Determinants of Paid Sharing Consumption: Sustainability, Trust or Self-Interest

ABSTRACT

In this research, we examine the determinants of use intention of paid sharing collaboration platforms like *Airbnb* and *Uber*. We study different drivers: concern for sustainability, trust, user reputation effects, network effects, and economic benefits on attitudes and use intention. Additionally, we examine potential differences between frequent and occasional consumers. Hypotheses are tested using structural equation modeling (SEM). The results support most of the hypotheses put forward and highlight the role of trust and self-interest motives. Few differences were found in the drivers of the intention to use paid sharing services for occasional vs frequent buyers in terms of network effects. In particular, we find that network effects prove more relevant for intensive use consumers and less so for occasional buyers. The marketing strategies of sharing platforms might be adapted by considering these different groups.

KEYWORDS: collaborative consumption, sharing, trust, network effects, Airbnb, Uber

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INTRODUCTION

Paid collaborative platforms like *Uber*, *Didi* or *Airbnb* have emerged as key players in global industries such as people transportation or lodging. One clear example of this phenomenon is Airbnb which, only ten years since its creation in 2008, has amassed over 150 million registered members, in other words 2% of the world population, in over 190 countries (Fortune, 2017). Researchers and analysts have thus developed a new meaning for the term "sharing" in this digital and global world (Belk 2010, 2014), and have also coined the term collaborative consumption, where peers can offer ("share") and buy ("use") particular goods or services for given periods of time, distances, etc.

The spectrum of sharing, or collaborative consumption platforms, is quite wide. For example, Hamari et al. (2016) refer to ~~present~~ two main categories: (1) *sharing* platforms and (2) exchange platforms. The first category includes open source platforms such as SourceForge and Github, online content collaboration (e.g. Wikipedia, YouTube) and file sharing (e.g. The Pirate Bay, MEGA and WeTransfer). In the second category, the platforms provide temporary/permanent access or ownership to goods, resources or services. For example, Airbnb or Awto allow property or cars to be shared between peers, while Fiverr enables the skills, time and knowledge of the people providing accounting or design services to be shared with other peers. Other platforms like Mercado Libre and real estate portals, allow the complete transfer/exchange of goods between peers. This is merely a general classification in a dynamic environment where new typologies occasionally emerge to provide a more holistic or better understanding (see for example: Perren & Kozinets 2018).

In this context, platforms such as Uber, Wikipedia, Mercado Libre, Airbnb, Zipcar, Facebook, and others have developed an excellent framework for users to generate supply and demand (Belk, 2010), creating a broader, inclusive, heterogeneous, social, and convenient alternative to satisfy needs through temporal or permanent exchanges (Hawlitschek, Teubner & Gimpel, 2016).

Given their importance and novelty, academic studies have been addressing these issues in recent years in an attempt to understand which drivers and mechanisms affect consumer attitudes and use intentions of sharing platforms and collaborative consumption (Mohlman 2015; Hamari et al., 2016; Hawlitschek, Teubner & Gimpel, 2016; Sung, Kim& Lee, 2018). Different variables such as economic benefits, reputation effects, enjoyment, and sustainability concerns have been considered. Despite the potential relevance of trust, this intrinsic collaborative variable has received relatively less attention than altruism, anti-consumption or self-interest motives. In this study, we seek to examine the three types of motives simultaneously: altruism and public good motives, self-

interest motives (both economic or reputational). Trust has proven to be a key variable in marketing research and we believe it plays a major role in explaining collaborative consumption (Flavián & Guinaliú, 2007; McKnight & Chervany, 2001). Given that most existing studies have been carried out in western and developed countries, we feel this to be a relevant gap, and one which is even more important in the Latin-American context (e.g. Torres et al. 2007).

As indicated earlier, there are several platform types that share goods, resources, or knowledge, although these differ in terms of aspects such as the payment involved or the supplier and buyer level of participation (Perren & Kozinets, 2018). In particular, our work focuses on sharing platforms that involve direct consumer payment. In an effort to extend the generalizability of the results, we examine two popular platforms: *Airbnb* and *Uber*. First, we review the relevant literature and then propose a conceptual model and hypotheses. We then present the method and data used to test the hypotheses, and the data analysis and results. We conclude with the implications and discussion of our findings.

LITERATURE AND CONCEPTUAL MODEL

Sharing and collaborative consumption

Sharing has many definitions in the literature (Botsman & Rogers, 2011). Belk (2010) suggests that sharing is a higher order act that connects us to other people in a routine like manner (sharing toothpaste with the family) or in a more significant manner by constructing meanings and sentiments such as union or solidarity.

The term sharing has significantly changed its meaning since the 1990s due to technology, internet, networks, and smart telecommunication devices (Botsman & Rogers, 2011; Kaplan & Haenlein, 2010). People who use internet and its complementary products and services can share vast amounts of information such as comments, data, pictures, spreadsheets, videos, and so on. General search engines (Google, Yahoo) as well as specific websites and services (e.g. YouTube, Trip Advisor) allow people to share and consume content published by others (Belk, 2007, 2010). As with content and information, internet has expanded the boundaries of product and service sharing.

Flickr, Twitter, Facebook, Google and Instagram are examples of platforms and websites that have changed the way people 'share' with strangers ("*sharing out"*), making this the rule rather than the exception (Belk, 2010). The vast array of content available, ranging from podcasts to videogames and online courses shared in sites like YouTube, has also altered the consumption process in both online and offline settings (Darley, Blankson & Luethge, 2010). Airbnb and Zipcar, platforms which make it possible to share houses and cars, respectively, are emblematic examples of this commercial revolution. The two platforms are not only sharing mechanisms for strangers, but also provide interesting solutions for reducing the use of resources and societally negative externalities. On the downside, some would criticize these platforms for not promoting real community links

and sentiments (Bardhi & Eckhardt, 2012). This is why they are also categorized as "*pseudosharing*" or "*sharing out*" forms (Belk, 2014; Bardhi & Eckhardt, 2015; Belk, 2017).

Theories for explaining the usage/adoption of CC platforms

The study of technology platform usage has been approached from different perspectives, considering different drivers. Some of the most widely accepted models are: the diffusion of innovations model (DOI), where adoption is driven by compatibility, relative advantages and social variables such as communication and pressure (Rogers, 2003); the technology acceptance model (TAM), which suggests that the main drivers are ease of use and service utility (Venkatesh & Davis, 2000); and the theory of reasoned action (TRA) and its successor the theory of planned behavior, which includes individual level variables such as subjective norms and attitudes in addition to external factors to explain adoption intentions and behaviors (Ajzen 1991; Davis, 1989); and the self-determination theory (SDT), which focuses on intrinsic and extrinsic individual motivations as the key variables that induce individuals to behave in a given manner (Deci & Ryan, 1985).

One common factor amongst these models is that use intention is the principal dependent variable, together with attitude, although at the same time it acts as a mediator or prior variable to intention. Although different theoretical approaches (such as TAM and DOI) help to understand technology adoption, our focus on platforms that promote collaborative consumption leads us to center our attention on theories that consider intrinsic and extrinsic aspects in consumer motivation and the key role which attitude plays in intention, since we feel these to be greater determinants when predicting sustained use in this kind of service (for example, Hamari et al 2016; Sung et al. 2018). This does not, however, mean that the other approaches should be ruled out, but rather that they might be included in the future. The self-determination theory posits that the use of something depends, on the one hand, on the value or *enjoyment* obtained from the object or service used and, on the other, from the external rewards derived from its use (Deci and Ryan, 1985). In this regard, it is through motivation that it is possible to explain why a human being is able to be involved in and to act proactively within a platform, controlling their well-being and social development (Deci and Ryan, 2000).

Nevertheless, despite the importance of trust in any kind of exchange relation, particularly those that involve sharing or pseudo/sharing, this aspect has tended to be overlooked. Belk, for example, has stated that, for sharing to exist, a minimum level of trust needs to be reached (Belk, 2010), with this becoming ever greater in increasingly uncertain situations (McKnight and Chervany, 2001), and which has been the subject of numerous studies in marketing or in the field of services (Morgan and Hunt, 1994; Anderson and Narus, 1990; Dwyer, Schurr and Oh, 1987; Berry, 1995; Moorman et al., 1993; Sanzo et al., 2003; Flavián and Guinalíu, 2006, 2007). For this reason, we begin by examining the role of trust as a determinant in this kind of consumption.

The role of trust

Although several authors such as Botsman (2013) have started to use the term "*the economy of trust"* rather than "*the sharing economy"*, the former concept has thus far been the subject of

little direct research within CC paid literature. What is clear is that this kind of CC platform will function effectively provided that two or more strangers are able to overcome the feeling of risk and mistrust. Belk (2014), points out that sharing is more likely to take place with acquaintances (family and friends) than with strangers. Nevertheless, such sharing has started to emerge beyond these limits, either through social networks, where mainly information is disseminated (Kaplan and Haenlein, 2010), or through platforms in which goods and services are shared (such as Couchsurfing, Zipcar and Sharetribe; Galbreth, Ghosh and Shor, 2012; Hamari et al., 2016). McKnight and Chervany (2001). Hawlitschek et al. (2016) point to various motives that lead to consumers engaging in peer-to-peer sites and, although they find that trust is a key element in their literature review, they do not specifically include it in the motives they investigate.

In the context of *the economy of trust*, although trust may be directed towards the brand or organization which supports the collaborative consumption platform, it is also important to consider the trust placed in the individuals who take part in the service (the community). This approach is closer to what is proposed by Moorman et al. (1993), who refer to trust as "the will to rely on an exchange partner in whom one has confidence" (Torres et al., 2007). In this regard, trust (or mistrust, exactly the opposite), refers to positive (or negative) expectations towards the people who use a platform based on past experiences and appropriate assurances (Schneiderman, 2000).

A more specific and widely accepted way to define *trust* is as a multidimensional construct, which might embrace up to seven different dimensions: honesty, kindness, competence, reputation, privacy, predictability and safety (McKnight & Charvany, 2001; Dooney & Canon, 1997). This makes the conceptual analysis of *trust* complex, since various studies have included important comparisons when defining the concept (Flavián & Guinalíu, 2007). For this reason, the present research draws on the dimensions which are most commonly associated to *trust* and which, over the years, have come to be widely accepted and employed in the field of service marketing: honesty, perceived as a belief in sincerity and in others keeping their promises; kindness, perceived as the belief that there is a genuine interest in the well-being of others, not adopting an opportunistic attitude but being driven by the common good; and competence, perceived as the skill, knowledge and abilities one possesses (Flavián & Guinalíu, 2007; Gundlach & Murphy, 1993; Doney & Canon, 1997; Geyskens et al., 1998; Sako & Helper, 1997; Coulter & Coulter, 2002).

The above suggests that some of these sites, applications, and networks have led to the creation of a minimum degree of the trust required so as not to prevent cooperation (Belk, 2010). Although it is difficult to conceive of a world in which one can blindly depend on the kindness of unknown people, collaborative consumption platforms are leading us to once again to trust in strangers, despite what we might be taught to the contrary (Thompson, 2005; Belk, 2017; Turkle, 2017). We build walls against others, which leads us to forge relations based on fear where we keep our distance (Belk, 2017). Yet, despite this, we are more willing to engage with those whom we do not know. It is a distant trust, and one which certainly differs to the blind trust we place in a relative, (Belk, 2010), but it is, nevertheless, trust.

As both the amount and complexity of *online* platforms increases, conditions are becoming increasingly uncertain, such that the need for trust also grows (McKnight & Chervany, 2001). Users are ever more likely to relate to their peers and to engage in transactions (if there is money involved) when they are given sufficient guarantee that they are involved in a reliable environment. As a result, it is essential that consumers become part of the monitoring and report any disappointments and dubious situations (Schneiderman, 2000)

In the business atmosphere of marketing, it has been shown that trust between parties plays a key role in fostering the continuity of a relation (sustained use intention) (Morgan & Hunt, 1994; Anderson & Narus, 1990; Dwyer, Schurr & Oh, 1987; Berry, 1995; Moorman et al., 1993) and eventually in generating high level trust (Flavían & Guinalíu, 2006, 2007).

As a result, this study posits that trust plays a key and positive role in all kinds of CC platforms (for example, by facilitating communication amongst *hosts* and *guests* in Airbnb) (Guttentag, 2015).

H1a *Trust* positively influences *attitude* towards a CC service

H2a *Trust* positively influences the sustained use of a CC service

We now look at the other factors identified in the recent literature as having a possible impact on the intention to use collaborative consumption platforms (Hamari et al., 2016; Hawlitschek et al., 2016; Sung et al., 2018), those which tend to be framed within the motivation and self-determination approaches (Deci & Ryan, 1985). The main hypotheses are then presented.

The role of Enjoyment

One key factor in any person's motivation to undertake an action is the *enjoyment* which said action will provide them with, particularly if the source of motivation is intrinsic (Deci & Ryan, 1985; Lindenberg, 2001). This means that their drive will be internal and will not mainly be affected by the opinions of others, and may possible stem from simple feelings of joy to more complex feelings such as a sense of competence. This latter component explains why, for example, there are people willing to dedicate their time and effort to free projects (Lakhani & Wolf, 2005; Hamari et al., 2016). The desire to share things may also partly be explained by this feeling of *enjoyment*, particularly with people with whom we share different kinds of joyful moments (Widlock, 2004). Indeed, Hamari et al. (2016) found that the "*enjoyment*" factor played a role in the formation of users' *attitudes* and in sustained *behavioral intention* of collaborative consumption platforms. This has also been borne out in subsequent studies (Sung et al., 2018).

H1b *Enjoyment* positively influences *attitude* towards a CC service

H2b *Enjoyment* positively influences the sustained use of a CC service

The role of network effects

Part of the success of platforms such as Uber and Alibaba is that they are able to provide a huge offer and variety of options without having a physical inventory. The greater the number of consumers, the greater the number of those offering and, in turn, the greater the increase in the perceived value of these services (van de Glind, 2013). In this vein, Sung et al. (2018) show how if more consumers make a platform more valuable for the developers, then more developers make the platform more valuable for the consumers, creating a market which functions in two directions (Evans & Schmalensee, 2008). The network effect means that, the larger the network of users in both parts of a two-sided platform, the better the service functions and the more the value increases. However, this effect may be either direct or indirect (Clements, 2004). An *online* game such as Fortnite becomes more valuable the greater the number of players who play it (direct effect), whereas a game console becomes more appealing the greater the number of games that can be played on it (indirect effect).

Although this factor is not explained by the theory of motivation (Deci & Ryan, 1985), it does form an attitude towards a service or product (Sung et al., 2018). If only one person were to use e-mail or an application to organize parties, the perceived value would obviously be lower. The greater the number of people involved in something, the greater the exchange and collaboration possibilities (Belk, 2010), with everybody winning rather than it being a zero sum game (Foster, 1965).

H1c *Network effect* positively influences *attitude* towards a CC service

H2c *Network effect* positively influences sustained use of a CC service

d) Concern for sustainability

Another element of intrinsic motivation is the ideology and values a person is governed by, and which drive them to abide by certain self-imposed norms (Lindenberg, 2001), such as not supporting any initiative which might harm the environment. This concern for the maintaining the long-term well-being of the planet for future generations is deemed to be a concern for *sustainability* (Kuhlman & Farrington, 2010). Indeed, these self-imposed norms and this concern generate attitudes which determine people's participation and cooperation in various services, including collaborative consumption platforms (Hennig-Thurau et al., 2007; Hamari, 2016). Some authors go even further, and contend that collaborative consumption initially arose out of a need for people to act responsibly towards the environment and was used to foster the viability of a sustainable market (Tussydiah, 2016; Philips et al., 2013).

H1d Concern for *sustainability* positively influences *attitude* towards a CC service

H2d Concern for *sustainability* negatively influences sustained use of a CC service

The role of user reputation

Studies of the reputation users generate when using a collaborative consumption platform and their role when participating in said platform has spawned varying results, depending to a large degree on the platform in question. For example, while Hamari et al. (2016) were unable to confirm its importance in Sharetribe users, Anthony, Smith and Williamson (2009) reported that reputation and commitment towards the community were important drivers for the editors of Wikipedia. Indeed, part of the virtual identity generated by a user is the reputation generated with the community, which becomes a driver to either actively participate or not (Donath, 2002; Marwick & Boyd, 2011). By enhancing reputation, user status among their peers also increases, promoting collaboration and self-marketing (Hars & Ou, 2011).

One reason why eBay (a precursor in C2C platforms) was able engender an atmosphere of trust for the sale and purchase of items in *online* auctions was its well-designed user reputation administrator, which allowed for successful transactions (Schneiderman, 2000) which helped to overcome the fear of being cheated or conned. Likewise, an Airbnb *host* who offers their home and hospitality to strangers is actively participating and taking care of their user reputation in order to become a "*superhost"*, which will allow them to show off their accommodation better (Liang et al., 2017).

H1e *Reputation* negatively influences *attitude* towards a CC service

H2e *Reputation* positively influences sustained use of a CC service

Economic benefits

One controversial factor concerns economic benefits, since these may to some extent be seen as running counter to the purse sense of sharing (Belk, 2010) and may be deemed merely as a simple exchange of goods and services, something which has been practiced since time immemorial (Price & Belk, 2016). Nevertheless, it clearly influences all transaction, including those where collaborative consumption is concerned. For this same reason, activities involving a monetary transaction of hiring out in *peer-to-peer* systems including access to the use of goods or the transfer of goods used or services are felt to be within the sharing economy and are linked to a economic or additional utilitarian motivation such as an opportunity to obtain benefits or save economic resources if one considers the full consumption cycle (Luchs et al., 2011). The literature points to this as a strong motivation (Hars & Ou, 2001) which should, therefore, be considered.

H1f Economic benefits negatively influence *attitude* towards a CC service

H2f Economic benefits positively influence sustained use of a CC service

Attitude towards platforms

Attitude refers to the favourable and unfavourable thoughts and feelings towards and object/subject and has connotations related to preference for those object/subjects (Sung et al., 2018; Ajzen, 1991). Attitude is often a driving factor in intention, although it is important to

measure it separately, since the former does not necessarily imply the latter (Ajzen, 1991). For example, even though a consumer may display a positive willingness towards sharing goods or ideas or towards collaborating, this does not automatically imply participation, consumption or use of the platform (Bray, Johns & Killburn, 2011; Phipps et al., 2015). This gap may be explained for various motives, which include economic reasons (it is extremely costly to use something), or the lack of information available to consumers. Broadly speaking, this does not imply that a better attitude will positively affect use intention of a given platform.

H2g Attitude towards a CC service platform positively influences sustained use intention of this service

Mediation relations

As mentioned previously, the main theoretical approach is the theory of planned behavior, which gives a leading role to attitudes in the formation of intent and behavior, such that we posit the mediation hypotheses of attitude in the effects of the other variables identified, specifically:

H3 Attitude towards a CC service mediates the effect of a) trust, b) enjoyment, c) network effects, d) sustainability, e) user reputation, and f) economic benefits in sustained use of the paid CC.

The hypothesized relationships are depicted in **figure 1**.

Moderating variables

Despite the abundant research exploring the acceptance and continued use of technological platforms, estimations of the strength of the effects have failed to prove consistent from one study to another. Whereas Hamari et. al (2016) report a significant relation between *sustainability* and perceived attitude towards *Sharetribe*, Sung et. al (2016) they failed to find the same effect in the case of *Airbnb*, which might be linked to differences in the type of specific effect of collaborative consumption platforms to which they belong or the kind of user involved. For the purpose of this study, two types of groups of interest were considered: type of platform, specifically Airbnb and Uber, and use intensity, related to intensive and occasional users

Platform type

In order to gauge the stability of the results across platforms, we sought to test the model in the Uber and Airbnb samples. Most studies test their models in single platform samples, and some authors may suggest that these differences should be considered. In the case of Uber, the level of sharing is higher since the car needs to be shared with the driver, whereas in Airbnb in most cases you rent the whole apartment or even a separate room where you need not even necessarily see the supplier. Moreover, Uber has greater media exposure, which may affect consumer attitudes and intentions beyond the model drivers and which may impact the perceptions of trust or *enjoyment* (Deep, 2016). However, since we are exploring this relationship, we suggest that there are no major

differences in terms of the effects of the independent variables and dependent variables across platforms.

H4 There are no significant effects of *trust*, b) enjoyment, c) network effects, d) sustainability concerns, e) user reputation, and f) economic benefits on Airbnb or Uber use intention

H5 There are no significant effects of *trust*, b) enjoyment, c) network effects, d) sustainability concerns, e) user reputation, and f) economic benefits on attitudes towards Airbnb or Uber

Use intensity

Studies related to technology often distinguish between expert users and novice user, since the former have superior specific knowledge and therefore greater decision-making capacity than the latter (Fisher, 1991; Arnold, Collier, Leech & Sutton, 2004). However, given that there is no unified and standardized means of measuring expertise in different services, this study uses a criterion relative to each service in order to differentiate between intensive users (those who use Airbnb or Uber on over half of the occasions they need accommodation or transport) and occasional users (the opposite case). These groups of users should evidence differences linked to their experience and familiarity with the platform (Raju, Lonial & Glynn, 1995).

H6 The positive effect of a) *trust*, b) enjoyment, c) network effects, d) sustainability concerns, e) user reputation, and f) economic benefits in the sustained use of a CC service is stronger in medium-high users than in medium-low users

H7 The positive effect of a) *trust*, b) enjoyment, c) network effects, d) sustainability, e) user reputation, and f) economic benefits in attitude towards a paid CC service platform is stronger in medium-high users than in medium-low users

METHOD

Sample

The study focuses on the attitudes and intentions of individuals (buyers) who have some experience with sharing platforms. Therefore, we draw on a sample of 324 participants (women and men) aged between 18 and 56 who have used once one of the two focal platforms – Uber and/or Airbnb – at least once. We use filtering questions to allow for relevant numbers of users in both platforms and so as have users with just one usage experience (infrequent) and those with more intensive usage.

Measurement instrument

We used a self-administered online survey including filter and characterization questions in addition to instruments to measure all the constructs in the model. Validated scales for the construct

were taken from previous studies and were back-translated and pretested for content validity and reliability.The construct definitions, sources, number of items and reliability coefficients (after purification) are presented in Table 2. All the reliability coefficients show high levels of internal consistency and reduced error (0.85 to 0.93). The Spanish-translated version of the survey instrument (for replication purposes) is provided in Appendix A.

Data Collection

The revised instrument was sent to a constructed database of about10,000 adult Chileans who offered the chance to take part in a draw for three 80-USD gift cards as an incentive for participating in the study. We obtained 418 complete surveys and 120 incomplete ones. We dropped 94 responses due to the filtering question (exceeding some of the quotas), and made a general check of response variability throughout the questionnaire, finally eliminating those surveys with zero variability.

Participants answered the questionnaire for the platforms they had used, such that some of them answered the questionnaire for both Uber and Airbnb. Taking into account this survey collection method, we obtained 442 observations, satisfying the criteria of five survey responses by estimator established by structural equation modeling researchers (Bentler & Chou, 1987).

INSERT TABLE 2 HERE

RESULTS

To test the proposed model, we used structural equation modeling. We performed confirmatory factor analysis to assess measurement properties. We then tested the general and mediated hypotheses, and finally performed two structural invariance analyses between groups (platforms: Uber vs Airbnb; usage: low vs more frequent).

Confirmatory Factor Analysis (CFA)

Following regular procedures in structural equation modelling, we perform CFA in order to assess convergent, discriminant validity and reliability. Overall, the model showed a good fit, and composed reliabilities and validity coefficients are superior to the desired levels (Fornell & Larcker, 1981; Nunnally, 1978; further details are available from the authors). The only exception was the construct *network effects* (NET), which showed a somewhat lower AVE than the recommended threshold. Since this was the only divergent score, and the good overall fit of the model, we decided to keep it in the analysis (Chin, 1998).

Global Model Fit

In order to optimize the overall fit of the model, we used modification indices, and dropped the parameter with the most significant effect on global fit (the relationship between enjoyment and use intention (H2b: ENJ > INT). The fit of the model is good: P = 0.614; X2/df = 0.488; GFI = 0.999; PCLOSE = 0.837; CFI= 1.0, RMR=0.005 (see Table 3). Additionally, the R-squared for the two dependent constructs *Attitude* and *Behavioral Intention* was 0.52 and 0.55, respectively, which are high values that provide evidence of the relevance of the variables included in the model and which explain much of the variance in the dependent variables.

Hypotheses Tests

Effects on *attitude.* As a result of the hypotheses linked to direct relations in *attitude* towards a CC service, only *reputation* (H1e beta = 0.070, p = 0.069) and *economic benefits* (H1f beta = -0.035) evidenced no significant effect. In the case of perceived *enjoyment*, this proved to have a significant effect, albeit in the direction opposite to the one expected (beta = -0.147; p = 0.002), thereby failing to support hypothesis H1b. The remaining relations studied proved to be significant and positive, supporting hypotheses H1a (beta = 0.488), H1c (beta = 0.327) and H1e (beta = 0.22). One key result to emerge from this part is that *trust* is indeed the variable which most explains (beta = 0.488) attitude towards these platforms, a factor which had not been taken into account in previous studies.

Effects in *purchase intention.* When studying direct relations in *behavioral intention*, it was found that almost all of the hypotheses were supported, with the exception of H2e, which showed no significant *reputation* interaction (beta = -0.051; p = 0.169), and H2b, which had already been removed from the model as a result of possessing an extremely high P value. *Trust*, *network effect*, *economic benefits* and *attitude* showed significant and positive relations to sustained use, thereby supporting, respectively, hypotheses H2a (beta = 0.178; p = 0.000), H2c (beta = 0.088; p = 0.031), H2f (beta = 0.102; p = 0.005) and H2g (beta = 0.576; p = 0.000). For the specific case of *sustainability*, this variable was seen to have a negative effect on *behavioral intention*, thereby bearing out hypothesis H2d (beta = -0.088; p = 0.031). One relevant finding is that although the interactions of the effect of network, concern for sustainability, and economic benefits are statistically significant at 95% confidence, the level of their effect is very low, such that their relative importance in the model is also low.

A summary of the hypothesis testing in attitude and use intention can be found in Table 4.

INSERT TABLE 4 HERE

Mediations. When using the relations of the independent variables with the dependent variables, the attitude variable was seen to mediate the effect of trust, enjoyment, network effect, and concern for sustainability on use intention. This bears out hypotheses H3a (beta = 0.395; p = 0.001), H3b (beta = -0.086; p = 0.011), H3c (beta = 0.256; p = 0.001) and H3d (beta = 0.124; p = 0.001). In the remaining cases, no mediations were found, thus rejecting H3e and H3f. One noteworthy finding to emerge from this part is that enjoyment (ENJ) has no direct effect on use intention, but does have a relevant indirect effect through attitude. A summary of the hypothesis tests related to the mediations in the model may be found in Table 6.

The resulting model without taking into account differences between groups may be found in **Figure 2**.

Multi-group by type of platform. As a result of comparing platforms, the model was found to be invariant between Airbnb users (121 cases) and Uber users (321 cases), reaching P = 0.262 with 12 degrees of freedom. No significant differences seen to exist at the level of individual effects, such that all the hypotheses in this group were rejected. Consequently, it was shown that the variables explaining attitude and sustained use intention of a CC service do not vary depending on the specific platform being used. A summary of the multi-group hypothesis testing by type of platform can be found in Table 8. For the sake of simplicity when displaying the results, the Airbnb group is indicated with the letter A and the Uber group with the letter U.

Multi-group by frequency of use. When comparing between high intensity users (335 cases) and low intensity users (107 cases), the model tested proved to be invariant, with P = 0.002 with 12 degrees of freedom. It was also found that the *network* effect evidenced statistically significant differences (delta = 0.312 and p = 0.015 in "NET --> ATT" and delta = 0.403 and p = 0.005 in "NET --> INT"). In this case, the high frequency use group is indicated with the letter A and the low frequency group with the letter B. Table 7 shows that in the case of intensive consumers, the network effect is positive and in the case of less intensive consumers, the network effect (NET) would be less relevant and even negative for attitude, in the case of use intention. This supports hypotheses H6c and H7c. None of the other model paths displayed major differences between groups, such that hypotheses H6a, H6b, H6d, H6e, H6f, H7a, H7b, H7d, H7e and H7f were rejected. A summary of the multi-group hypothesis testing by frequency of use can be found in Table 9.

By way of a general test result, the reputation variable has no effect on the dependent variables, and the direction of the relation of the network effect with use intentions in CC platforms depends on user use intensity. Moreover, enjoyment affects use intention only through attitude and economic benefits only directly, and the rest in both directions.

DISCUSSION AND IMPLICATIONS

Firstly, this work reaffirms the importance of the variables: *enjoyment*, network effects and perceived sustainability vis-à-vis explaining user attitude with regard to CC. Likewise, network effects and the economic benefits evidence a positive link to continued use intention of a CC platform. Consistent with the conflicting results to emerge from previous studies, the present work

failed to reveal significant effects of user reputation. Nevertheless, two important differences with regard to previous collaborative consumption models did come to light. On the one hand, enjoyment evidenced a negative relation with the attitude variable and, on the other, the sustainability variable also displayed a negative link with use intention, which might be due to differences among geographical groups or cultural variations, given the different possible roles and perspectives these variables have in the Latin-American community when compared to the the United States, the only place where studies into CC have previously been carried out.

Secondly, trust is seen to display a positive direct and indirect relation with sustained use of a CC service. What is more, it was also evident how, amongst the independent variables, trust is shown to have the strongest effect and, as a result, to explain *attitude* to the greatest extent in a CC platform as well as its successive use over time.

Third, we were able to ascertain that there are indeed significant differences between groups as regards the relation of the determinant variables on attitude and use intention of CC platforms, and even changes the direction of an effect. Specifically, intensive users (medium-high frequency) were found to be positively affected by the network effect in the continued use of Airbnb and Uber, whereas occasional users (low medium frequency) were negatively affected. This might mean that intensive users wish to be certain that by continuing to occupy a platform they will continue to enjoy having a greater variety and wider range of different experiences thanks to the enormous amount of people involved, and which might overwhelm someone who is as familiarized with the service. Counter to this, no significant differences were found between the types of platform used, leading to the conclusion that changes in the effects of the relations are not generalized but only occur in specific situations.

Finally, although no significant differences were found between Airbnb users and Uber users, what did emerge was that an Airbnb user has normally used Uber previously. This suggests that there are certain platforms which people only begin to use only after having tried out others, such that there might be differences in the factors that motivate their adoption.

Implications

In practical terms, the findings have a direct impact on the strategies and actions undertaken to generate greater use intention of paid collaborative consumption platforms. Contrary to more idealized versions of collaborative consumption, the results suggest that reasons of self-interest prove key to the use intention of said CC platforms. Although the concern for sustainability might play a role, as indeed might other factors highlighted in the literature (such as feeling part of a community), evidence suggests that economic benefits, or reputation effects, are relevant. To some degree, consumers see these paid collaborative platforms as substitutes for other traditional products such as hotels or taxis (in the case of Airbnb or Uber, respectively). As a result of this, platform managers should concern themselves with the core aspects of the service, both in terms of the functional features as well as the symbolic benefits (provided by the various brands) since these are taking into account by consumers of these platforms. Another interesting aspect is the

role played by trust, in that unlike the case of commercial services, this would play a more central role as it is not only involved at the trust level with the platform or brand but also with private suppliers or users who share their resources (the host or driving member), therefore making trust management both key and more complex (Ahbar & Traconga, 2018; Pappas, 2018). Suppliers and users' profiles need to be carefully controlled, and those providing the service need to be empowered in order to ensure the safety of the information, amongst other issues.

This study points to the importance of testing the significant inter-group differences in the various types of user, since certain variables might have different effects. The findings to emerge would seem to suggest that CC administrators are advised to work not only on creating a robust community of users that triggers a positive of the *network effect*, but also to concern themselves with provided messages that differ depending on whether they are targeting intensive or occasional users with regard to this particular factor. In addition to this, trust emerges as the most intriguing element, given that is the main determinant of attitude and platform use. This suggests that, regardless of the type of platform, the priority should be to develop and maintain an atmosphere that engenders trust amongst users.

Limitations and future lines of research

In addition to the conclusions it reaches, this study evidences certain limitations which should be taken into account when applying the findings to both real as well as theoretical contexts: (1) although the scales used to measure the latent variables are similar to those employed in previous field studies, the English to Spanish adaptation might not prove to be an exact equivalence; (2) the myriad of ways in which trust can be measured makes it difficult to compare this factor with works in others areas, and it is true that other scales might have worked equally well to measure the same construct; (3) there is no established way to unify frequency of use for two different services such as Airbnb and Uber. In this case, we used a method that is generalizable to any platform, although it cannot be confirmed that extensive use of one platform can also be said to mean extensive use of another; (4) there was a limitation in the sample, which was biased towards people of a high educational level and with a self-selection component, since the decision to take part was taken by the people themselves, whether due to personal motivation or as a result of the incentive offered; (5) given the nature of the structural equation modeling, the results do not necessarily indicate causality between the variables but point rather to causal relevant hypotheses and describe complex relations between unobservable variables, (6) Finally, one major limitation is that this work has only been put forward from the perspective of the consumer and does not include the supplier, a key factor in *sharing* (Sung et al., 2018).

Prominent amongst possible future lines of research are: (1) Developing models that include other kinds of platforms and variables, so as to move towards a more robust theory of CC. Likewise, studies which allow not only use intention but also actual use and use repetition to be explored, would prove particularly enlightening. Another key aspect would be to gain a clearer insight into the interaction that might take place between the behavior of consumers and suppliers of CC

platforms since this could bring to light significant differences in service outcomes and consumer evaluations. A further interesting aspect would be to explore other variables which are mediating the effect in use intention in addition to impacting on attitude. Finally, given the empirically determined fact that certain platforms (Uber) tend to be used more intensely than others, it would be valuable to examine the adoption patterns of different platforms in light of the previously mentioned technology acceptance model (TAM) or the dissemination of innovations (DOI) approaches.

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FIGURES TABLES AND APPENDICES

Figure 1. Base model tested

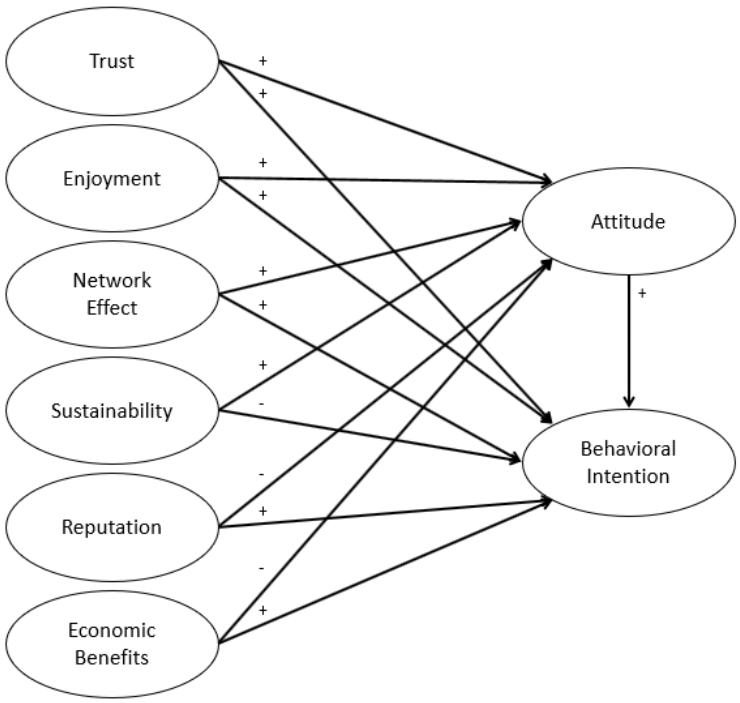

Table 2. Construct definitions

Constructs	Definition	Adapted from	Number of items (initial)	Cronbach's Alpha
Independent Vars./ Drivers				
Trust (TRU)	Willingness to depend on a provider with a feeling of relative confidence	McKnight & Chervany (2001)	7 (8)	0.85
Economic Benefits (EC)	External motivation based on future monetary compensations	Hars & Ou (2001)	4 (5)	0.85
Enjoyment (ENJ)	Satisfaction from the activity itself	Lindenberg (2001)	4 (5)	0.86
Network effects (NET)	Increase in the direct or indirect value of a product or service derived by a larger network of users	Clements (2004)	4 (5)	0.76
Sustainability concern (SUS)	Concern for the sustainability of well-being over a longer period of time, including the needs of future generations	Kuhlman & Farrington (2010)	5 (5)	0.93
User reputation (REP)	Perceived status derived from active participation in a community	Hars & Ou (2011)	4 (4)	0.92
Grouping/ Moderating Variables				
Platform (PLA)	Technological platform used for a specific purpose	Halman et al. (2003)		
Usage intensity (USE)	Frequency of using a particular product or platform when the need arises, relative to the number of times the need arises			
Dependent Variables/ Outcomes				
Attitude towards the platform (ATT)	Favorable or unfavorable feelings and thoughts towards a subject or object	Ajzen (1991) Sung et al. (2016)	4 (5)	0.89
Intention to use the platform (INT)	Likelihood of using in a sustained manner over time	Ajzen (1991) Sung et al. (2016)	5 (5)	0,.9

Table 3. Model Fit Indices

Index	Value	Criteria
P	0.614	P > 0.05
X2/df	0.488	X2/df < 2
CFI	1.001	CFI > 0.9
GFI	0.999	GFI > 0.95
RMSEA	0.000	RMSEA < 0.05
(S)RMR	0.005	(S)RMR < 0.08
PCLOSE	0.837	PCLOSE > 0.05

Figure 1. Tested Model for Usage Intention of Paid Collaborative Consumption platforms

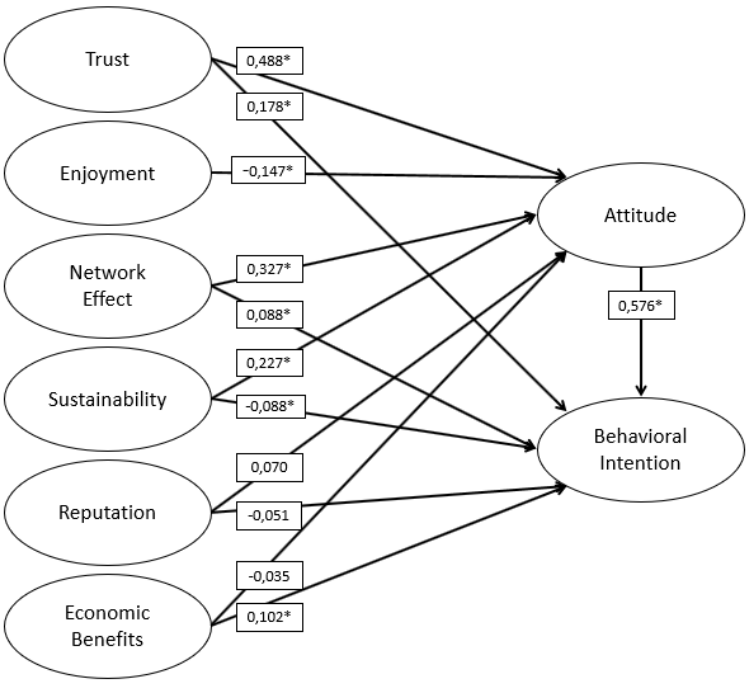

Table 4. Hypothesis Testing: Direct effects

	Hypothesis	Coefficient	Std. Coefficient	CR	P-value	Support: yes or no
H1a	**TRU --> ATT (+)**	**0.576**	**0.488**	**11.454**	**0.000**	**Yes**
H1b	ENJ --> ATT (+)	-0.126	-0.147	-3.075	0.002	No
H1c	**NET --> ATT (+)**	**0.373**	**0.327**	**7.928**	**0.000**	**Yes**
H1d	**SUS --> ATT (+)**	**0.181**	**0.227**	**5.292**	**0.000**	**Yes**
H1e	REP --> ATT (-)	0.051	0.070	1.821	0.069	No
H1f	EC --> ATT (-)	-0.024	-0.035	-0.920	0.358	No
H2a	**TRU --> INT (+)**	**0.250**	**0.178**	**4.195**	**0.000**	**Yes**
H2c	**NET --> INT (+)**	**0.119**	**0.088**	**2.155**	**0.031**	**Yes**
H2d	**SUS --> INT (-)**	**-0.084**	**-0.088**	**-2.155**	**0.031**	**Yes**
H2e	REP --> INT (+)	-0.043	-0.051	-1.375	0.169	No
H2f	**EC --> INT (+)**	**0.083**	**0.102**	**2.790**	**0.005**	**Yes**
H2g	**ATT --> INT (+)**	**0.685**	**0.576**	**12.630**	**0.000**	**Yes**

Table 5. Hypothesis Testing: Mediations

	Hypothesis	Std. Coef A	Std Coef B	Std Coef AxB	P-value	Support
H3a	**TRU --> ATT –> INT**	**0.488**	**0.576**	**0.395**	**0.001**	**Yes**
H3b	**ENJ --> ATT --> INT**	**-0.147**	**0.576**	**-0.086**	**0.011**	**Yes**
H3c	**NET --> ATT --> INT**	**0.327**	**0.576**	**0.256**	**0.001**	**Yes**
H3d	**SUS --> ATT --> INT**	**0.227**	**0.576**	**0.124**	**0.001**	**Yes**
H3e	REP --> ATT --> INT	0.070	0.576	0.035	0.107	No
H3f	EC --> ATT --> INT	-0.035	0.576	-0.160	0.443	No

Appendix A. Survey Instrument for Airbnb users (similar for Uber)

Items	Descripción	Adaptado de
TRU1	Creo que los hosts tienen la habilidad necesaria para hacer su trabajo	McKnight & Chervany (2001)
TRU2	Creo que los hosts en airbnb se desenvuelven de manera competente	
TRU3	Pienso que las evaluaciones de los alojamientos que hacen otros en airbnb buscan un beneficio para todos los usuarios	Torres et al. (2007)
TRU4	Pienso que las personas (hosts y guests) en airbnb no harían nada que pudiera perjudicar a otros de forma intencionada	Shneiderman (2000)
TRU5	Creo que en airbnb. los hosts suelen cumplir los compromisos que asumen	
TRU6	Las personas que utilizan airbnb brindan información sincera y honesta	Flavian & Guimaliu (2006)
TRU7	Pienso que alojarse en airbnb es seguro	
TRU8	En general. confío en airbnb	
EC1	Puedo ahorrar dinero si uso airbnb	Hamari et al. (2016)
EC2	Utilizar airbnb me beneficia financieramente en mi presupuesto mensual	
EC3	Utilizar airbnb puede mejorar mi situación económica en el largo plazo	Sung et al. (2018)
EC4	Utilizar airbnb me ahorra tiempo	
EC5	Puedo encontrar alojamientos a un menor precio utilizyo airbnb	Bock et al. (2016)
ENJ1	Alojarse con airbnb es agradable	Hamari et al. (2016)
ENJ2	Alojarse con airbnb es excitante	
ENJ3	Alojarse con airbnb es divertido	van der Heijden (2004)
ENJ4	Alojarse con airbnb es interesante	
ENJ5	Alojarse con airbnb es placentero	
NET1	Las experiencias que puedo tener en airbnb son más diversas	Sung et al. (2018)
NET2	Las personas que puedo conocer con airbnb son más diversas	
NET3	Hay más oportunidades de alojar en distintos tipos de alojamiento a través de airbnb	
NET4	Hay más lugares para alojarse con airbnb	Chi-Chien et al. (2005)
NET5	Hay alojamientos con mayor variedad de precios en airbnb respecto a opciones tradicionales (hoteles, cabañas, etc)	
SUS1	Alojarse mediante airbnb ayuda a usar menos recursos naturales	Hamari et al. (2016)
SUS2	Alojarse mediante airbnb es un modo sostenible de alojamiento	
SUS3	Alojarse mediante airbnb es ecológico	
SUS4	Alojarse mediante airbnb es eficiente en términos de uso de energía	
SUS5	Alojarse mediante airbnb es amigable con el medioambiente	
REP1	La imagen que otros tienen de mi mejora al alojarme con airbnb	Hamari et al. (2016)
REP2	Gano el reconocimiento de otros al alojarme con airbnb	
REP3	Gano el respeto de otros al alojarme con airbnb	

REP4	Las personas que usan airbnb tienen más prestigio que quienes no usan	Kankanhalli et al. (2005)
ATT1	En general, me parece que es una opción sabia alojarse con airbnb	Hamari et al. (2016) Ajzen (1991)
ATT2	En general, creo que airbnb es algo positivo	
ATT3	En general, siento que es una buena idea alojarse con airbnb	
ATT4	En general, tiene sentido alojarse con airbnb	
ATT5	Airbnb es un mejor modo de conseguir alojamiento que las opciones tradicionales	
INT1	En general, estoy dispuesto a usar airbnb en el futuro	Sung et. Al (2018)
INT2	Usaré airbnb de nuevo en el futuro	
INT3	Usaré a menudo airbnb en el futuro	
INT4	En lo posible, usaré airbnb con mayor frecuencia	
INT5	Recomendaré airbnb a otros de manera positiva	

Will not be included in the final paper

Table 8. Hypotheses Testing: Multi-group by Platform

(A=Airbnb, U= Uber)

	Hypothesis	Std. Coef A	Std. Coef. U	Std. Coef A-U	p-value	Effects
H4a	TRU --> ATT (A) > TRU --> ATT (U)	0.445	0.493	-0.078	0.464	No
H5a	TRU --> INT (A) > TRU --> INT (U)	0.142	0.184	-0.050	0.685	No
H4b	ENJ --> ATT (A) > ENJ --> ATT (U)	-0.028	-0.175	0.135	0.153	No
H5b	ENJ --> INT (A) > ENJ --> INT (U)	-	-	-	-	No
H4c	NET --> ATT (A) > NET --> ATT (U)	0.321	0.338	-0.046	0.765	No
H5c	NET --> INT (A) > NET --> INT (U)	0.080	0.077	0.006	0.985	No
H4d	SUS --> ATT (A) > SUS --> ATT (U)	0.317	0.187	0.140	0.142	No
H5d	SUS --> INT (A) > SUS --> INT (U)	-0.192	-0.044	-0.185	0.158	No
H4e	REP --> ATT (A) > REP --> ATT (U)	0.032	0.085	-0.038	0.622	No
H5e	REP --> INT (A) > REP --> INT (U)	0.033	-0.081	0.099	0.235	No
H4f	EC --> ATT (A) > EC --> ATT (U)	-0.081	-0.021	-0.049	0.482	No
H5f	EC --> INT (A) > EC --> INT (U)	0.177	0.082	0.111	0.234	No

Table 9. Hypotheses testing: Multigroup analysis by usage intensity

	Hipótesis	Std. Coef. A	Std. Coef. B	Std. Coef. A-B	Valor P	support
H6a	TRU --> ATT (A) > TRU --> ATT (B)	0.426	0.624	-0.199	0.132	No
H7a	TRU --> INT (A) > TRU --> INT (B)	0.166	0.222	-0.124	0.491	No
H6b	ENJ --> ATT (A) > ENJ --> ATT (B)	-0.155	-0.045	-0.098	0.329	No
H7b	ENJ --> INT (A) > ENJ --> INT (B)	-	-	-	-	No
H6c	**NET --> ATT (A) > NET --> ATT (B)**	**0.387**	**0.159**	**0.312**	**0.015**	**Yes**
H7c						**Yes**

	NET --> INT (A) > NET --> INT (B)	**0.183**	**-0.122**	**0.403**	**0.005**	
H6d	SUS --> ATT (A) > SUS --> ATT (B)	0.222	0.211	0.012	0.876	No
H7d	SUS --> INT (A) > SUS --> INT (B)	-0.117	-0.029	-0.072	0.589	No
H6e	REP --> ATT (A) > REP --> ATT (B)	0.096	0.045	0.041	0.556	No
H7e	REP --> INT (A) > REP --> INT (B)	-0.008	-0.082	0.065	0.430	No
H6f	EC --> ATT (A) > EC --> ATT (B)	-0.026	-0.096	0.049	0.560	No
H7f	EC --> INT (A) > EC --> INT (B)	0.075	0.223	-0.152	0.203	No