

Willingness to receive and provide resources in Europe's non-remunerated and remunerated collaborative consumption

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WILLINGNESS TO RECEIVE AND PROVIDE RESOURCES IN EUROPE'S NON-REMUNERATED AND REMUNERATED COLLABORATIVE CONSUMPTION

ABSTRACT

Rooted in Theory of planned behavior (TPB) supplemented with Self-determination theory (SDT) this study explores determinants of willingness to receive and provide resources in Europe's non-remunerated and remunerated collaborative consumption (CC). The exploration was conducted within a single research model by assessing the role of a) TBP constructs reflecting attitude towards participation in CC, perceived social pressure to engage, and perceived level of difficulty that engagement requires and b) SDT constructs of environmental, social, and economic motive for participation. The data was collected through an on-line questionnaire and the structural relationships were analyzed using structural equation modeling. Willingness to consume in non-remunerated and remunerated CC was positively directly influenced by social pressure to engage in CC and participation being perceived as pleasant, negatively by the level of difficulty that engagement requires, as well as positively indirectly influenced by environmental concern and sociability. Additionally, environmental concern had positive direct effect on willingness to consume only in the remunerated context. Willingness to provide in non-remunerated CC was positively directly influenced by perceiving participation as pleasant and indirectly by environmental concern and sociability. Resource provision in remunerated CC was not explained by any of the determinants.

KEY WORDS

Collaborative consumption (CC), Europe, participation determinants, CC consumers, CC providers, non-remunerated CC, remunerated CC

1. INTRODUCTION

Collaborative consumption (CC) broadly refers to non-remunerated and remunerated exchange of idle-capacity resources among individuals (P2P). The exchange is commonly facilitated by online platforms (e.g., Couchsurfing, Airbnb) and the phenomenon itself is underpinned by the idea of a new, better order of living which has its fulcrum on favoring access over ownership, enhanced social capital (social trust, collective engagement, reciprocity), and efficient consumption of materials and products (Schor, 2014; Benoit et al., 2017). Since the inception of CC, triggered by the 2008 financial crisis (Schor, 2014), the idea of “new order of living” has attracted substantial attention from politicians, business community, researchers, and journalists. Within the group of Europe-based researchers, exploring determinants of participation (e.g., motivation of CC users) has continuously been one of the primary interests.

However, the field of comprehensively explored determinants of participation in a conceptually distinct CC is still undersaturated.

The conceptualization-related obstacle refers to a definitional fuzziness in terms of CC oftentimes embracing activities that include transfer of ownership on top of temporary access-based activities (Hamari et al., 2016; Lindblom et al., 2018; Roos & Hahn, 2019; Ianole-Călin et al., 2020a). Having the transfer of ownership included undermines the fundamental feature of CC – favoring access over ownership – and makes the phenomenon undistinguishable from the marketplace exchange (e.g., the barter economy) and other types of alternative business practices (e.g., the second-hand, circular, and gift economy) (Benoit et al., 2017; Minami et al., 2021).

The comprehensiveness-related obstacle consists of two elements. First, reduced comprehensiveness of findings is (by default) present in studies that “case-studied” companies such as Airbnb (Karlsson & Dolnicar, 2016), BlaBlaCar (Arteaga-Sánchez et al., 2020), and Uber (Berndt et al., 2021) or industries such as car sharing (Barnes & Mattsson, 2017) and rental of clothing (Becker-Leifhold, 2018). Additionally, in relation to the conceptual fuzziness, investigating e.g., Airbnb and Uber commonly took the research away from focusing solely on CC – in case of Airbnb the studies refer primarily to the intersection of CC and the rental economy (represented by providers of multiple accommodation units) while studies on Uber refer to the intersection of CC and on-demand economy (represented by full-time taxi drivers) (Frenken & Schor, 2017). The second element of reduced comprehensiveness emerges from none of the previous studies (regardless of the CC conceptualization employed) simultaneously exploring more than one of the aspects where differences in participation determinants might

occur. In the context of temporary access-based CC the key aspects are a) providers vs. receivers, b) remunerated vs. non-remunerated exchange, and c) differences across industries and types of shared resources (e.g., house vs. drilling machine). For instance, consumers in the carsharing industry were found more economically motivated than providers (Böcker & Meelen, 2017), being price sensitive positively influenced purchase intention among (remunerated) Airbnb users but had no effect among (non-remunerated) Couchsurfing users (Aruan & Felicia, 2019), and economic motives were found most pronounced in the car and accommodation sharing while social motives were a notable driver in the tool-sharing industry (Böcker & Meelen, 2017).

Therefore, the present study explored (determinants of) willingness to receive and provide resources in non-remunerated and remunerated industry-unspecific CC *conceptualized as P2P exchange of underutilized products among strangers on a temporary basis* (Benoit et al., 2017; Lang & Armstrong, 2018; Minami et al., 2021).

The contribution is twofold. First, we explored a conceptually distinct/constrained CC – by exploring solely the temporary access-exchange but also by focusing on a) sharing of products and b) sharing among strangers. The “sharing of products” element was introduced to further distinguish CC from the marketplace-exchange services nested in the on-demand and gig economy (e.g., freelance dog walkers) (Frenken & Schor, 2017). The “sharing among strangers” element was introduced to distinguish CC from the ever-present type of sharing realized among friends, family, and acquaintances (Schor, 2014). Second, we simultaneously, i.e., within a single research model assessed two out of the three key aspects of participation determinants. The missing aspect (differences across CC industries / type of shared products), considering the numerousness of relevant categories, was not analyzed to avoid overcomplex modelling.

The study was rooted in Theory of planned behavior (TPB) supplemented with Self-determination theory (SDT). TPB represents a framework extensively used to explain Intention/Willingness¹ to perform a wide range of behaviors (Ajzen, 1991; Ajzen & Fishbein, 2005). According to TPB, Intention/Willingness is determined by Attitude, Subjective norms (SN), and Perceived behavioral control (PBC). Attitude “refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior”, Subjective norms “to the perceived social pressure to perform or not to perform the behavior”, and PBC “to the perceived ease or difficulty of performing the behavior and it is assumed to reflect past experience as well

¹ Intention and Willingness represent interchangeable outcome variables in TPB as they are content-wise “closely related” to each other and “tend to be highly correlated” (Ajzen & Fishbein, 2005, p. 201).

as anticipated impediments and obstacles" (Ajzen, 1991, p. 188; Ajzen & Fishbein, 2005). Furthermore, attempting to provide a more elaborated set of behavioral determinants, TPB has oftentimes been supplemented with Self-determination theory (in the field of CC and beyond). SDT suggests that one's behavior is determined by Extrinsic and Intrinsic motivations. Extrinsic motivation acts are performed in expectation of external rewards and intrinsically motivated ones are performed to gain an internal satisfaction (Ryan & Deci, 2000). In the context of key motives to engage in CC, environmental and social motives were commonly placed in the category of intrinsic motivations while economic motive was placed in the category of external motivations (Hamari et al., 2016; Minami et al., 2021). More precisely, the internal motivations embrace engaging in CC due to Environmental consciousness (Lawson et al., 2016), awareness (Barnes & Mattsson, 2016) or friendliness (Pesonen & Tussyadiah, 2017) as well as due to Sociability which reflects one's desire to "get to know, interact, and connect" with others / strangers (Tussyadiah, 2015, p. 10). The economic motive refers to opportunities to make / save money (Barnes & Mattsson, 2016; Lindblom et al., 2018)

In terms of modelling, previous studies on CC explored the following relationship: SDT constructs → TPB constructs → Willingness/Intention to participate in CC; indicating that Environmental, Social, and Economic motives were antecedents of Attitude, SN, and PBC which were antecedents of Willingness/Intention (Bucher et al., 2016; Barnes & Mattsson, 2017; Sung et al., 2018; Roos & Hahn, 2019).

We proceed with presenting the previous findings, research hypotheses, and graphical representation of our analytical model. The empirical part contains the methodology section and results of univariate and multivariate data analysis. The paper concludes with the results' recapitulation and discussion followed by practical implications, study limitations, and suggestions for future research.

2. PREVIOUS FINDINGS AND RESEARCH HYPOTHESES

Considering the SDT→TPB→Willingness/Intention relationship this section was divided into four subsections: 1) findings on the effect of SDT constructs (Environmental, Social, and Economic motive) on TPB constructs (Attitude, SN, and PBC), 2) effect of TPB constructs on Willingness/Intention to participate in CC, 3) direct effect of SDT constructs on Willingness/Intention, and 4) indirect effect of SDT constructs on Willingness/Intention (via TPB constructs). To reduce the cultural bias and effect of industry-related differences the literature

review aimed primarily at Europe-based studies on industry-unspecific CC. To broaden the scope of analysis we reviewed studies where CC was conceptually constrained both loosely and tightly.

2.1 Effect of SDT constructs on TPB constructs

Previous studies on the SDT→TPB relationship focused on the motives' effect on Attitude.

Environmental motives had positive effect on Attitude towards industry unspecific CC (Hamari et al., 2016; Roos & Hahn, 2019), in particular the remunerated version of it (Bucher et al., 2016). In the accommodation industry, environmental sustainability had positive effect among South Korean Airbnb guests but no effect among the hosts (Sung et al., 2018). Social motives were also found positively associated with Attitude in industry unspecific CC (Hamari et al., 2016; Roos & Hahn, 2019) – in both remunerated and non-remunerated context (Bucher et al., 2016). On the other hand, no effect of social motive was reported among South Korean and Egyptian Airbnb guests (Sung et al., 2018; Ghada et al., 2020). Regarding economic motives in industry unspecific CC, Attitude in Finland was not influenced by expected economic benefits (Hamari et al., 2016) but was positively influenced by price consciousness (Lindblom et al., 2018). Attitude was positively influenced by monetary reasons in Romania (Ianole-Călin et al., 2020a) and cost savings in Germany too (Roos & Hahn, 2019). More fine-grained studies reported positive effect of monetary motives on Attitude in remunerated CC but no effect in the non-remunerated setting (Bucher et al., 2016) and positive effect of monetary motives among South Korean Airbnb hosts but no effect among the guests (Sung et al., 2018). *In sum, in industry unspecific CC, we expect environmental (H1a), social (H1b), and economic motives (H1c) to be positively associated with Attitude.*

2.2 Effect of TPB constructs on Willingness/Intention

Attitude towards CC was positively associated with Intention to participate in industry unspecific CC in Germany (Roos & Hahn, 2019), Romania, Italy (Ianole-Călin et al., 2020b) and Finland (Lindblom et al., 2018), in the Danish P2P car sharing industry (Barnes & Mattsson, 2017), among female users of clothing rental services in Germany (Becker-Leifhold, 2018) as well as among South African Uber users (Berndt et al., 2021) and both Airbnb guests and hosts in South Korea (Sung et al., 2018). *Therefore, we expect Attitude to have positive effect on receivers'*

willingness to participate in non-remunerated (H2a) and remunerated CC (H2b) and providers' willingness to participate in non-remunerated (H2c) and remunerated CC (H2d).

Although social pressure to engage in CC was not associated with Intention in the Danish P2P car sharing industry (Barnes & Mattsson, 2017), its positive effect was repeatedly reported afterwards: in the industry unspecific context in Germany, Romania, and Italy (Roos & Hahn, 2019; Ianole-Călin et al., 2020b), among female users in the German clothing rental industry (Becker-Leifhold, 2018) and among Egyptian Airbnb guests (Ghada et al., 2020). *Therefore, we expect Subjective norms to have positive effect on receivers' willingness to participate in non-remunerated (H3a) and remunerated CC (H3b) and providers' willingness to participate in non-remunerated (H3c) and remunerated CC (H3d).*

Perceived easiness that engagement in CC requires was positively associated with Intention to engage among Romanian and Italian users of industry unspecific CC (Ianole-Călin et al., 2020b), German female users of clothing rental services (Becker-Leifhold, 2018) and South African users of ride hailing services (Berndt et al., 2021). *Therefore, we expect Perceived behavioral control to have positive effect on receivers' willingness to participate in non-remunerated (H4a) and remunerated CC (H4b) and providers' willingness to participate in non-remunerated (H4c) and remunerated CC (H4d).*

In comparison with SN and PBC, Attitude was found stronger predictor of Intention in the German, Romanian, and Italian industry unspecific CC (Roos & Hahn, 2019; Ianole-Călin et al., 2020b) and in the German clothing rental industry (Becker-Leifhold, 2018). *Therefore, we expect Attitude to have the strongest influence also in case of receivers' willingness to participate in non-remunerated (H5a) and remunerated CC (H5b) and providers' willingness to participate in non-remunerated (H5c) and remunerated CC (H5d).*

2.3 Direct effect of SDT constructs on Willingness/Intention

Across different contexts, aspects of environmental motive failed to establish direct effect on Intention: environmental sustainability had no direct effect in the Finnish and Romanian industry unspecific CC (Hamari et al., 2016; Ianole-Călin et al., 2020a), environmental friendliness had no effect among Finns in the P2P accommodation industry (Pesonen & Tussyadiah, 2017), environmental concern had no effect among women in the German clothing rental industry (Becker-Leifhold, 2018) and environmental impact had no effect on the continuance intention in the Spanish BlaBlaCar scene (Arteaga-Sánchez et al., 2020). *Therefore, we expect environmental*

motive to have no direct effect on receivers' willingness to participate in non-remunerated (H6a) and remunerated CC (H6b) and providers' willingness to participate in non-remunerated (H6c) and remunerated CC (H6d).

Performing in accordance with social/moral expectations was not associated with women's intention to use clothing rental services in Germany (Becker-Leifhold, 2018) and perceived social value did not influence the continuance intention among Spanish BlaBlaCar users (Arteaga-Sánchez et al., 2020). Still, most commonly social motive was positively associated with Intention: e.g., among industry unspecific CC users in Finland (Hamari et al., 2016), Airbnb users in Canada (Guttentag et al., 2017), P2P short-term rental users in the USA (Tussyadiah, 2015), and both short-term rental guests and hosts in Germany and the USA (Hawlitschek et al., 2018; Bellotti et al., 2015). *Therefore, we expect social motive to have positive direct effect on receivers' willingness to participate in non-remunerated (H7a) and remunerated CC (H7b) and providers' willingness to participate in non-remunerated (H7c) and remunerated CC (H7d).*

Regarding economic motives, within industry unspecific CC, Finns' expected economic benefits and price consciousness had positive effect on Intention (Hamari et al., 2016; Lindblom, 2018) while monetary reasons among Romanians had no effect (Ianole-Călin et al., 2020a). Studies on industry specific CC offer more fine-grained results. Within the remunerated setting, Intention was not influenced by cost consciousness in the rental of clothing (Becker-Leifhold, 2018) but was influenced by price sensitivity in the accommodation sharing (Aruan & Felicia, 2019). Within non-remunerated CC, economic benefits were positively associated with the continuance intention in the car sharing (Arteaga-Sánchez et al., 2020) but price sensitivity had no effect on intention to engage in the accommodation sharing (Aruan & Felicia, 2019). *Due to this inconclusiveness of previous findings, we take into account the long-lasting rationality of a calculating homo economicus (Mill, 1844) and hypothesize solely about remunerated CC - expecting economic motive to have positive direct effect on receivers (H8a) and providers' (H8b) willingness to participate.*

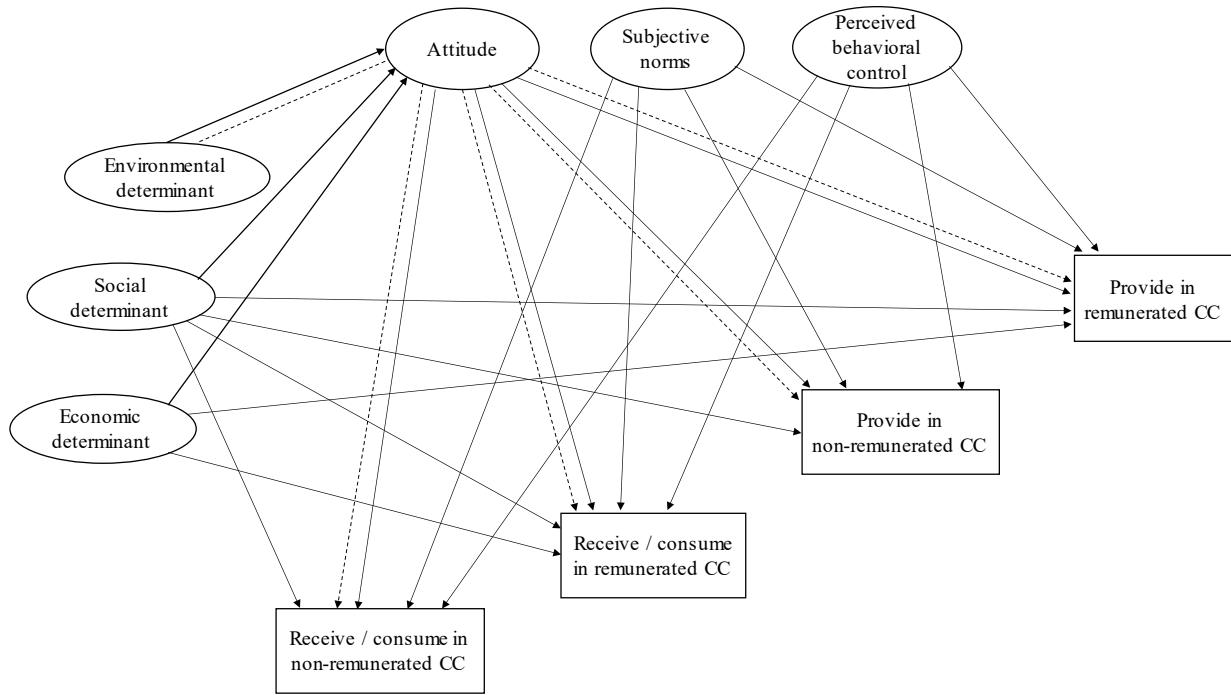
In terms of which type of motive is most accentuated, Hawlitschek et al. (2018) and Bellotti et al. (2015) found German and American short-term rental hosts favoring social over economic motives while Ikkala and Lampinen (2015, p. 1041) reported money often being "the initial driver of getting started" with Airbnb hosting in Finland, "but over time the social factors tended to gain in importance, even for some hosts who earlier had not been interested in the

sociability". Users in the Dutch accommodation and car sharing industry (Böcker & Meelen, 2017) and Australian short-term rental hosts (Karlsson & Dolnicar, 2016) were driven primarily by economic/financial reasons. *Due to the results' relative inconclusiveness, we again rely on the homo economicus logic, i.e., hypothesize solely about remunerated CC and expect economic motive to have stronger influence than environmental and social one on both receivers (H9a) and providers' (H9b) willingness to participate.*

2.4 Indirect effect of SDT constructs on Willingness/Intention (via TPB constructs)

In the industry unspecific context, a composite variable combining environmental, social, and economic motives of Romanian and Italian CC users (encompassing environmental protection, efficient use of resources, ability to create a community with others, and cost savings) had positive indirect effect on Intention - established through the mediator of Attitude (Ianole-Călin et al., 2020b). The same mediator also established positive indirect effect of sustainability among Finns (Hamari et al., 2016) and Romanians (Ianole-Călin et al., 2020a). Finally, in the Spanish BlaBlaCar scene, users' satisfaction with the service established indirect positive effect of both environmental impact and social value on the continuance intention (Arteaga-Sánchez et al., 2020). *Considering the reported lack of direct effect of environmental motive (see 2.3), we expect Attitude to establish its positive indirect effect on receivers' willingness to participate in non-remunerated (H10a) and remunerated CC (H10b) and providers' willingness to participate in non-remunerated (H10c) and remunerated CC (H10d).*

Figure 1 Analytic model



Note: Solid lines represent the direct effects; dashed lines represent the indirect effects.

3. METHODOLOGY

3.1 Sample

Since CC transactions are commonly facilitated by online platforms, the data was collected among internet users using an on-line questionnaire administered by Prolific Academic Ltd. (in July 2020). Compared to its main market competitors in online data collection (Amazon MTurk and CrowdFlower) Prolific Academic scored low on participants' dishonesty and high on data quality and diversity of participants (Peer et al., 2017).

IBM SPSS Statistics 26 was used for descriptive statistics and the data assumption testing. The initial convenience sample consisted of 399 respondents based in 23 European countries². The final sample embraced 356 respondents since 30 respondents failed to pass the attention check and 13 respondents were excluded as the outliers. The outliers were identified through the Mahalanobis distance procedure with 60 degrees of freedom, i.e., critical Chi-square value of 99.62 at $\alpha = .001$ (Leys et al., 2018). Table 1 presents basic demographic characteristics of the respondents.

² Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Switzerland, United Kingdom.

Table 1 Demographic characteristics of the respondents

Variable	Category	Frequency	%
Sex	Male	226	63.5
	Female	127	35.7
	Prefer not to say	3	0.8
Age	18-29	275	77.2
	30-39	49	13.8
	40-49	20	5.6
	50-59	9	2.5
	60-69	2	0.6
	70+	1	0.3
Level of education	Primary education	7	2.0
	Secondary education	131	36.8
	Post-secondary non-university education	50	14.0
	Bachelor or equivalent	100	28.1
	Master or equivalent	67	18.8
	Doctorate or equivalent	1	0.3
Employment status	Employed	157	44.1
	Unemployed	43	12.1
	Student / Retired	156	43.8
Area of residence	Urban	239	67.1
	Semirural	90	25.3
	Rural	27	7.6

At the univariate level, Kolmogorov-Smirnov test reported nonnormal distribution of data in all the variables ($p < .001$). However, “the shape of the distribution may not be severely non-normal” because, in all the cases, absolute values of both Skewness and Kurtosis are within the acceptable range of ≤ 3.0 and ≤ 10.0 , respectively (Kline, 2011, p. 77). Non-normality was detected also at the multivariate level (Multivariate kurtosis = 146.99, C.R. = 28.03, cut-off value ≤ 5) (Bryne, 2010). Multicollinearity among the independent variables was not detected (VIF values = < 2) (Kline, 2011).

3.2 Measures

Environmental motive was assessed through Environmental concern measured with 6 items (Table 2) using Alzubaidi et al.’s (2021) scale ($\alpha = .79$). Social motive was assessed through Sociability measured with 5 items (Table 2) using Goldberg et al.’s (2006) scale ($\alpha = .78$). Economic motive was explored through Money attitude measured with 7 items (Table 2) using a

modified version of Yamauchi and Templer's (1982) scale ($\alpha = .80$). While the concepts of environmental concern and sociability follow a common approach in assessing environmental and social motives of CC engagement (Barnes & Mattsson, 2017; Bucher et al., 2018), money attitude requires a brief clarification. Namely, we opted for the indicator in line with e.g., Lindblom et al.'s (2018) price consciousness, Aruan and Felicia's (2019) price sensitivity, and Becker-Leifhold's (2018) cost consciousness – where economic motives do not reflect money-making ambitions but attitude towards cost of owning material objects (the providers), cost of making consumption choices (the receivers), and money in general. The selected approach is in accordance with CC representing “the new order of living” (Schor, 2014; Benoit et al., 2017). Therefore, in this case, economic motive reflects the group of intrinsic rather than extrinsic motivation (as environmental and social motives do too).

Attitude (6 items; $\alpha = .90$), Subjective norms (4 items; $\alpha = .77$), and Perceived behavioral control (3 items; $\alpha = .84$) were assessed using Roos and Hahn's (2019) scale (Table 2). Prior to answering the TPB related questions, the respondents were familiarized with the conceptually loosely constrained CC, i.e., CC that includes all types of P2P exchange apart from buying new products – e.g., renting, borrowing, donating, swapping, and buying used products (Hamari et al., 2016; Roos & Hahn, 2019).

Willingness to participate in CC was assessed using 4 separate single-item questions (observed variables). The questions referred to the dimensions of non-remunerated and remunerated consumption (*If you could afford to buy a product you need / want, to what extent would you be willing to a) instead of buying, borrow it from strangers via online / collaborative platforms?, b) instead of buying, renting it from strangers via online / collaborative platforms?*) as well as non-remunerated and remunerated production (*If you owned a product you currently do not need, to what extent would you be willing to a) temporarily share it with strangers via online / collaborative platforms?, b) temporarily renting it to strangers via online / collaborative platforms?*). The dimensions and item wording were based on the Balderjahn et al.'s (2013) approach. Unlike it was the case with TPB items, following the Lang and Armstrong's (2018) approach, the outcome variables do not encompass CC activities that include exchange of ownership (buying used items, swapping and/or donating items), but only the core of CC activities, i.e., providing/acquiring temporary access to shared goods (P2P renting and borrowing). This approach enables us also to evaluate participation in CC in the context of its

conceptual distinctiveness. We focused on online platforms-facilitated CC as it represents the most well-known, i.e., standard form of CC.

The respondents were asked to indicate their opinion on 5-point Likert scales (in case of independent and dependent variables).

4. RESULTS

The structural relationships (direct and indirect effects) were analyzed using structural equation modeling (SEM), i.e., confirmatory factor analysis (CFA) and path analysis with latent variables. We opted for Covariance Based-SEM (CB-SEM) whose “primary statistical objective is confirming theory” (Hair et al., 2019, p. 766). The analyses were conducted in IBM SPSS AMOS 26.

4.1 Measurement model

Table 2 Measurement model fit indices

	χ^2				CFI	RMSEA	SRMR
	χ^2	df	p-value	χ^2/df			
Initial measurement model	1060.594	431	0.000	2.461	0.851	0.064	0.086
Adjusted measurement model	711.369	397	0.000	1.792	0.924	0.047	0.069

Notes: χ^2 =Chi-squared goodness of fit test, CFI=Comparative Fit Index, RMSEA=Root Mean Square Error of Approximation, SRMR=Standardized Root Mean Residual. Goodness-of-fit cut-off values are based on the number of observations and observed variables: χ^2 = significant p-value is expected, CFI = > 0.92 , RMSEA = < 0.07 , SRMR = < 0.8 (Hair et al., 2019, p. 642).

As shown in Table 2, the initial measurement model did not fit the data well. To improve the fit, i.e., reach the adjusted / final measurement model the following steps were taken. First, factorial structure of the constructs was explored using Principal Axis Factoring (PAF) extraction method because, unlike Maximum Likelihood (ML) method, it “entails no distributional assumptions” (Fabrigar et al., 1999, p. 277). In all the cases, we retained only the factors with eigenvalue (λ) of at least 1. If more than one factor was extracted ($\lambda \geq 1$) Promax rotation with Kaiser normalization was employed (Brown, 2015). Environmental concern, Sociability, Money attitude, Subjective norms, and Perceived behavioral control were identified as unifactorial constructs while Attitude was identified as bifactorial (Table 3). Following the Barnes and Mattsson’s (2017) approach of capturing Attitude via dimensions of Usefulness (of sharing) and

Enjoyment (from sharing), our two extracted factors of Attitude were labeled Usefulness (participation in CC perceived as beneficial, good, and valuable) and Pleasantness (participation perceived as pleasant, exciting, and enjoyable) (see also: Li & Wen, 2019). Furthermore, we purified the constructs by excluding items with factor loadings < 0.5 (Hair et al., 2019). Consequently, one item from Money attitude construct got excluded (Table 3). Finally, based on the Modification indices, Environmental concern was covaried with both Sociability and Money attitude.

Table 3 Factorial structure of the SDT and TPB constructs yielded by PAF analysis and their psychometric properties

	β	β	AVE	CR
Environmental concern				
I am concerned about the condition of the environment.		0.813		
Humans are ruining the environment.		0.653		
I would give up some economic goods for a cleaner environment.		0.658		
The condition of the natural environment is getting worse every year.		0.570		
I am concerned about natural resource shortage in the future.		0.696		
We all need to change our behavior to protect the natural environment.		0.724		
			0.476	0.843
Sociability				
I enjoy bringing people together.		0.741		
I enjoy being part of a group.		0.779		
I love to chat.		0.689		
I love surprise parties.		0.556		
I am interested in people.		0.785		
			0.511	0.838
Money attitude				
I do financial planning for the future.		0.704		
I put money aside on a regular basis for the future.		0.763		
I save now to prepare for my old age.		0.661		
I keep track of my money.		0.597		
I follow a careful financial budget.		0.604		
I am very prudent with money.*		0.487*		
I have money available in the event of another economic depression.		0.585		
			0.430	0.817
Attitude (Usefulness and Pleasantness)		Useful	Pleasant	
For me consuming collaboratively within the next month would be:				

harmful - beneficial	0.822		
bad - good	0.894		
worthless - valuable	0.704		
	0.657	0.851	
unpleasant - pleasant	0.749		
dull - exciting	0.703		
unenjoyable - enjoyable	0.944		
	0.649	0.845	

Subjective norms

Most people who are important to me think that I ...

Must not consume collaboratively within the next month -

0.640

Should consume collaboratively within the next month

The people in my life whose opinion I value would ...

Strongly disapprove of consuming collaboratively within the next month -

0.753

Approve of consuming collaboratively within the next month

Most people who are important to me consume collaboratively.

0.560

Many people like me consume collaboratively.

0.558

0.401 0.724

Perceived behavioral control

If I wanted to, I could consume collaboratively within the next month:

Definitely false - true

0.737

For me consuming collaboratively within the next month would be:

Impossible - possible

0.817

How much control do you have over consuming collaboratively within the next month:

No control - full control

0.564

0.509 0.753

Note: * Excluded item, AVE=Average Variance Excluded, CR=Composite Reliability.

Regarding the constructs' psychometric properties (Table 3), convergent validity of Sociability, Attitude (Usefulness and Pleasantness), and Perceived behavioral control was confirmed as the value of their AVE was ≥ 0.5 (Hair et al., 2019). The same type of Environmental concern, Money attitude, and Subjective norms' validity was confirmed by their AVE value of < 0.5 being combined with the corresponding CR values of ≥ 0.7 (Fornell & Larcker, 1981). Discriminant validity of the two-factored structure of Attitude was confirmed as the square root of AVE values of both factors (Usefulness $\sqrt{AVE} = 0.810$; Pleasantness $\sqrt{AVE} = 0.805$) was higher than the correlation between them ($r = 0.606$, obtained from CFA results).

(Hensler et al., 2015). Composite reliability of all constructs was confirmed by their CR value being ≥ 0.7 (Hair et al., 2019).

4.2 Structural model

To address (multivariate) nonnormality of the data, relationships among the variables were analyzed using maximum likelihood estimation (MLE) with bootstrapping, i.e., bootstrapped standard errors and confidence intervals / p values were used because bootstrapping makes no distributional assumptions (2000 bootstrap samples; bias-corrected confidence intervals of 95%) (Bryne, 2010; Hair et al., 2019).

Using the common latent factor (CLF) method, none of the paths was found substantially affected by common-method bias. The cutoff value for assessing differences between standardized regression weights in the CLF and non-CLF model was set at 0.2 (Serrano Archimi et al., 2018). Based on the Hair et al.'s (2019) cut-off values (see 4.1), the structural model fits the data well: $\chi^2 = 825.516$, $df = 477$, $p = 0.000$, $\chi^2/df = 1.731$; $CFI = 0.928$; $RMSEA = 0.045$; $SRMR = 0.048$.

The results below are presented following the order we used for presenting the hypotheses: the effect of SDT constructs (Environmental, Social, and Economic motive) on TPB constructs (Usefulness, Pleasantness, Subjective norms, and Perceived behavioral control), effect of TPB and direct effect of SDT constructs on Willingness, and indirect effect of SDT constructs on Willingness.

Table 4 Standardized direct effect of SDT constructs on TPB constructs

	Usefulness	Pleasantness	SN	PBC
Environmental motive	0.147*	0.166**	0.102	0.042
Social motive	0.075	0.153*	0.110	0.085
Economic motive	0.015	0.016	-0.009	0.109

Notes: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

According to Table 4, while Usefulness (i.e., perceiving participation in CC as useful) was positively influenced solely by Environmental concern, Pleasantness (i.e., perceiving participation in CC as pleasant) was positively influenced by both Environmental concern and Sociability. We found no significant association of the motives with Subjective norms and Perceived behavioral control. These results confirmed the Attitude-related hypothesis on positive

effect of environmental motive in case of Usefulness and Pleasantness (H1a) and on positive effect of social motive only in case of Pleasantness (H1b). The hypothesized positive effect of economic motive on Usefulness/Pleasantness was not confirmed (H1c).

In total, the analyzed motives explained 4% of the variability in Usefulness ($R^2 = 0.04$), 7% in Pleasantness ($R^2 = 0.07$), 3% in Subjective norms, and 3% in Perceived behavioral control ($R^2 = 0.03$).

Table 5 Standardized direct effect of TPB and SDT constructs on Willingness to consume and provide in non-remunerated and remunerated CC

	Consume in non-remunerated CC	Consume in remunerated CC	Provide in non-remunerated CC	Provide in remunerated CC
TPB constructs				
Usefulness	-0.028	-0.054	0.139	0.179
Pleasantness	0.264**	0.186*	0.223**	0.056
SN	0.419**	0.428**	0.157	0.164
PBC	-0.274**	-0.217*	-0.109	-0.024
SDT constructs				
Environmental motive	0.083	0.135*	0.094	0.098
Social motive	-0.036	-0.065	-0.037	0.053
Economic motive	0.101	0.111	0.013	-0.103

Notes: *** p < 0.001, ** p < 0.01, * p < 0.05

Regarding the role of TPB constructs (Table 5), the same ones were associated with Willingness to consume products in non-remunerated and remunerated CC. Both aspects of consumption were positively influenced by Subjective norms followed by Pleasantness and negatively by Perceived behavioral control. This partially confirmed (no effect of Usefulness) the hypotheses on positive effect of Attitude (H2a, H2b) and fully confirmed the ones on positive effect of Subjective norms (H3a, H3b). The hypotheses on positive effect of PBC (H4a, H4b) and Attitude being the strongest predictor among the TBP constructs (H5a, H5b) were not confirmed. Furthermore, Willingness to provide products in non-remunerated CC was (positively) influenced solely by Pleasantness which also partially confirmed the hypothesis on positive effect of Attitude (H2c), fully supported the one on Attitude being the strongest predictor among the TBP constructs (H5c) and did not support the hypotheses on Subjective norms (H3c) and PBC (H4c) having positive

effects. Willingness to provide in remunerated CC was not associated with the TPB constructs, i.e., the hypotheses H2d, H3d, H4d, and H5d were unsupported.

In case of the motives' effect (Table 5), none of them was directly associated with Willingness to consume in non-remunerated CC and Willingness to provide in both non-remunerated and remunerated context – this supported the hypotheses on no effect of environmental motive (H6a, H6c, H6d) but failed to support the one on positive effect of social motive (H7a, H7c, H7d) and the one on positive effect of economic motive among providers in the remunerated context (H8b). Willingness to consume in remunerated CC was (positively) influenced only by Environmental concern which made three hypotheses unsupported: H6b on environmental motive having no effect and H7b and H8a on social and economic motive having positive effect. Complete absence of economic motive's effect made unsupported the hypotheses about this group being the most pronounced among the motives (H9a and H9b).

Table 6 Standardized indirect effect of SDT constructs – via Usefulness and Pleasantness – on Willingness to consume and provide in non-remunerated and remunerated CC

	Consume in non-remunerated CC	Consume in remunerated CC	Provide in non-remunerated CC	Provide in remunerated CC
via Usefulness				
Environmental motive	-0.004	-0.008	0.020	0.026
Social motive	-0.002	-0.004	0.010	0.013
Economic motive	0.000	-0.001	0.002	0.003
via Pleasantness				
Environmental motive	0.044**	0.031*	0.037**	0.009
Social motive	0.041*	0.028*	0.034*	0.009
Economic motive	0.004	0.003	0.004	0.001

Notes: *** p < 0.001, ** p < 0.01, * p < 0.05

Mediated by Pleasantness, Environmental concern and Sociability were positively indirectly associated with Willingness to consume in both non-remunerated and remunerated CC and with Willingness to provide in non-remunerated CC (Table 6). Therefore, H10a, H10b, and H10c on environmental motive having indirect positive effect were partially confirmed (Usefulness was not a mediator). We found no indirect effect of the analyzed motives on Willingness to provide in remunerated CC which left unsupported H10d on positive indirect effect of environmental motive.

In total, our model explained 24% ($R^2 = 0.24$) of the variability in Willingness to consume products in non-remunerated CC, 21% ($R^2 = 0.21$) in Willingness to consume in remunerated CC, 17% ($R^2 = 0.17$) in Willingness to provide products in non-remunerated CC, and 15% ($R^2 = 0.15$) in Willingness to provide in remunerated CC.

5. DISCUSSION AND CONCLUSION

Analyzed through the lens of Theory of planned behavior, Willingness to consume in Europe's both non-remunerated and remunerated CC was positively influenced by perceived social pressure to engage (SN) and participation being perceived as pleasant (Pleasantness). Also, it was negatively influenced by perceived level of difficulty that engagement requires (PBC) – indicating that the easiest the respondents perceived engagement in CC, the less they were willing to consume. In comparison with one's attitude towards CC and assessment of difficulty that participation requires, social pressure to participate was stronger predictor of Willingness to consume. By enriching our analysis with the constructs of Self-determination theory, i.e., supplementing the set of participation determinants with environmental, social, and economic motive, we found that being environmentally concerned and sociable positively contributed to willingness to consume if participation itself was perceived as pleasant. Finally, in remunerated CC only, being environmentally concerned positively contributed to one's willingness to consume even if their attitude towards CC was not positive.

Regarding Willingness to provide in CC, the analyzed determinants were not found as significant predictors in the remunerated setting. On the other hand, providing for free was positively influenced by perceiving participation in CC as pleasant and, if participation was perceived as pleasant, by being environmentally concerned and sociable.

The following discussion contextualizes the key findings.

The reported positive effect of Pleasantness/Attitude and social pressure to engage is in line with most of the previous studies (e.g., Barnes & Mattsson, 2017; Roos & Hahn, 2019). However, it seems reasonable to assume that the overall effects of TPB constructs are influenced by two elements. First, our data was collected during the COVID-19 pandemic (in July 2020) implying that attitude towards CC, social pressure to engage, perceived difficulty that P2P sharing among strangers requires as well as willingness to participate in such sharing were all mostly negatively influenced by health and safety concerns – e.g., difficulties in maintaining physical distancing and hygiene standards (Hossain, 2020; Alharthi et al., 2021; Julião et al.,

2022). The second element possibly influencing the effect of TBP constructs is of methodological nature. Namely, the TPB questionnaire items referred to conceptually loosely constrained CC, i.e., activities that included exchange of ownership, while the outcome variables referred solely to the “pure” CC activities – providing / acquiring temporary access to shared products. Relying on the Lang and Armstrong’s (2018) approach, this differentiation enabled us to evaluate participation in CC in the context of its conceptual distinctiveness. For instance, with respect to the reported negative effect of PBC, it might be that having easy access to the wide range of CC activities would be related to a higher willingness to consume if the consumption resulted in exchange of ownership, i.e., if the consumption resulted in the outcome inherent to the barter or second-hand economy (see Becker-Leifhold, 2018; Ianole-Călin et al., 2020b). Using the same reasoning, our finding on perceiving the broad range of CC activities as useful having no effect on Willingness to participate solely in the “pure” CC activities might indicate that predictive potential of Usefulness is present only in certain CC contexts – in particular those bordering the conventional on-demand and rental economy: Arteaga-Sánchez et al. (2018) found positive effect of Usefulness in case of BlaBlaCar and Berndt et al. (2021) in case of Uber. Additionally, the finding on social pressure to participate being the strongest TPB predictor in case of CC consumption (for a fee and free of charge) but completely absent in case of CC provision, together with the limited effects of environmental and social motive and no effect of non-money-making ambitions, might indicate that providers in CC driven by similar elements as are providers in the conventional, non-CC economies. If this was the case, the distinctiveness of CC “project” would once again be reduced (see Schor, 2014; Benoit et al., 2017).

Regarding the role of (intrinsic) motivation, the overall limited effects of environmental concern and sociability might be related to the industry-unspecific CC setting that our outcome variables referred to. In other words, sociability might have been a stronger determinant if only P2P accommodation industry had been explored (Hawlitschek et al., 2018) and environmental concern might have been a stronger determinant if sharing of only clothes or cars had been explored (Böcker & Meelen, 2017; Becker-Leifhold, 2018). On the other hand, our finding on Pleasantness establishing positive indirect effect of environmental concern is fully in line with the previous industry unspecific studies (Hamari et al., 2016; Ianole-Călin et al., 2020a). Furthermore, contrary to commonly reported positive effects of monetary motives on attitudes towards CC (Bucher et al., 2016; Roos & Hahn, 2019) and willingness to engage (Guttentag et al., 2017; Hawlitschek et al., 2018), we found absence of money attitude’s effect in all the cases.

Since our indicator of economic / monetary motive reflected attitudes towards money in general, i.e., non-money-making ambitions (Lindblom et al., 2018; Aruan & Felicia, 2019), it might be that significant monetary predictors relate more to money-making ambitions. Moreover, such ambitions tend to be accentuated in turbulent economic times and among younger (vs. older) CC users (Böcker & Meelen, 2017; Guttentag et al., 2017). The present study fulfills both “requirements”: the data was collected during the pandemic and our convenient sample was overrepresented by respondents aged 18-29 (77.2%) and students (who are by default economically inactive/vulnerable).

Regarding the results' practical implications, the positive effect of perceiving CC engagement as pleasant strengthens the need of CC platform managers to ensure that users have a pleasant experience when using the platforms – in line with Kumar et al. (2018) who highlighted customer experience as an important factor to retain usage of CC platforms. Second, the non-money-making economic motive having no effect and environmental concern having conditional (indirect) effect on willingness to engage loosen the need to advertise CC platforms as spaces that boost solidarity and socio-environmental sustainability. However, both theoretical and practical implications of our findings should be considered in the context of two main study limitations. The first one is related to the data collection – the findings would be more far-reaching if the sample was representative (instead of convenient) and if the data was collected longitudinally (instead of cross-sectionally). The former would have unskewed the respondents' poor age distribution and the latter would have enabled us to assess/isolate the effect of COVID-19 pandemic. The second limitation refers to the use of a single item for assessing each of the aspects of Willingness (the outcome variables). On the other hand, since the concept of Willingness is “very simple and easily understood” it might not have been a methodological necessity to represent each aspect with multiple items (Hair et al., 2019, p. 668). Future explorations of CC participation determinants could address our limitations but also consider demographics of existing and potential users as well as the differences across types and market value of shared products.

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