	0,951		

Table 5. Correlation Analysis Results

	Mean	St. Dev.	AVE	EBE	PBT	EBT	ATT	BIN
EBE	2,2823	0,88353	0,868	1 **(0,931)**	-	-	-	-
PBT	2,3190	0,86655	0,865	0,138**	1 **(0,930)**	-	-	-
EBT	1,7581	0,88092	0,904	0,325**	0,426**	1 **(0,950)**	-	-
ATT	2,5285	0,78623	0,995	0,263**	0,287**	0,338**	1 **(0,997)**	-
BIN	1,5927	0,82975	0,993	0,41	0,50	-0,27	0,197**	1 **(0,996)**

** Correlation is significant at the 0,01 level. (2-tailed)

Table 5 presents the correlation analysis results for dependent and independent variables. As can be seen, the AVE values are higher than 0,5, and the factor loadings in Table 4 are also higher than 0,5. These results show that variables have convergent validity (Hair et al., 2010).

Apart from that, the fact that the square roots of the AVE values of each variable (the square root values are given in brackets) are higher than the correlations among other variables shows that the variables also have discriminant validity (Fornell & Larcker, 1981).

Testing the Developed Model with Structural Equation Modelling

As a result of the confirmatory factor analysis carried out with LISREL structural equation modeling for testing the research model, the goodness of fit values is as follows. Accordingly, the research model, results, and acceptance criteria (Çokluk et al., 2012) can be viewed in Figure 2, Table 6, and Table 7 below.

Figure 2. T values of the Second-Order Confirmatory Factor Analysis

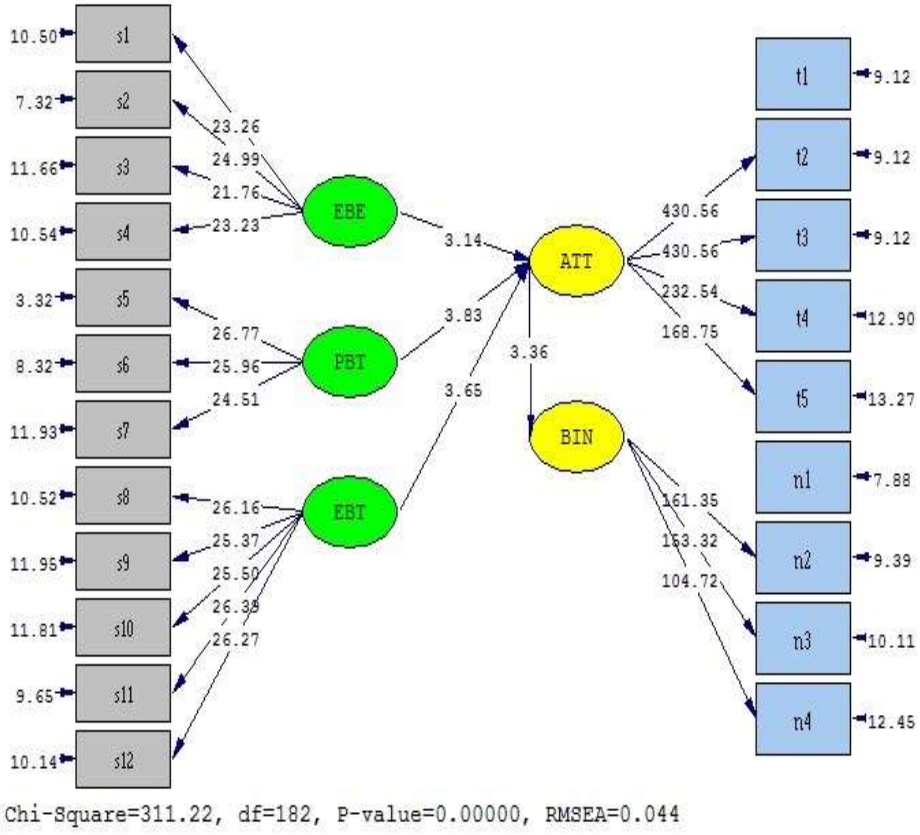

Table 6. Structural Equation Modelling Results and Acceptance Criteria

The goodness of fit values	Value	Acceptance criteria
Chi square (χ^2)/ sd	1,71	≤ 2 perfect fit
GFI	0,93	≥ 0,90 good fit
RMSEA	0,044	≤ 0,05 perfect fit
RMR	0,021	≤ 0,05 perfect fit
SRMR	0,028	≤ 0,05 perfect fit
CFI	0,99	≥ 0,95 perfect fit
NFI	0,98	≥ 0,95 perfect fit

Table 7. Structural Equation Analysis Results

		Standardized Solutions Values	t-values
Economic Benefit (EBE)	Attitude (ATT)	0,16	3,14
Psychological Benefit (PBT)	Attitude (ATT)	0,21	3,83
Environmental Benefit (EBT)	Attitude (ATT)	0,21	3,65
Attitude (ATT)	Behavioral Intention (BIN)	0,17	3,36

The goodness of fit values and the path diagram found out as a result of the structural equation modeling were significant on the 0,01-significance level, and so the research model proved to be significant, reliable and acceptable.

7. Results

Consumers' attitudes towards consumption have changed and carried increasing concern over ecological, societal, and psychological effects. In this study, motivations to participate in collaborative consumption are examined by four hypotheses. Results show that economic, psychological, and environmental benefits are important factors to explain attitudes and behavioral intentions and so participating in collaborative consumption.

8. Discussion

Throughout the research, face to face questionnaires were used on 372 participants, and SPSS statistical package utilized for data analyses and interpretation. Frequency, factor, reliability, and correlation analyses have been carried out using SPSS. The analysis made for testing whether the scales are suitable for factor analysis or not has shown that the data is, in fact, perfectly eligible for factor analyses. Reliability analyses have been carried out with the three factors resulting from the factor analyses, and these three factors have proved to be highly reliable. The Cronbach Alpha values, which are all above 0,70, showed that the used scales are reliable. According to the correlation analysis results, the AVE values and factor loadings above 0.5 showed that the observed variables have convergent validity. The square root of the AVE values of each of the variables came out to be higher than the correlations of other variables, which showed that the criteria for discriminant validity have also been met. LISREL structural equation modeling has been employed to test the significance and reliability of the model and the resulting goodness of fit values, t values, and standardized solutions values have been checked as a result of the analysis.

According to the results, the relationships between the dependent variables "attitude" and "behavioral intention" and "economic benefit," "psychological benefit," "environmental benefit" came out to be significant on the 0.1 reliability level and therefore it can be said that the model is significant, reliable and perfectly acceptable. According to the t values, the independent variables that affect the dependent variables "attitude" and "behavioral intentions" the most are "psychological benefit," which is followed by "environmental benefits" and "economic benefits," respectively.

We found that psychological benefit is the most crucial motivation to participate in collaborative consumption. It might be deduced that participants of the study prefer collaborative consumption for socializing by interacting with other people. This result is in line with the previous studies that Fitzmaurice et al. (2018) who found that regarding the social benefits, there is a widespread "common good" claim by several platforms, as well as participants on both sides of the market which is the benefit of meeting people, making friends and getting to know others. Also, Böcker & Meelen (2017) claimed that people who state that they are willing to share their homes often have social motivations next to economic ones. Ladegaard (2016), using a Boston area sample, further qualified that socially-oriented hosts are eager to interact with foreign guests who are "comfortably exotic," that is, different enough to be interesting, but similar enough to be comfortable.

9. Suggestions

Surprisingly, economic benefit was the least considered variable to participate in collaborative consumption. The present study has limitations. The data was obtained from Istanbul doesn't specify different regions. Future research can be extended to different countries or cultures.

Practitioners should give more consideration to the socialization aspect of collaborative consumption, but it should not be forgotten that this may differ from culture to culture.

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