

THE IMPACT OF LIFESTYLE AND USER VALUES
ON THE ADOPTION OF SHARING ECONOMY SERVICES



REYDAN YAŞAR

BOĞAZİÇİ UNIVERSITY

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THE IMPACT OF LIFESTYLE AND USER VALUES
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Reydan Yaşar

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The Impact of Lifestyle and User Values
on the Adoption of Sharing Economy Services

The thesis of Reydan Yaşar
has been approved by:

Prof. Hande Bahar Türker
(Thesis Advisor)

Prof. Vesile Aslıhan Nasır
(Thesis Co-Advisor)

Prof. Aslı Sencer

Prof. Sona Mardikyan

Prof. Emrah Cengiz
(External Member)

Assoc. Prof. Cenk Arsun Yüksel
(External Member)

September 2025

DECLARATION OF ORIGINALITY

I, Reydan Yaşar, certify that

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- this is a true copy of the thesis approved by my advisor and thesis committee at Boğaziçi University, including final revisions required by them.

Signature.....

Date.....

ABSTRACT

The Impact of Lifestyle and User Values on the Adoption of Sharing Economy Services

This thesis explores the impact of lifestyle and values on the adoption of sharing economy (SE) applications and services, offering a novel perspective by integrating user lifestyle attributes and values with technological adoption. Employing an integrated approach, the study first utilizes qualitative content analysis to identify key themes within existing SE literature, followed by a quantitative examination to empirically test these observations. The research reveals significant influences of lifestyle attributes such as materialism, change-seeking, consumer spending self-control and philanthropy, along with personal values on behavioural intentions of users to adopt SE services. These findings not only bridge a notable gap in the current literature by linking user lifestyle attributes and values with SE adoption but also provide practical implications for platform developers, service providers, and policymakers to enhance user engagement and design more effective business strategies. The study contributes to both academic knowledge and practical applications in the rapidly evolving field of the SE.

ÖZET

Yaşam Tarzı ve Kullanıcı Değerlerinin

Paylaşım Ekonomisi Hizmetlerinin Benimsenmesine Etkisi

Bu tez, kullanıcı özelliklerini teknolojik yeniliklerle bütünleştirerek paylaşım ekonomisi uygulama ve hizmetlerinin benimsenmesine yaşam tarzı ve değerlerin etkisini araştırmaktadır. Çalışma, mevcut paylaşım ekonomisi literatüründeki ana temaları belirlemek için nitel içerik analizi kullanarak başlamakta, ardından bu gözlemleri ampirik olarak test etmek için nicel bir inceleme gerçekleştirmektedir. Araştırma, materyalizm, değişim arayışı, harcama kontrolü ve hayırseverlik gibi yaşam tarzı özellikleri ile kişisel değerlerin kullanıcı niyetleri ve paylaşım ekonomisi hizmetlerine yönelik davranışları üzerinde belirgin etkiler ortaya koymaktadır. Bu bulgular, kullanıcı özelliklerini paylaşım ekonomisi benimsemesiyle bağlantılandırarak mevcut literatürde dikkate değer bir boşluğu kapatmakta ve platform geliştiricileri, hizmet sağlayıcıları ve politika yapıcılar için kullanıcı katılımını artırma ve daha etkili iş stratejileri tasarlama konusunda pratik öneriler sunmaktadır. Çalışma, hızla gelişen paylaşım ekonomisi alanında hem akademik bilgiye hem de pratik uygulamalara katkıda bulunmaktadır.

CURRICULUM VITAE

NAME: Reydan Yaşar

DEGREES AWARDED

MSc in Computational Science and Engineering, 2010, Istanbul Technical University

BSc in Management Information Systems, 2007, Boğaziçi University

AREAS OF SPECIAL INTEREST

Consumer behaviour, Technology acceptance, Collaborative consumption,
Sustainability

PROFESSIONAL EXPERIENCE

Instructor, Department of Management Information Systems, Boğaziçi University,
2022 – Present

BA Coach & Trainer, BA-Works, 2020-2022

Development Manager, Sony Electronics, 2009 – 2020

Junior Scientist, Informatics Institute, Computational Science and Engineering
Department, Istanbul Technical University, 2008-2009

Network Operation Center Engineer, Telcodigital LLC., 2005 – 2008

PUBLICATIONS

International Publications

Yasar, R., Turker, H. B., & Nasir, V. A. (2025). Demystifying and framing the
sharing economy literature: An in-depth content analysis. *Journal of Cleaner
Production*, 520, 146131.

International Conference Proceedings

Nasir, V.A., Yasar, R. (2018), "Green IT: The Perspective of IT Professionals", Emerging Trends in Marketing & Management Conference (ETIMM), pp. 66-67, Bucharest, Romania, September 27-29.

Yasar, R. (2015), "Green Business Analyst for Environmental Sustainability", Management Information Systems Conference, pp. 189-194, Erzurum, Turkey, October 8-10.

Yasar, R. (2010), "Parallel experiments on PostgreSQL", Applied Parallel and Scientific Computing – 10th International Conference, Reykjavik, Iceland, June 6-9.

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*To Ufuk, Deniz, Ada,
Pamuk, Zeytin
For their unconditional love*

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ABBREVIATIONS

AI: Artificial Intelligence

ANOVA: Analysis of Variance

CA: Cronbach's Alpha

CI: Condition Index

EFA: Exploratory Factor Analysis

KMO: Kaiser-Meyer-Olkin

IoT: Internet of Things

IS: Information Systems

PhD: Doctor of Philosophy

TL: Turkish Lira

USD: United States Dollar

UTAUT: Unified Theory of Acceptance and Use of Technology

UTAUT2: Unified Theory of Acceptance and Use of Technology2

VIF: Variance Inflation Factor

ZPRED: Standardized Predicted

ZRESID: Standardized Residuals

CHAPTER 1

INTRODUCTION

"The Wheel of Time turns, and Ages come and pass, leaving memories that become legend. Legend fades to myth, and even myth is long forgotten when the Age that gave it birth comes again."

— Robert Jordan

1.1 Overview of sharing economy

“Uber, the world’s largest taxi company, owns no vehicles. Facebook, the world’s most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world’s largest accommodation provider, owns no real estate. Something interesting is happening.” (Goodwin, 2015) These companies achieve market dominance without possessing the traditional assets of their industries.

In recent years, the SE has emerged as a transformative force, reshaping how we live, work, and consume. Defined by the collaborative consumption (CC) of goods, services and resources facilitated by digital platforms, the SE has disrupted traditional business models and challenged conventional economic norms. This phenomenon has captivated broad attention, engaging scholars, policymakers, and industry players, given its impact extends well beyond basic asset exchanges.

The “sharing economy” is defined as “the peer-to-peer-based activity of obtaining, giving, or sharing access to goods and services, coordinated through community-based online services” (Hamari et al., 2016 p.2049). Botsman and Rogers (2010) defined peers in the SE are people who directly transact with the service, bypassing the traditional economy. Schor and Fitzmaurice (2015)

highlighted the terms “sharing economy”, “collaborative consumption” and “peer-to-peer economy” are among the most popular to describe the phenomenon as peer-to-peer sharing of access to underutilized goods and services, which prioritizes utilization and accessibility over ownership. In the SE service context, service providers are using privately owned goods or resources via peer-to-peer business platforms to serve their customers. Trenz et al. (2018) categorized SE platforms depending on the involved characters (consumer, professional organizations, government), compensation schemes (monetary, non-monetary), participation interest (commercial, non-commercial) and ownership transfer type (transfer, no-transfer). These dimensions shape the platforms’ business models, logics of exchange and potential for disrupting conventional businesses.

Time (2011) magazine identified CC as one of its 10 ideas that will change the world. PWC (2015) estimated that the SE had revenue of \$15 billion in 2014 and will have a possible revenue of approximately \$335 billion in 2025. Research and Markets (2024), a market research company, forecasts a significant expansion in the SE market, projecting a growth of USD 761.76 billion from 2023 to 2028, with a robust compound annual growth rate of 28.96%. In the same report, it is stated that the significant growth in the SE is driven by an increasing use of online ride-hailing services, shifting consumer tastes, and the growing attractiveness of co-working spaces. Moreover, the adoption of blockchain technology and the rollout of SE frameworks in the healthcare sector are identified as key drivers of this market growth.

SE is an essential area of research as it offers insights into sustainable resource usage, economic impacts including structural changes in employment, social implications on community and labour, regulatory challenges across various

sectors, technological integration affecting consumer behaviour, and its varied applications and adaptations in a global context.

The current state of the literature shows that limited scholarly research exists on the impact of lifestyle and values of users of SE applications and services on their usage intention and behaviour. Based on the comprehensive review of SE literature conducted by Cheng in 2016, it becomes evident that while various aspects of the SE have been extensively explored, there remains a significant gap in understanding the lifestyle and values of SE users. Cheng's study highlighted the necessity of delving deeper into the theoretical foundations and key themes of SE, but it also revealed that specific user-oriented factors, such as lifestyle choices and personal values that drive the behavioural intentions toward using SE applications and services, have not been sufficiently addressed. This gap is particularly noteworthy as understanding the motivations and behaviours of SE users is crucial for developing effective strategies and services that align with their expectations and needs. The lifestyle and values of users are fundamental in shaping their decision-making processes and, their willingness to engage with SE platforms. By focusing on these aspects, our study aims to offer a comprehensive understanding of consumers' behavioural intention and usage of SE applications and services. Furthermore, the research is expanded to delve into the impact of consumers' lifestyle and values on their behavioural intention and usage behaviour of these services.

Our research will contribute significantly to the existing body of knowledge by offering a detailed understanding of the relationship between user lifestyle, values, and behavioural intentions. This focus not only addresses an important research gap but also enriches the theoretical and practical implications for stakeholders in the SE landscape, such as platform developers, service providers, and

policy makers, aiming to build a more user-centred approach in the rapidly evolving SE.

1.2 Purpose of the thesis

This research develops an integrated model to examine the factors that drive the adoption of SE applications and services. By carefully reviewing the technology adoption literature, contextual elements are distilled and combined with lifestyle and value aspects. This comprehensive research model is explicitly tailored to study consumers' intention to adopt SE applications and services.

For the theoretical base of the study, the Unified Theory of Acceptance and Use of Technology-2 (UTAUT2) Model from Venkatesh et al. (2012) with the integration of consumer lifestyle and values are utilized to form an original research model. With this research model, it is aimed to examine the effects of users' lifestyles and values on the adoption and use of SE services and applications. The proposed research model grounded on UTAUT-2 provides not only an academic contribution but also a guide for stakeholders in the SE, to comprehend and navigate through the landscape of consumer behaviours and intentions in this domain. The findings are anticipated to decode which specific aspects of lifestyle and values significantly influence users' intentions and behaviours, enabling platforms to state strategies that connect with their user base, and policymakers to shape informed, balanced regulations.

The initial set of lifestyle aspects can be classified as Materialism (Richins, 1987), Change Seeking (Steenkamp & Baumgartner, 1995), Philanthropy (Schuyt et al., 2004), Possessiveness (Belk, 1988), and Consumer Spending Self-Control (Haws et al., 2012). "Schwartz Values Scale" (Schwartz, 1992) is employed to measure

value orientations. Schwartz (1994) identified 10 different value types, these value types are Conformity, Tradition, Benevolence, Universalism, Self-Direction, Stimulation, Hedonism, Achievement, Power and Security. Schwartz's 10 value types are utilized to understand values of the users.

This thesis sets itself apart from previous research on SE adoption, firstly by making significant contributions to the IS literature on the SE. It fills a crucial gap by identifying the lifestyle characteristics and value types that influence the adoption of SE applications, and it extends established technology adoption models to include these factors. The integration of technology adoption frameworks with lifestyle characteristics offers a new analytical perspective, enhancing our understanding of consumer behaviour on digital platforms. Additionally, the research provides practical insights for SE service providers, helping them better understand and meet their target audience's needs. This approach not only advances academic discourse but also offers valuable guidance for practitioners looking to optimize their offerings. This thesis aims to shed light on the following questions:

- What are the factors affecting users' intention to use SE services?
- Which lifestyle variables and values affect the intention to use SE services?

1.3 Structure of the thesis

Following this introduction chapter, which represents the research purpose and questions, Chapter 2 discusses the theoretical background as the state of SE literature, frequently used theories/models of technology adoption, lifestyle and values scales. Chapter 3 outlines the research methods and procedures used and provides the rationale for their selection. Chapter 4 provides the qualitative aspect of the thesis, presenting the content analysis study conducted on SE literature. Chapter

5 outlines the quantitative section, detailing the theoretical background, research model, derived hypotheses, measurement instruments, and sampling strategy.

Chapter 6 examines the research questions and presents an empirical analysis of the results. Chapter 7 discusses these results and provides conclusions. Chapter 8 delves into the theoretical and practical implications, suggests directions for future research, and acknowledges the study's limitations.



CHAPTER 2

THEORETICAL BACKGROUND

"If I have seen further, it is by standing on the shoulders of Giants."

— Isaac Newton

This chapter aims to provide a holistic overview of the state-of-the-art in SE research, setting the stage for the methodology of this thesis. For this purpose, the existing literature is summarized to understand the research objective, which focuses on identifying the determinants of SE adoption by holistically examining the problem from the perspectives of both lifestyle attributes and values.

2.1 The definition and evolution of sharing economy

The SE, although not a new concept, has captured a significant increase in academic interest starting in 2010, with scholarly publications reaching a peak by 2019. This growing body of research highlights the critical importance of the SE and its role in driving forward new economic models and societal transformations over the past decade.

The SE is significantly influenced by a variety of market forces categorized into societal drivers, economic drivers, and technology enablers. Figure 1 presents each category that plays a pivotal role in shaping the dynamics and growth of this sector.

Societal Drivers are crucial as they reflect the changing preferences and values of consumers. The increasing desire to connect with others in meaningful ways supports the community-based platforms typical of the SE. Coupled with a

sustainable mindset, consumers are more conscientious about their consumption patterns, favouring the use of shared resources over individual ownership to reduce waste and environmental impact. Additionally, as global populations grow, particularly in urban areas, there is a heightened demand for scalable and accessible services that the SE is well-positioned to provide.

Economic Drivers also play a significant role. The current financial climate, characterized by economic uncertainty and the pursuit of cost-efficiency, has made the SE an attractive alternative to traditional ownership models. This sector capitalizes on untapped idle resources, transforming unused assets like homes and cars into profitable ventures. Additionally, the surge of investment into SE start-ups has spurred innovation and growth, attracting significant capital from venture capitalists who are enticed by the prospects of substantial returns.

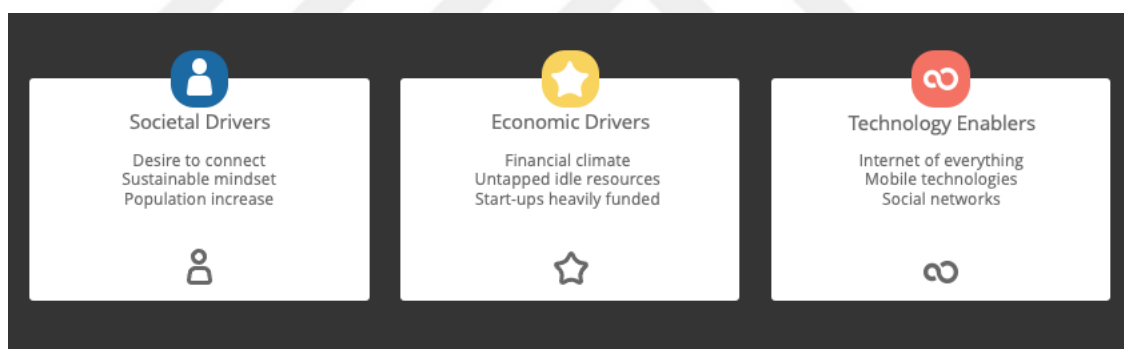


Figure 1. Key market forces of SE

Technology Enablers are integral to the operation and expansion of the SE. The Internet of Everything and the widespread adoption of mobile technologies provide the necessary infrastructure for seamless transactions and on-demand access to services. These technologies enhance user experiences by facilitating convenient and efficient interactions. Social networks further augment this growth by enabling marketing and trust-building through user reviews and community engagement, essential for attracting and retaining users in a highly competitive market space.

Together, these forces create a robust foundation for the SE, driving its expansion and reshaping how consumers engage with various services.

Platforms can be categorized depending on the involved characters, compensation schemes (monetary vs. non-monetary), participation interest (non-commercial, hybrid, commercial) and ownership transfer type. These dimensions shape the platforms' business models, logics of exchange, and potential for disrupting conventional businesses. Categorization of sharing practices depicted in Figure 2 (Trenz et al., 2018).

	Non-commercial interest of resource provider			Hybrid commercialization →	Commercial interest of resource provider	
Transfer of ownership	Gift-Giving Foodsharing Freecycle	Swapping Tauschticket.de Swapstyle	Non-Commercial Exchange Craigslist	Commercial Exchange eBay	Retail Amazon	
	Traditional Sharing Couchsurfing Neighborgoods	Service Swapping Timebanks	Non-Commercial Sharing BlaBlaCar	Commercial Sharing Airbnb Uber	Professional Sharing car2go	
No transfer of ownership		C2C			B2C	
			Public sharing services Bikesharing G2C			
Compensation	Indirect non-monetary	Direct non-monetary	Direct monetary			

Figure 2. Categorization of sharing practices

Categories by compensation type are listed as:

- i. Indirect non-monetary: Transactions do not involve direct payment but might include bartering or time-based services.
- ii. Direct non-monetary: Directly involves swapping or exchanging services without monetary compensation.

- iii. Direct monetary: Involves clear financial transactions where services or goods are exchanged for money.

In the SE, practices can be broadly categorized based on whether they involve a transfer of ownership or not. No transfer of ownership refers to scenarios where individuals or groups share access to goods or services without permanently transferring ownership rights. Conversely, transfer of ownership involves practices where full ownership rights of a good or service are permanently passed from one party to another.

“Gift-giving” includes activities like food sharing and platforms like Freecycle, where goods are given without any expectation of payment or direct exchange.

“Swapping” sites like Tauschticket.de and Swapsity allow users to swap items among themselves, which may involve indirect benefits or non-monetary values.

“Non-commercial exchange”, having platforms like Craigslist, facilitate exchanges where money isn't the primary mode of transaction, focusing on bartering or trading items directly.

“Commercial Exchange” example can be eBay, a platform where goods are primarily sold for money, reflecting a direct monetary transaction between users.

“Retail” (fully commercial) category includes traditional retail operations like Amazon, where products are sold directly to consumers for monetary gain. Although not a SE practice, it is included in the matrix for comparison as a fully commercial, direct monetary transaction platform.

“Traditional sharing” involves practices like Couchsurfing or sharing neighbourhood goods without a transfer of ownership or direct payment.

“Service swapping” can be described as a practice where services are exchanged based on the time spent rather than on monetary value. Timebanks is an example of this category.

“Non-commercial sharing” category involves practices like BlaBlaCar that operates on a cost-sharing model, where the primary interest isn't to profit but to share costs.

“Public sharing services” are platforms where the service may be subsidized or offered by public entities alongside private investment. Bike-sharing programs offered by public stakeholders can be an example.

“Commercial sharing” is the category where services are provided in exchange for payment, reflecting a clear commercial interest. Airbnb and Uber are pioneering examples of commercial sharing platforms.

“Professional sharing” platforms are where professional services are rendered in a fully commercial context, typically operated by businesses. Car sharing services like car2go fall under this category.

Advantages of utilizing SE applications was also mentioned in the literature for both service users and providers. Regarding the economical viewpoint, advantages listed for users were providing a new consumption pattern for people having financial difficulties, accessing superior quality goods with a lower cost compared to traditional methods; for service providers list could be monetary benefits by capitalizing idle or unused goods/services, chances of self-employment with flexible working hours. When we look at the social dimension, expanding social network could be stated for both users and providers of the services. And finally, regarding the environmental dimension, advantages listed for users were leading a healthy lifestyle and engaging in environment-friendly, sustainable consumption

practices; for service providers list could be increased environmental consciousness, where not utilizing spare capacity is perceived as counterproductive to sustainability. While such benefits are acknowledged by the community, many scholars and practitioners, policy makers are increasingly concerned with the rapid growth of SE. The highlighted concerns in the literature could be listed as casualization of labour with no social security coverage if the income from SE becomes the sole source (Wearing and Lyons, 2016; Schor and Fitzmaurice, 2015), bypassing government regulations and overhead costs that will have a series of impacts on consumer rights, safety and quality as well as disability compliance standards (Rauch and Schleicher, 2015), the possibility to be involved in tax evasion and unfair competition (Wearing and Lyons, 2016), and from a market competition perspective being a threat for traditional businesses by providing lower price alternatives. Mainstream studies have primarily focused on the applications of SE services, user motivations, and environmental sustainability.

2.2 Theories and models of technology adoption

In the 1980s, "Information Systems" (IS) emerged to describe hierarchical relationships within organizations (Laudon & Laudon, 1988). Today, IS is an academic field focusing on information technology and infrastructures used to produce data (Jessup & Valacich, 2007). Understanding factors influencing technology adoption has been a significant research focus, leading to various theoretical models culminating in the UTAUT2, which is particularly relevant for studying the adoption of SE services.

UTAUT2 (Venkatesh et al., 2012) was employed in this study to examine factors influencing users' intentions to use SE services and applications. It extends

the original UTAUT by incorporating three new factors tested in mobile technology contexts (Venkatesh et al., 2003). UTAUT was developed by synthesizing eight prominent IT acceptance theories: the Theory of Reasoned Action (TRA), which posits that behavioural intentions are determined by attitudes and subjective norms (Fishbein & Ajzen, 1975); the Theory of Planned Behaviour (TPB), adding perceived behavioural control for non-volitional actions (Ajzen, 1991); the Technology Acceptance Model (TAM), focusing on perceived usefulness and ease of use (Davis, 1989); the Motivational Model (MM), incorporating intrinsic and extrinsic motivations (Davis et al., 1992); the Model of PC Utilization (MPCU), emphasizing facilitating conditions and habit (Thompson et al., 1991); the Innovation Diffusion Theory (IDT), outlining innovation spread through attributes like relative advantage and compatibility (Rogers, 2003); the Social Cognitive Theory (SCT), introducing self-efficacy and outcome expectations (Bandura, 1986); and the Combined TAM and TPB (C-TAM-TPB), integrating TAM and TPB constructs (Taylor & Todd, 1995).

Recognizing the overlapping and complementary aspects of these models, Venkatesh et al. (2003) synthesized them into UTAUT, identifying four key determinants—performance expectancy, effort expectancy, social influence, and facilitating conditions—with moderators like gender, age, experience, and voluntariness. To adapt to consumer contexts and mobile technologies, UTAUT2 added hedonic motivation, price value, and habit (Venkatesh et al., 2012), making it suitable for analysing SE services where enjoyment, cost considerations, and habitual use influence user experiences.

This evolution reflects a refined understanding of technology adoption, integrating psychological, sociological, and technological factors. UTAUT2 offers a

comprehensive framework for analysing user intentions and behaviours in modern technological environments, providing valuable insights for facilitating the adoption of SE platforms.

Based on the extensive application of UTAUT2 in previous studies focused on SE acceptance, it was decided that this model would also be utilized in the present study. UTAUT2 offers a validated integrated framework that successfully explains a significant portion of the variance in user behavioural intention and actual use by addressing both extrinsic factors and intrinsic motivators. Moreover, its flexible baseline structure allows for the integration of context-specific constructs, such as trust, price, and convenience, making it highly suitable for examining diverse SE platforms, including Uber, Airbnb, and food-sharing services (Hasan et al., 2021; Lee et al., 2021; Lin et al., 2017; Moltene & Orsato, 2021; Soares et al., 2020; Tamilmani et al., 2021).

2.2.1 Theory of Reasoned Action (TRA)

Beginning in 1975, Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA) emerged in social psychology and became one of the most influential frameworks for understanding human behaviour (see Figure 3). Later, Davis et al. (1989) extended TRA to technology acceptance research, confirming its relevance to the field of information technology. Their findings aligned with other behavioural studies in diverse contexts, illustrating that TRA significantly shaped both technology adoption research and the subsequent development of the Technology Acceptance Model (TAM).

According to TRA, a person's actual behaviour is driven by behavioural intention, which in turn depends on two key factors: attitude toward the behaviour

and subjective norm. Attitude toward the behaviour refers to a person's positive or negative evaluations of performing a given action (Fishbein & Ajzen, 1975).

Subjective norm is defined as the person's perception that important people related to him have opinion upon whether he should perform the behaviour or not in dilemma. (Fishbein & Ajzen, 1975).



Figure 3. The Theory of Reasoned Action

2.2.2 Theory of Planned Behaviour (TPB)

Building on a decade of research with the Theory of Reasoned Action (TRA), Ajzen (1985) introduced the Theory of Planned Behaviour (TPB) by adding perceived behavioural control. This addition addressed TRA's limitation concerning behaviours not fully under one's volitional control (Ajzen, 1991). Because TPB offers a more comprehensive perspective on usage behaviour, it has been widely adopted to understand technology acceptance and use. TPB consists of three factors: behavioural attitude, subjective norm, and perceived behavioural control (see Figure 4). The first two factors are carried over from TRA, while the latter reflects individuals' perceived ease or difficulty in performing the behaviour (Ajzen, 1991).

2.2.3 Technology Acceptance Model (TAM)

Developed by Davis (1989), the Technology Acceptance Model (TAM) was designed to identify key factors influencing the adoption or rejection of new

technology in the information systems domain. Workplace studies revealed that perceived usefulness and perceived ease of use significantly shape employees' attitudes toward using new technology, thus guiding their behavioural intentions and

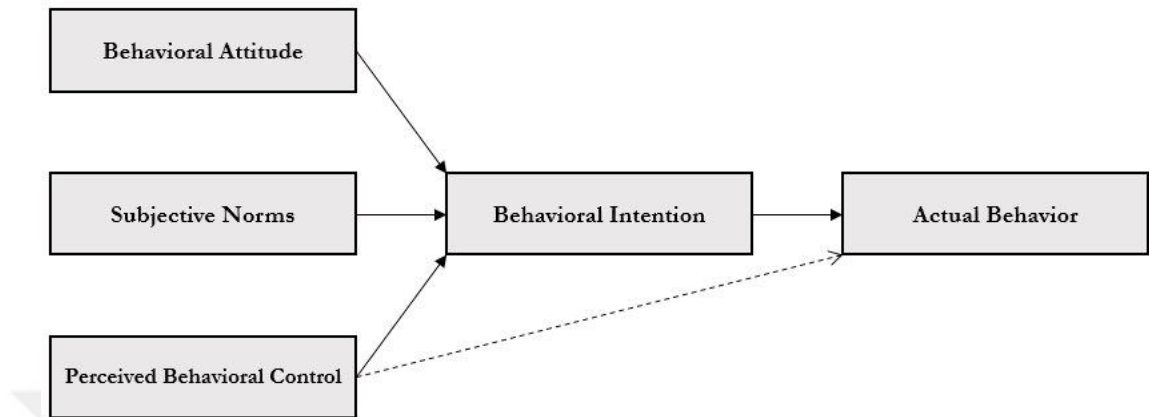


Figure 4. The Theory of Planned Behaviour

actual usage. Figure 5 illustrates these factors and their relationships.

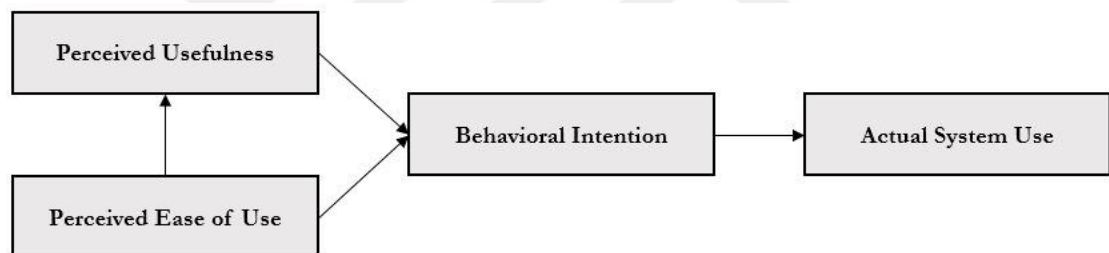


Figure 5. The Technology Acceptance Model

2.2.4 Model of PC Utilization (MPCU)

Derived from Triandis's (1977) Theory of Interpersonal Behavior, the Model of PC Utilization (MPCU) was introduced in the same year as Social Cognitive Theory (SCT), positioning it as a notable alternative to TRA and TPB in social psychology.

Triandis (1977) argued that behaviour is directly driven by intentions and habits, which in turn are influenced by factors such as norms, roles, emotions, and attitudes.

Thompson, et al. (1991) applied this framework in information technology by examining personal computer usage, demonstrating its relevance for understanding

technology acceptance. However, unlike other models that emphasize intention, MPCU focuses primarily on actual usage. As shown in Figure 6, key factors include job-fit, complexity, long-term consequences, affect toward use, social factors, and facilitating conditions.

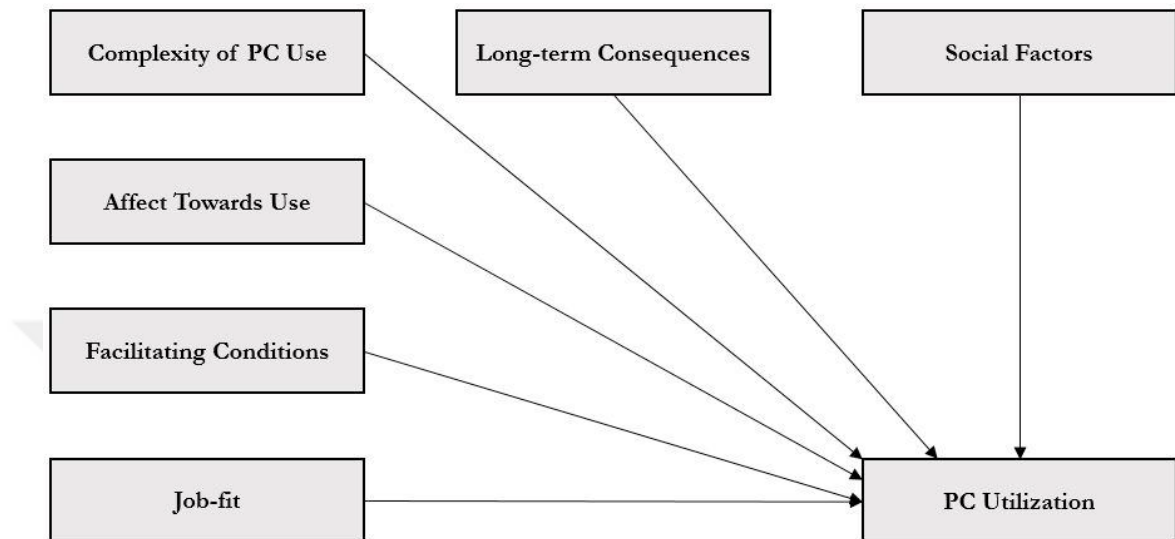


Figure 6. The Model of PC Utilization

2.2.5 Innovation Diffusion Theory (IDT)

Innovation Diffusion Theory (IDT) originated from sociology with Rogers (1983), who used it to explore the adoption of a wide range of innovations. These innovations are broadly defined as anything perceived as new by an individual or a social system. In the information technology field, Moore and Benbasat (1991) adapted Rogers's theory to enhance understanding of individual technology acceptance. IDT identifies key factors—relative advantage, ease of use, image, visibility, compatibility, results demonstrability, and voluntariness of use—that shape how people perceive and adopt innovations. As Moore and Benbasat (1991, p. 210) note, IDT provides a comprehensive framework to “investigate how perceptions affect individuals’ actual use of information technology as well as other innovations.”

2.2.6 Motivational Model (MM)

More than half a century ago, Drucker (1954) proposed a theory in which motivation, influenced by external environmental factors, functions as a dynamic psychological process leading to actual behaviour. Subsequently, numerous studies in various disciplines have supported this perspective to explain behaviour in specific contexts. In the information technology field, Davis et al. (1992) built on constructs from the Technology Acceptance Model (TAM) by incorporating extrinsic and intrinsic motivation to enhance understanding of technology acceptance and use. Empirical tests focusing on users' intentions and actual usage of computers and business software in workplace settings confirmed the effectiveness of these motivational factors. Extrinsic motivation refers to the belief that participating in an activity will yield valued outcomes beyond the activity itself, such as improved job performance, financial rewards, or promotions. Intrinsic motivation signifies engaging in an activity for its inherent enjoyment, with no external reinforcement (Davis et al., 1992).

2.2.7 Social Cognitive Theory (SCT)

Introduced two years after the Theory of Reasoned Action (TRA), Bandura's (1977) Social Cognitive Theory (SCT) is widely acknowledged as a significant framework for explaining human behaviour. However, it was not applied to information technology until Compeau and Higgins (1995a) extended SCT to study computer use in Canada, focusing on individuals' beliefs about technology. Their research identified five key factors—outcome expectations (performance and personal), self-efficacy, affect, and anxiety—that significantly influence technology usage (see Figure 7). Outcome expectations include both personal and work-related

consequences of a behaviour, while self-efficacy is defined as one's perceived ability to use a specific technology to accomplish a task (Compeau & Higgins, 1995b).

Affect refers to an individual's preference for a behaviour, and anxiety means anxious reactions triggered by performing that behaviour.

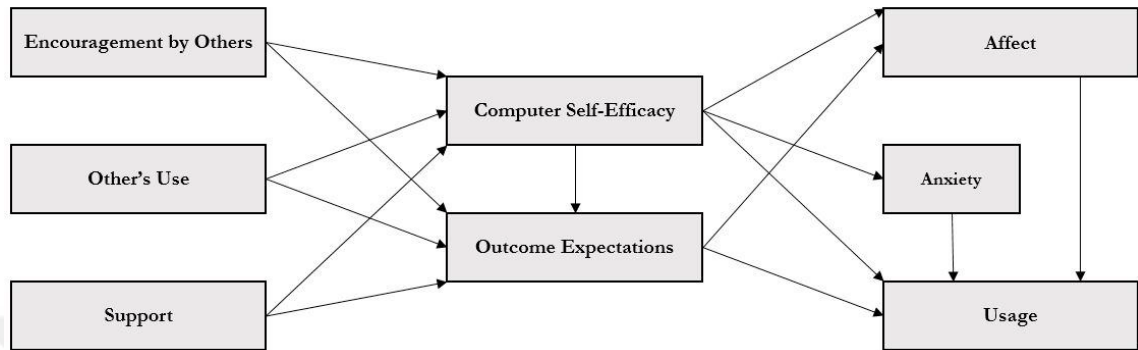


Figure 7. The Extension of Social Cognitive Theory

2.2.8 Combined TAM & TPB (C-TAM-TPB)

Taylor and Todd (1995) introduced the combined TAM and TPB model (C-TAM-TPB) after comparing the two frameworks to determine which more effectively predicts information technology usage. Over the course of a 12-week longitudinal study at a computer resource centre, they found that both TAM and TPB were equally valuable in explaining behavioural intention and actual use. C-TAM-TPB emerged by replacing the “attitude toward using” factor in TRA with the TAM constructs of perceived usefulness and perceived ease of use (see Figure 8).

According to Dishaw and Strong (1999), integrating these models offers greater explanatory power than using either one independently.

2.2.9 Unified Theory of Acceptance and Use of Technology (UTAUT)

Proposed by Venkatesh et al. (2003), the Unified Theory of Acceptance and Use of Technology (UTAUT) was developed to provide a cohesive framework for

understanding user acceptance in information technology. UTAUT (Figure 9) synthesizes eight major theories of behavioural intention and user behaviour, addressing overlaps in

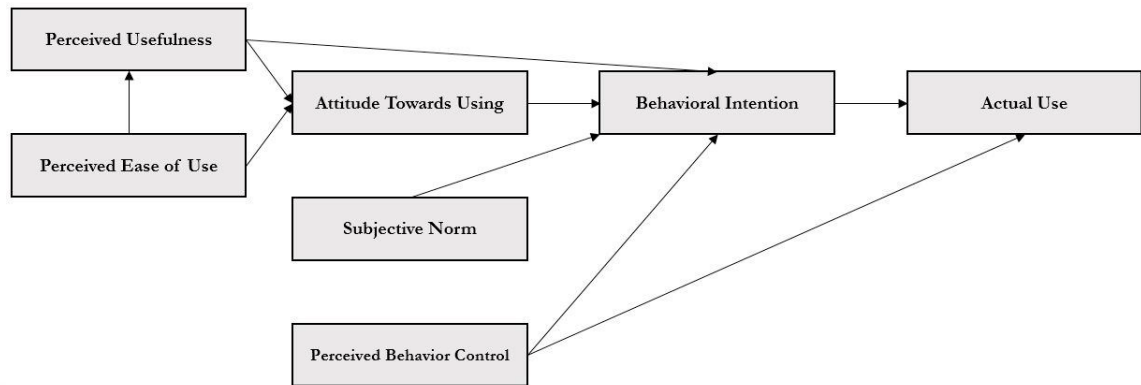


Figure 8. The Combined TAM & TPB

constructs such as subjective norm (from TPB, TRA, C-TAM-TPB, and TAM2) and social factors (from MPCU). This approach was endorsed by various scholars (Davis et al., 1989, 1992; Thompson et al., 1991; Moore & Benbasat, 1991; Compeau & Higgins, 1995b; Taylor & Todd, 1995).

The resulting model comprises four key factors—performance expectancy, effort expectancy, social influence, and facilitating conditions—moderated by gender, age, experience, and voluntariness of use (Venkatesh et al., 2003). Empirical studies within workplace IT environments have shown UTAUT to be useful for managers in gauging the feasibility of adopting new technologies. It also helps predict the specific elements that may influence implementation, thereby guiding the development of functionalities that align with actual organizational needs.

2.2.10 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

Nine years after the introduction of UTAUT, rapid advancements in the information systems field underlined the need to expand the model's theoretical scope and

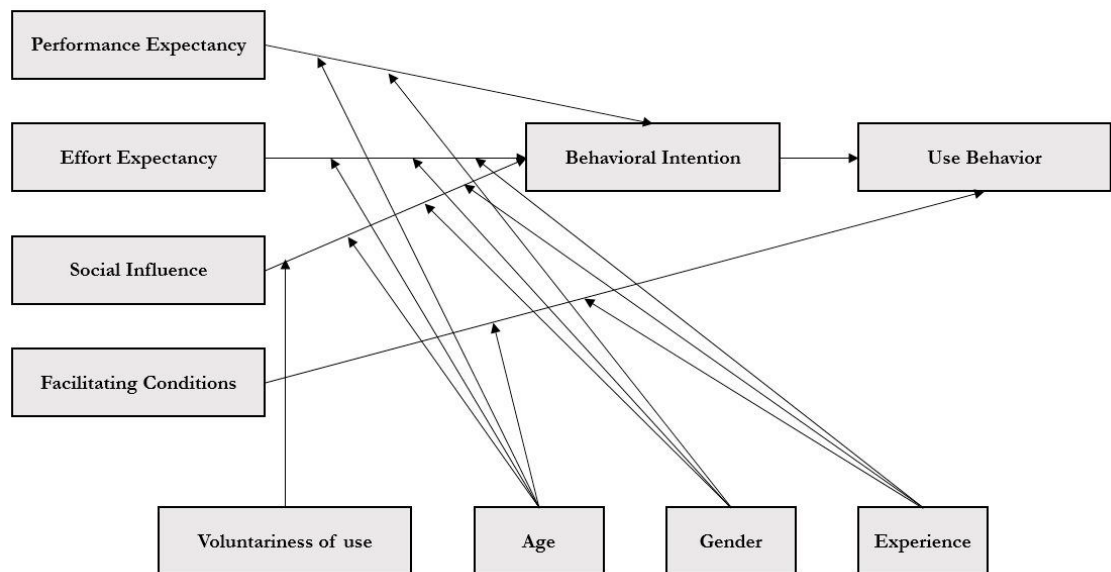


Figure 9. The Unified Theory of Acceptance and Use of Technology functionality to address emerging technologies. In response, Venkatesh et al. (2012) developed UTAUT2, building on the original model to specifically explore technology acceptance and use in mobile application contexts from a consumer perspective. UTAUT2 introduces three new factors—hedonic motivation, price value, and habit—that are believed to directly or indirectly influence behavioural intention and usage.

Hedonic motivation (also called perceived enjoyment) has been shown in previous studies to significantly affect technology usage (Venkatesh et al., 2012). Price value is included because consumers, unlike employees, generally bear the financial cost of acquiring information technology themselves. Meanwhile, habit broadens the model’s applicability by capturing routine engagement with technology. As presented in Figure 10, age, gender, and experience act as moderators, and the UTAUT moderator “voluntariness of use” is replaced by a direct link between facilitating conditions and behavioural intention.

Overall, UTAUT2 keeps the core structure of UTAUT while offering enhanced explanatory power through its new factors and relationships. As a result of

this flexibility, future research may extend UTAUT2 across various countries, age groups, and technologies (Venkatesh et al., 2012).

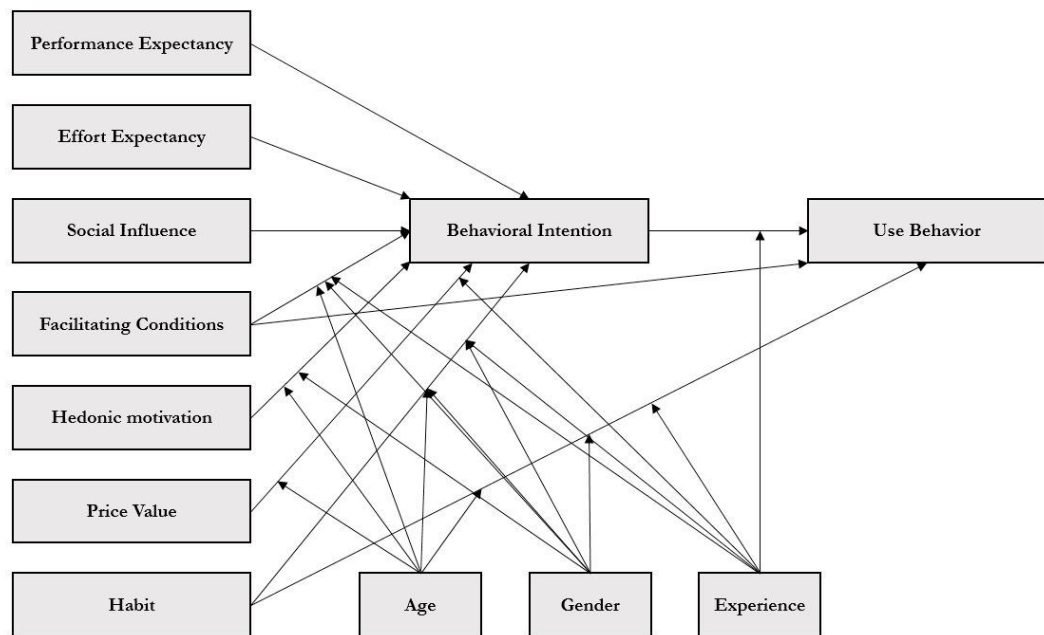


Figure 10. The Unified Theory of Acceptance and Use of Technology 2

2.3 Literature on the theoretical background and conceptualization of SE

The research stream is about the theoretical background and conceptualization of SE that is helping to clarify the scope, definitions, and foundational concepts of SE. This stream is crucial for building a common language and understanding among researchers.

Kansal and Bhalla (2023) in their study, spanned the period from 2010 to 2021, presenting an analysis of 97 conceptual and empirical articles on CC, offering insights into emerging themes, methodologies, and theoretical foundations, to advance future research and aid sharing service managers in understanding consumer motivations and constraints. The systematic literature review highlights a comprehensive exploration of consumer behaviour within the CC landscape over a

decade, revealing three primary research themes: customer-centric studies, sustainability-centric studies, and consumer trust studies. It emphasizes the need for further investigation into novel constructs like reason-based trust, power, perceived hygiene issues, and the role of values in understanding consumer engagement and the dynamics of trust in CC platforms.

Cheng (2016) conducted a literature review study to understand the phenomenon and provide an agenda for future research. The author reviewed sixty-six publications with ten papers related to tourism industry from 2010 to 2015 to uncover the theoretical foundations and key themes underlying the field by using co-citation analysis and content analysis. The paper revealed three broad areas of foci with SE research in general: SE's business models and its impacts, nature of SE, and SE's sustainability development as well as two areas of foci in tourism and hospitality: SE's impacts on destinations and tourism services and SE's impacts on tourists. Belk (2014) compared sharing and collaborative consumption and found that both are growing in popularity today. And he suggested that the old wisdom that we are what we own, might need modification to consider forms of possession and uses that do not involve ownership.

Duan (2023a,b) provided a comprehensive bibliometric analysis of SE Business Models (SEBMs), highlighting their significant global expansion and identifying gaps in quantitative reviews. It forecasts future research directions, including the impact of technology and COVID-19 on SEBMs, underscoring the need for further exploration of sustainable development within the SE.

Hodak and Krajinovic (2020) in their study explored the evolution and significance of the SE within tourism, highlighting its dual nature of providing economic benefits and contributing to challenges like over-tourism. It utilizes

bibliometric and content analysis to identify current research trends, revealing an increasing focus on the SE's role in tourism since 2016, with a significant emphasis on platforms like Airbnb and their impacts on accommodation supply, over-tourism, and local communities' quality of life.

2.4 Literature on consumer behaviour and participation

This research focus is related to consumer behaviour and participation which is a key area in understanding the drivers of participation, engagement, decision-making processes, and the overall success of SE platforms.

Hamari et al. (2016) researched to understand the motivation factors of people registered on a collaborative consumption site. The authors listed sustainability, enjoyment of the activity as well as economic gains as the motivating factors. They suggested that sustainability might only be an important factor for those people for whom ecological consumption is important. The authors noted that an attitude-behaviour gap might exist; people perceived the activity positively and said good things about it, but this positive attitude did not necessarily translate into action.

In their study, Schor and Fitzmaurice (2015) suggested that participation in the SE is motivated by economic and ecological concerns, as well as a desire to increase social connections. Furthermore, they questioned how effective the SE has been in meeting these goals.

Böcker and Meelen (2017) highlight the diversity of motivations across socio-demographic groups and industries, noting the dominance of economic motivations in accommodation sharing, environmental concerns in car and ride-sharing, and social motivations in meal-sharing. This diversity suggests that the SE

cannot be viewed through a single motivational lens, as the importance of factors varies significantly by industry and participant role. In line with this, Lutz and Newlands (2018) examined the case of Airbnb and demonstrated that SE users can be grouped based on distinct behavioural patterns and preferences, which influence their usage of platform-based services. Their findings emphasize the importance of looking beyond general user categories and considering more refined consumer segments. This approach is reflected in the present study through the integration of lifestyle and personal values.

Boateng et al. (2019) extend this analysis by focusing on actual engagement within the SE, identifying trust, return on investment, and search convenience as primary drivers for users of Uber, rather than socio-emotional aspects like the need for prestige or social connections.

In the same industry, another research conducted by Zhu et al (2017) aimed to investigate the motivation factors of consumers to adopt one of the emerging mobile applications of the SE, a ridesharing application. Using social cognitive theory as the theoretical framework, they developed a value adoption model to illustrate important factors that influence the adoption of ridesharing applications. The authors indicated that self-efficacy is a fundamental factor that has a direct effect on consumers' perceptions of value and an indirect effect on behavioural intentions. Their study demonstrated that functional value, emotional value, and social value are critical antecedents of the overall perceived value of ridesharing applications. Considering these insights, self-efficacy is also included among the contextual characteristics in the present study.

Davlembayeva et al. (2020) employed a social exchange theory perspective to explore the psychological and social drivers of SE. Their findings challenge the

common assumption that altruism and environmental concern are central to SE participation. Instead, they demonstrated that egoistic beliefs, reciprocity norms, and perceived social value are stronger predictors of user behaviour. The findings of Davlembayeva et al. (2020) underlined the importance of including lifestyle characteristics and personal values in this study. By going beyond altruistic and environmental motives, the proposed model aims to capture a wider set of motivations behind SE adoption.

Bellotti et al. (2015) interviewed both users and providers of these systems to obtain different perspectives. The authors found service providers placed great emphasis on idealistic motivations such as creating a better community and increasing sustainability. Conversely, users were looking for services that provide what they need while increasing value and convenience.

Giglio et al. (2023) further differentiate between consumer and prosumer behaviours, revealing that prosumers—those who both use and provide services—are more likely to recommend and offer services, motivated largely by economic advantages. This distinction underlines the significance of understanding specific user segments for developing tailored strategies within the SE. Malecka et al. (2022) found that social values had a greater influence on consumer participation in SE than environmental and economic values, a finding that aligns with the use of personal values in the research model of the present study.

In accommodation sharing, Chen, and Chang (2018) identified perceived value and satisfaction, influenced by factors like rating volume and review quality, as critical determinants of purchase intention among Airbnb users. Alharthi et al. (2021) highlighted that ridesharing services enhance user satisfaction through convenience

and social inclusion while addressing challenges like driver incivility and cultural norms, especially during COVID-19.

Oliveira et al. (2020) delve into the intrinsic (e.g., enjoyment and social influence) and extrinsic motivations (e.g., economic benefits and utility) affecting SE service use, employing self-determination theory to explain how these motivations impact user behaviour and continuance intention.

Similarly, Zhang et al. (2018) emphasize the role of social and emotional values over technical and economic ones in influencing customer repurchase intentions, indicating that the success of SE platforms may rely more on fostering social connections and positive emotional experiences. This finding extends Böcker and Meelen's (2017) emphasis on industry-specific motivations, suggesting broader applicability of social values across the SE domain.

2.5 Literature on sustainability studies

Given the increasing importance of sustainability, this stream addresses critical questions about the SE's potential to reduce waste, promote efficient use of resources, and contribute to environmental goals. It's a vital area of research in the context of global sustainability challenges.

Sung et al. (2018) researched to understand the reasons that people consume and provide SE accommodation by assessing the study from a sustainability perspective. Their paper aimed to study the circulation of consumption and production for the sustainability of SE. For this purpose, the authors established several hypotheses based on the literature and tested them with survey data of both consumers and service providers of Airbnb. The research results were expected to contribute to developing a sustainable SE model. They have also summarized factors

that influence the intention of both consumers and providers to use SE by analysing many studies.

Rong et al. (2018) highlighted the SE's potential to enhance environmental sustainability by enabling more efficient use of assets and reducing the need for new goods, thus contributing to waste minimization and resource conservation. However, they also caution that the overall environmental impacts of SE practices remain a subject of ongoing debate.

Moon et al. (2021) suggested that transforming consumer behaviour towards sustainable laundry practices, such as using laundromats instead of private washing machines, hinges on altering consumers' perceptions of consumption value. Their study, which focused on Japan and Thailand, found that consumers prioritize epistemic (related to knowledge and learning) and functional (related to practical utility and cost) values in their current use and consideration of transitioning to laundromats, respectively. This insight is pivotal for the literature review under "The third research stream that is environmental sustainability," demonstrating the nuanced consumer values that could drive more environmentally sustainable laundry practices through the SE.

McCoy and Chi (2022) investigate the presentation of sustainability on fashion rental platforms in the U.S., revealing a need for clearer and more accessible sustainability information on company websites. Their analysis identifies a broad spectrum of sustainability themes but notes many companies could enhance public understanding by organizing this information more effectively and offering evidence-based insights on the environmental and social impacts of their business models. This study underlines the importance of transparent communication in

promoting sustainable practices within the fashion rental sector, offering a critical perspective for integrating environmental sustainability into business strategies.

Dabbous and Tarhini (2021) investigate the impact of the SE on sustainable economic development and energy efficiency across 18 OECD countries, utilizing data from 2014 to 2018. They find that the SE positively influences sustainable economic development and enhances energy efficiency, suggesting it serves as a potential pathway toward achieving sustainability goals. This study provides empirical evidence supporting the notion that the SE can contribute significantly to both economic growth and environmental sustainability by facilitating more efficient use of resources and reducing energy consumption.

Geissinger et al. (2019) delves into the sustainability narratives of SE platforms, examining whether these platforms describe themselves as sustainable. Their analysis of 121 platforms, using social media analytics, reveals that sustainability connotations are closely tied to specific sectors like fashion on-demand services and logistics, whereas leading model platforms rarely communicate a sustainability focus. This study contributes to understanding the SE's sustainability discourse, highlighting the sector-specific nature of sustainability claims and the absence of such claims among dominant platforms.

Asian, et al. (2019) investigated the transformative potential of the SE in enhancing the sustainability and competitiveness of organic food supply chains (OFSCs) in developing countries. Their research highlights how SE-based cooperative mechanism enables organic smallholders to share resources and aggregate activities, resulting in significant financial gains and sustainable development benefits, thereby addressing both operational challenges and contributing towards the United Nations' Sustainable Development Goals.

Gu (2022) explores the impact of the SE on urban carbon emissions through the lens of personal credit information services and digital finance, leveraging data from 275 prefecture-level cities in China from 2011 to 2017. The study finds that both the development of personal credit information services and digital finance significantly contribute to reducing urban carbon emissions. Additionally, technological innovation plays a crucial role not only in directly reducing carbon emissions but also by moderating the relationship between economic growth and carbon emissions, indicating that economic expansion does not inevitably lead to increased carbon output in cities with strong technological innovation capabilities. This research underscores the significance of promoting the SE and technological innovation as strategies for cities to achieve carbon reduction goals.

Lyaskovskaya and Khudyakova (2021) explore the paradoxical nature of the SE's impact on sustainable development, revealing a nuanced relationship where the SE's potential to contribute positively to sustainable development is influenced by the regulatory framework governing digital platforms. Their research finds that while the SE aligns with the principles of sustainable and responsible consumption, addressing social, environmental, and economic goals, the actual impact on sustainable development goals (SDGs) is nuanced. It suggests that the SE can contribute to achieving SDGs, but this contribution is significantly affected by how digital platforms are regulated in terms of labor, competition, and information security. This study underscores the complexity of leveraging the SE for sustainable development, highlighting the critical role of regulatory frameworks in ensuring positive outcomes.

Enochsson, et. al. (2021) investigated the diverse sustainability framings of SE initiatives across car, bicycle, and accommodation sharing in Amsterdam and

Toronto, revealing stark contrasts in perceptions between municipal governments and SE organizations. Their findings illuminate the complex terrain of sustainability impacts attributed to the SE, highlighting the nuanced views of key urban actors and underscoring the need for tailored approaches to harness the SE's potential for urban sustainability.

In addition to reviewing key theoretical and empirical studies on sustainability in the SE, a bibliometric analysis was conducted to map the conceptual landscape and development of this interdisciplinary field. The goal was to identify influential themes, scholars, and research patterns shaping the sustainability discourse within SE literature.

2.5.1 Data retrieval and corpus construction

To construct the bibliometric dataset for this study, a structured search was conducted using the Web of Science (WoS) Core Collection database. The aim was to capture literature at the intersection of the SE and sustainability. The search was performed using a combination of keywords that reflect the conceptual scope of both domains, as detailed in Table 1.

The following query was applied:

*("sharing economy" OR "collaborative consumption" OR "collaborative economy")
AND ("sustainability" OR "environment*")*

The wildcard character (*) in “*environment**” was used to capture variations such as “*environmental*” and “*environmentalism*.”

Table 1. Data Retrieval Parameters for Bibliometric Analysis Study

Criteria Variable	Criteria Value
Document Type	All – Not filtered
Time Interval	All – Not filtered
Keywords	("sharing economy" OR "collaborative consumption" OR "collaborative economy") AND ("sustainability" OR "environment*")
Language	English
Fields for search	Topic: Title, Abstract, Keyword Plus, Author Keywords

The search was conducted without applying filters for document type or time interval, allowing for a comprehensive inclusion of all relevant publications. Only documents published in English were considered. The search fields included Topic,

Table 2. Document Type Breakdown

Document Type	# of Documents	Percentage (%)
Article	1286	74.2%
Review	133	7.7%
Proceedings Paper	212	12.2%
Book Chapter	35	2.0%
Early Access	45	2.6%
Others*	22	1.3%
Grand Total	1733	100%

which in the WoS database encompasses Title, Abstract, Author Keywords, and Keywords Plus.

As a result, a total of 1,733 documents were retrieved on August 3, 2025, forming the corpus for the subsequent bibliometric analysis. This dataset serves as the foundation for examining the conceptual, intellectual, and social structure of the literature on sustainability within the context of the SE.

As shown in Table 2, the majority are journal articles ($n = 1,286$), followed by proceedings papers ($n = 212$) and review articles ($n = 133$). Smaller categories such as book chapters ($n = 35$) and early access publications ($n = 45$) are also included. The *Others* category ($n = 22$) combines less frequent types such as data papers, book reviews, reprints, and editorial materials.



Figure 11. Summary statistics of the bibliometric dataset (2012–2025)

As shown in Figure 11, which presents a data summary retrieved using the Biblioshiny application, a total of 1,733 documents related to the SE and sustainability were published between 2012 and 2025, across 751 different sources, reflecting the interdisciplinary nature of the field. The literature shows a strong collaborative trend, with an average of 3.13 co-authors per paper and 30.81% involving international co-authorship. The annual scientific growth rate is notably high at 44.62%, highlighting increasing academic interest in recent years.

2.5.2 Conceptual landscape of the field

Keyword co-occurrence analysis is a foundational technique in bibliometric studies to reveal the conceptual structure of a research field. For this analysis, VOSviewer was used to construct a co-occurrence map based on author keywords from publications related to the SE and sustainability.

Figure 12 presents the network visualization of keyword co-occurrence, illustrating the conceptual structure of the literature on the SE and sustainability.

Four major thematic clusters are identified. The red cluster emphasizes behavioural and psychological constructs, including collaborative consumption, motivation, and consumer behaviour. The blue cluster focuses on sustainability-related strategies, incorporating terms such as business models, circular economy, and innovation. The green cluster reflects research on sustainable urban mobility, with keywords like shared mobility, bike-sharing, and last-mile delivery. The purple cluster captures studies related to platform-based accommodation, featuring terms such as Airbnb, peer-to-peer accommodation, and hospitality.

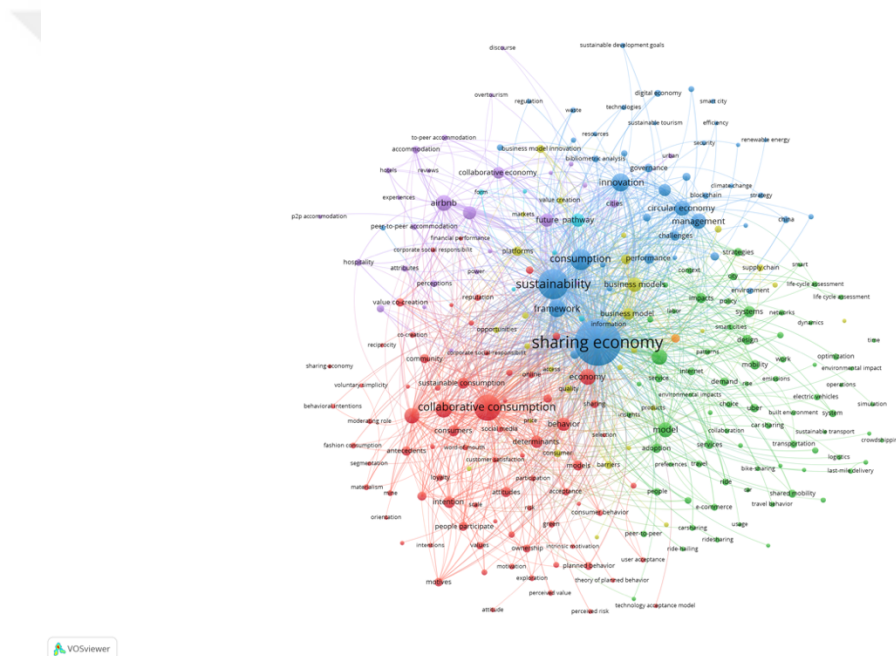


Figure 12. Network visualization of keyword co-occurrence

Figure 13 presents the overlay visualization, highlighting the temporal evolution of research topics. Keywords associated with earlier periods (2019–2020) include SE, collaborative consumption, and voluntary simplicity, reflecting an initial focus on individual-level behaviour and consumption patterns. In contrast, more recent keywords (2022 onward) such as blockchain, platform economy, smart cities, and digital economy indicate a growing scholarly interest in technological and

systemic dimensions of sustainability, suggesting an ongoing shift in the field's research agenda.

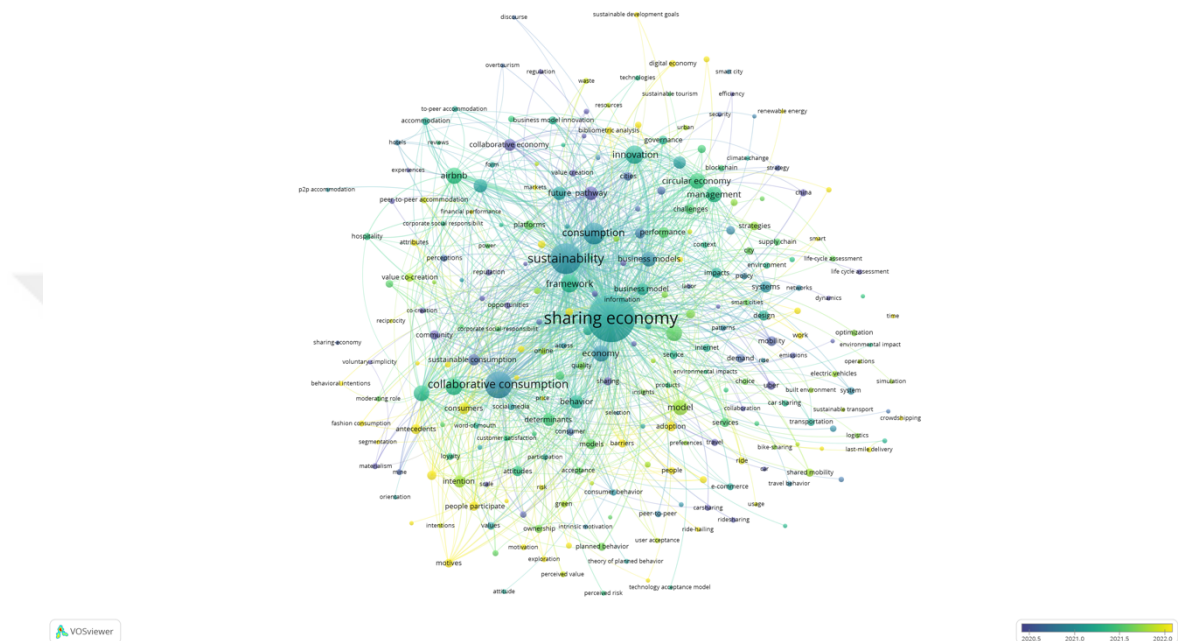


Figure 13. Overlay visualization of keyword co-occurrence

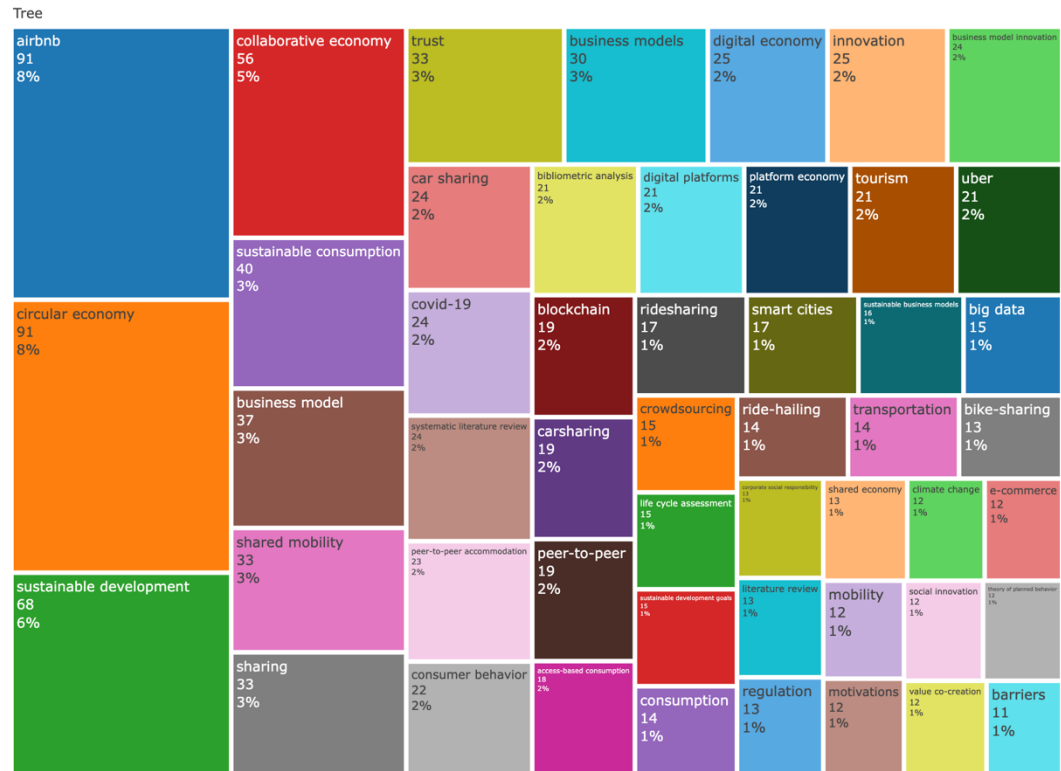


Figure 14. Treemap visualization of author keywords (Biblioshiny)

Figure 14 presents a tree map summarizing the most frequently used keywords in the dataset. Terms such as *Airbnb* and *circular economy* (91 occurrences each), *sustainable development* (68), *collaborative economy* (56), and *sustainable consumption* (40) stand out as dominant. These high-frequency keywords align well with the main clusters identified in the network visualizations, highlighting both platform-based research and broader sustainability-focused discussions.

2.5.3 Intellectual foundations and core literature

Figure 15 presents the document co-citation network visualization, which demonstrates the intellectual structure of research on the SE and sustainability. The visualization reveals four distinct clusters formed through frequent co-citation

patterns: (1) the red cluster, which includes theoretical and psychological foundations including seminal works by Hamari et al. (2016), Ajzen (1991), and Belk (2007, 2010, 2014); (2) the yellow cluster, which centres on tourism and hospitality studies with key contributions from Guttentag (2015, 2018), Cheng (2016), and Tussyadiah (2016); (3) the blue cluster, which emphasizes sustainable business models and circular economy research, featuring works by Martin (2016), Bocken (2014), and Geissdoerfer (2017); and (4) the green cluster, which focuses on environmental governance and systemic sustainability transitions, including Cohen (2014), Acquier (2017), Frenken (2017), and Botsman (2010).

Author co-citation analysis helps to uncover the intellectual structure and core thought leaders in a field by mapping how frequently pairs of authors are cited together. Figure 16 shows the author co-citation network, highlighting four main clusters in the literature on the SE and sustainability. The red cluster includes foundational and critical works, such as Belk (2014) and Schor (2021), focusing

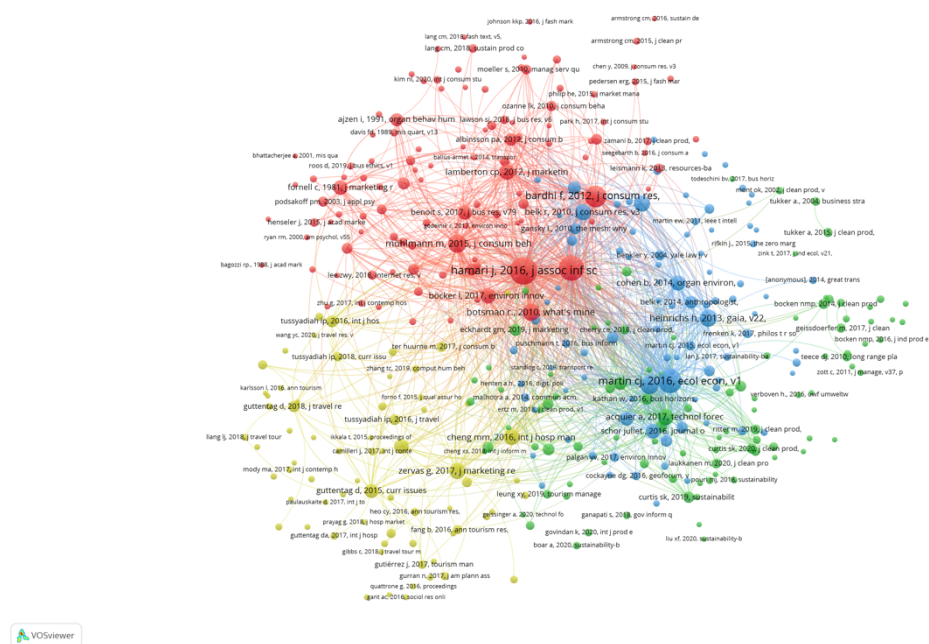


Figure 15. Network visualization of document co-citation

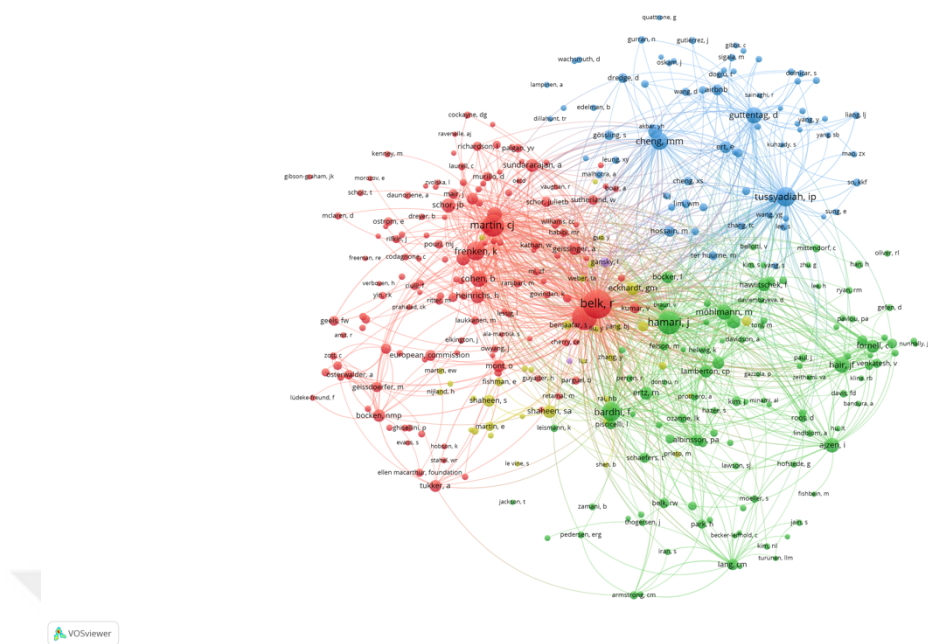


Figure 16. Network visualization of author co-citation on the meaning of sharing and social impacts. The green cluster represents behavioural and technology adoption studies, including key models like the Theory of Planned Behaviour (Ajzen, 1991) and the TAM (Davis, 1989). The blue cluster covers research on tourism and platforms, especially peer-to-peer accommodation (Tussyadiah, 2016; Guttentag, 2015). The yellow cluster includes studies on business models and sustainability, with contributions from Bocken et al. (2014) and Acquier et al. (2017).

2.5.4 Influential sources and scientific output

Sources' local impact analysis presents the local influence of journals in the field of SE and sustainability, evaluated using three bibliometric indicators—G-index, H-index, and Total Citations (TC)—via Biblioshiny. All three indicators consistently highlight the *Journal of Cleaner Production* and *Sustainability* as the leading publication venues. The G-index emphasizes both the quantity and citation intensity of an author's or source's most cited articles. The G-index (see Figure 17) ranks

Journal of Cleaner Production (G=81) and *Sustainability* (G=53) as the most prominent, followed by *Technological Forecasting and Social Change* and *Journal of Business Research* (both G=24). The H-index highlights both productivity and consistent citation performance. The H-index results (see Figure 18) confirm this ranking, showing high consistency and scholarly recognition across publications, with *Journal of Cleaner Production* (H=47) again at the top. The Total Citations (TC) index measures the total number of citations all publications in a journal have received in the dataset. The TC index (see Figure 19) reinforces above findings, with *Journal of Cleaner Production* (TC=6630) and *Sustainability* (TC=4142) far ahead of others, demonstrating their central role in shaping the field's intellectual foundation. These findings show that journals like the *Journal of Cleaner Production* and *Sustainability* are key sources in research on the SE and sustainability, based on citation-based bibliometric indicators.

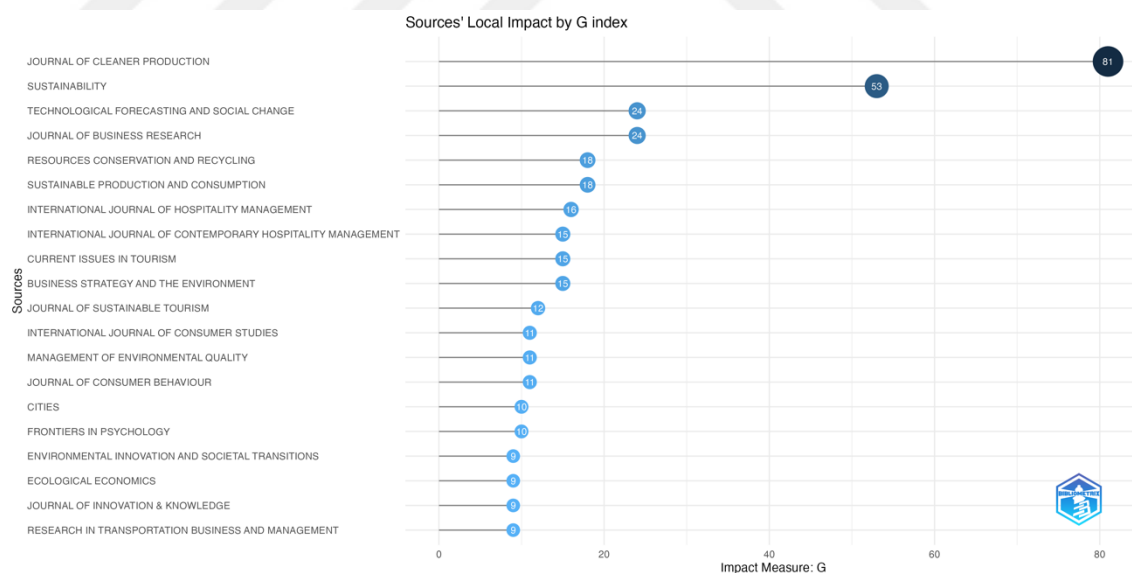


Figure 17. Sources' local impact by G-index

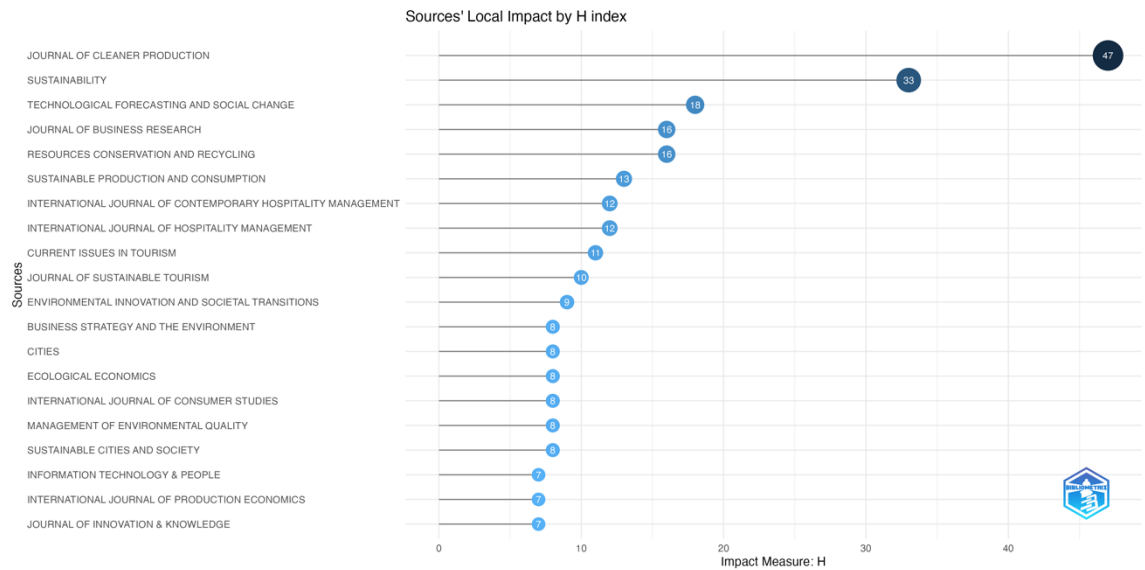


Figure 18. Sources' local impact by H-index

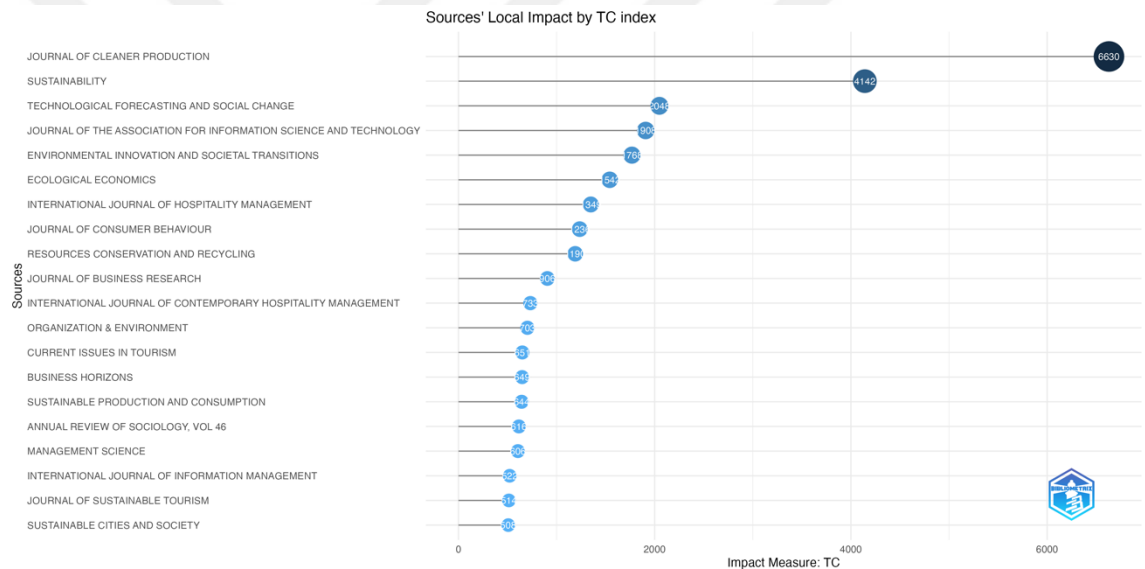


Figure 19. Sources' local impact by TC index

The bibliometric analysis of 1,733 publications (2012-2025) shows a rapidly expanding, highly collaborative literature and uncovers four broad research streams:

- (i) behavioural and psychological aspects of collaborative consumption, (ii) sustainability-oriented business models and the circular economy, (iii) shared-mobility solutions for urban transport, and (iv) platform-based accommodation services such as Airbnb. These streams map the field's shift from individual consumption motives toward technology-enabled, system-level questions of

sustainability. Building on this conceptual landscape, the subsequent content-analysis study delves into 13 categories, while the quantitative phase employs the Value-and-Lifestyle-Enhanced Technology Acceptance (VLETA) model to test the behavioural drivers highlighted in the bibliometric clusters. By moving from a broad map to detailed themes and then to empirical testing, the dissertation builds a clear view of how the SE is developing and what influences its adoption.

2.6 Literature on content analysis studies

Lima and de Assis Carlos Filho (2019) conducted a comprehensive bibliometric analysis of international scientific production on the SE, highlighting its emergence and rapid growth as a research topic. Their study, based on 95 Scopus documents, mapped key journals, authors, and thematic categories. Khalek and Chakraborty (2023) introduced a detailed typology of the SE to clarify its conceptual boundaries by distinguishing between sharing modes CC and access-based consumption (ABC). Klarin and Suseno (2021) employed a scientometric review using 2,229 scholarly outputs from the Web of Science to map the SE's scholarly landscape, offering a taxonomy of current research based on contributions, theories, and methodologies.

Sanchez-Perez et al. (2021) utilized an integrated bibliometric approach, analysing 941 articles from the Web of Science spanning from 1978 to 2019, to examine the intellectual and cognitive structures within SE research. Pandita et al. (2023) employed a combined bibliometric and TCCM (theories, characteristics, context, and methodologies) analysis to capture its evolution and future research directions. Schlagwein et al. (2020) addressed the ambiguity surrounding the term SE by offering a consolidated and systemic definition, derived from a systematic

literature review of 152 sources and the integration of 84 semantic facets into 18 characteristics.

Kansal and Bhalla (2023) in their study, spanned the period from 2010 to 2021, presenting an analysis of 97 conceptual and empirical articles on CC, offering insights into emerging themes, methodologies, and theoretical foundations, to advance future research and aid sharing service managers in understanding consumer motivations and constraints. Feng and Liu (2022) provided a bibliometric analysis to present the effect of the COVID-19 pandemic on the SE, focusing on evolving research themes, scholarly communities, and the future of this domain's development. Duan (2023a,b) provided a comprehensive bibliometric analysis of SE Business Models (SEBMs), highlighting their significant global expansion and identifying gaps in quantitative reviews. It forecasted future research directions, including the impact of technology and COVID-19 on SEBMs. Ferjanić Hodak and Krajinović (2020) in their study explored the evolution and significance of the SE within tourism, highlighting its dual nature of providing economic benefits and contributing to challenges like over-tourism by utilizing bibliometric and content analysis. Wei et al. (2021) offered a systematic review and synthesis of CC, analysing 123 research articles to trace the evolution from co-consumption to co-production within the CC literature. Benoit et al. (2022) examined the landscape of service innovation within the SE, highlighting its evolution from disruptive origins to a realm where innovation is a strategic necessity.

CHAPTER 3

RESEARCH METHODOLOGY

"Principles for the Development of a Complete Mind: Study the science of art. Study the art of science... Realize that everything connects to everything else."

— Leonardo da Vinci

This chapter outlines the rationale behind the selection of a specific research methodology. The objective of this research is to develop a comprehensive model for assessing the influence of contextual characteristics, lifestyle attributes, and personal values on consumers' intentions to adopt SE services and applications. An integrated methods approach is employed to identify and verify the contextual factors influencing SE adoption. This approach integrates both quantitative and qualitative methodologies within the same study, as discussed in previous research (Venkatesh et al., 2013). For this dissertation, an integrated research approach was conducted by synthesizing findings from qualitative content analysis and existing literature, and by empirically evaluating their impact on SE adoption through data gathered in a quantitative study.

Figure 20 outlines a structured seven-step research process used in our study on the adoption of SE services or applications. It begins with a literature review that identifies key determinants, consumer lifestyle, values, and existing models related to SE adoption. Following this, 1,787 articles were collected starting from 2010 to 2024 using the Web of Science and Scopus databases for qualitative data gathering. Content analysis was then employed to extract themes and categories from this data.

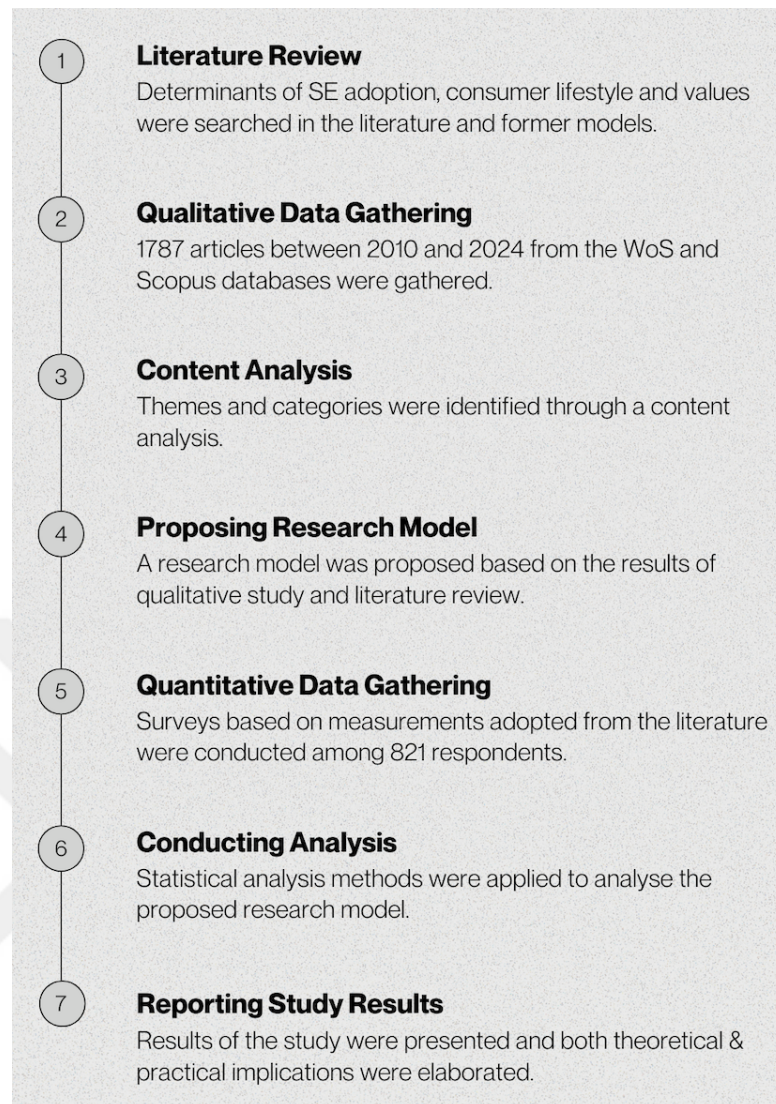


Figure 20. Process applied in this dissertation

Based on these insights and the literature review, a research model was proposed. The study then moved into quantitative data gathering, conducting surveys with 821 respondents using measurements derived from the reviewed literature. Statistical methods were applied to analyse the data and assess the proposed research model. The final step involved reporting the study results, elaborating on both the theoretical and practical implications of the findings. Each step of the process seamlessly feeds into the next, highlighting a comprehensive approach that integrates both qualitative and quantitative research methodologies.

3.1 Phase 1: Qualitative study

The motivation behind the qualitative component of the study was to meticulously explore and identify gaps within existing literature, with the goal of pinpointing less studied areas that could be further examined through quantitative research. To achieve this, content analysis was employed as the primary methodology. This approach proved instrumental in revealing significant gaps within the existing body of work, and it facilitated the identification of key determinants that should be integrated into the technology adoption model.

In the initial phase of the content analysis, a carefully selected set of articles was thoroughly reviewed. This review process led to the definition of various research themes directly relevant to the study's focus. From these initial themes, broader categories were systematically generated. Subsequently, by articulating these categories and evaluating the statistical presence of related topics in current literature, the study effectively highlighted specific areas that require more extensive research attention. This methodical exploration not only enriched the theoretical framework but also laid the groundwork for subsequent empirical investigation.

3.2 Phase 2: Quantitative study

In the quantitative phase of the research, a survey was designed as the primary method for data collection to test the hypotheses derived from the integrated model. This model was developed to incorporate various determinants such as contextual characteristics, lifestyle attributes, and consumer values. During the initial design phase, the contextual characteristics were defined to include a preliminary set of elements: performance expectancy, effort expectancy, social influence, self-efficacy, hedonic motivation, price value, and habit.

Lifestyle attributes were categorized into materialism, change seeking, consumer spending self-control, philanthropy, and possessiveness. Additionally, to assess the value dimension of consumers, the Short Schwartz Value Survey (Schwartz, 2012) was integrated into the model. This comprehensive approach allows for a thorough examination of how these factors influence consumer behaviour towards technology adoption.

All measurement items for latent constructs in the final study were adapted from existing academic literature, with minor modifications customized to the SE context. Prior to conducting the main survey, pre-tests and pilot tests were carried out to ensure the validity and reliability of the survey instruments. The final data collection was supported by a grant from the Boğaziçi University Research Fund (Grant No: D-19860), facilitated by a professional research agency. The target demographic consisted of respondents aged 18 and older who are users of SE services or applications. The objective was to gather data from approximately 800 respondents residing in major Turkish cities such as Istanbul, Ankara, Adana, Bursa, and Izmir, reflecting the population distribution of these areas. The surveys were conducted face-to-face to enhance data accuracy and response rates. Detailed methodological aspects of the quantitative study, including the final research model, research hypotheses, development of the measurement instruments, and sampling strategy, are discussed in Chapter 5.

Post data collection and compilation, statistical methods such as linear regression, cluster analysis, and difference analysis were utilized to test the proposed relationships. The findings were then analysed to elucidate the research model, with a comprehensive discussion provided in Chapter 6. This analysis helped to examine

consumers' behavioural intentions to adopt SE services, producing insights from the empirical data.

The subsequent chapter will detail the qualitative study, describing the content analysis process, sample selection, theme analysis, and the classification of themes into categories.



CHAPTER 4

PHASE 1: QUALITATIVE STUDY

*"The real voyage of discovery consists not in seeking new landscapes, but in having
new eyes."*

— Marcel Proust

This chapter presents the qualitative study part of the thesis. This initial phase involves systematically reviewing and categorizing key themes and patterns within scholarly articles to identify gaps in the current knowledge and to inform the development of research questions and hypotheses.

An extensive content analysis of the SE is conducted in this part, with 1,787 scholarly articles from 2010 to 2024 being examined (Yasar et al., 2025). The qualitative study outlines the considerable growth and transformative potential of the SE, influenced by digital developments and societal shifts towards more sustainable, inclusive, and technology-integrated practices. The expanding body of SE literature is categorized, and prevalent research themes including “social and economic implications”, “ethical security and safety aspects”, and “industry-specific impacts”, among others, are identified. The SE's evolution from its emerging stages to its current focus on sustainability, technological innovations, and future directions is outlined through the temporal analysis. Moreover, the interdisciplinary nature of SE research across varied academic journals is highlighted, suggesting a robust scholarly interest in understanding its impacts. The role of the SE in redefining work, consumer behaviours, and traditional business models are highlighted by the study, while the importance of technology in enhancing the SE for economic efficiency,

social equity, and environmental sustainability is emphasized. Additionally, the analysis presented a significant focus on emerging technologies like AI, IoT, and blockchain, highlighting their potential to transform sectors within the SE and support the development of smart, sustainable urban development.

4.1 Content analysis

There has been a notable increase in usage and research in SE over the years, and it continues to grow with the digital transformation. Professionals and academicians enrich the SE field by sharing their expertise and insights in academic journals. The articles published in academic journals could provide a view of research and aid in eliciting the trends and changes in research themes. By analysing articles in academic journals, this study identifies emerging patterns and shifts that significantly influence concepts, methodologies, and practical applications within the field. The content of these articles offers insights into prevailing research themes and interests over specific periods, highlighting the dynamic nature of scholarly focus. This approach provides a comprehensive understanding of the evolution of SE trends and changes in the research field through a specific timeframe. A content analysis of the research articles, that were published within a specified period, is provided to understand the progress of the SE.

Content analysis is a research method that employs a systematic set of procedures to make valid inferences from the text (Weber, 1990). Gaur and Kumar (2018) describe content analysis as a research method that enables researchers to navigate through large volumes of data to uncover prevalent trends, perspectives, and representations, providing insights into the attributes of communication content and its implications. Content analysis is an appropriate approach for investigating

phenomena related to communication, rather than behaviours or physical objects. This method focuses on analysing content to understand underlying themes and messages (Malhotra, 1996). While Weber (1990) stated that "there is no right way to do content analysis", this study followed the methods endorsed by key literature in content analysis (Krippendorff, 1980; Zimmer and Golden, 1988; Harris, 2001; Nasir, 2004). This approach ensures a structured and validated framework for analysing the content. Figure 21 (Nasir, 2004) illustrates the methodological process implemented in this study.

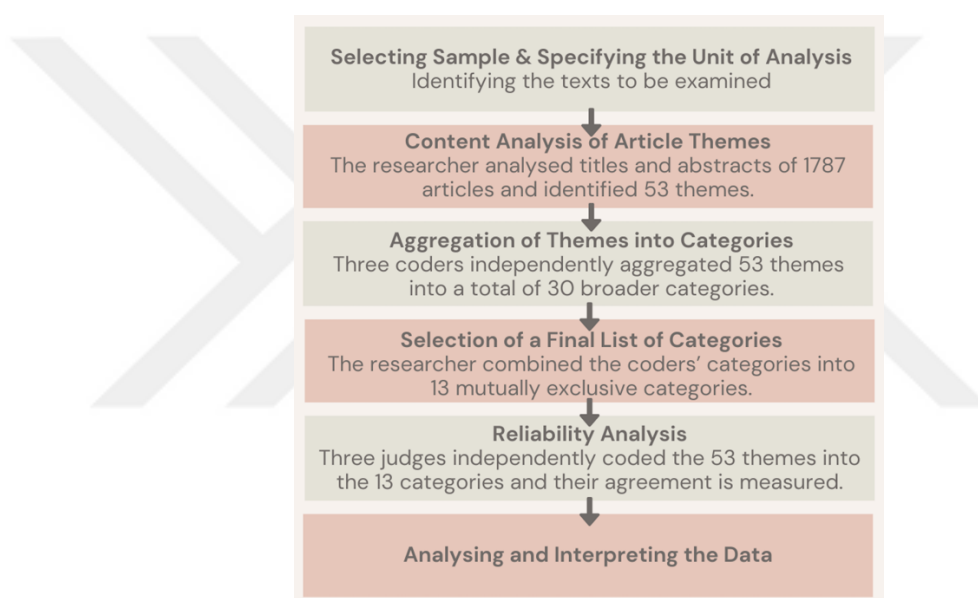


Figure 21. The content analysis process

Selecting the appropriate time frame in a longitudinal content analysis study is crucial to accurately capture the evolution and trends, ensuring that the gathered data represents the topic being studied. With this fact in mind, in this study, the content analysis was conducted for a 14-year period. The period of analysis was from 2010 to 2024 inclusive, reflecting the most significant developments and trends in this rapidly evolving field. While the SE was first mentioned in a single article in 1978 (Felson and Spaeth, 1978), it remained largely unexplored until rapid growth occurred starting in 2010. Analysing this timeframe offers valuable insights into the

concept's growth, challenges, and academic perception shifts following Airbnb's establishment in 2008, which significantly boosted scholarly interest in the area.

4.1.1 Selecting sample

Particularly, academic articles, sourced from Web of Science (WoS) and Scopus literature databases, which have been published since 2010, have been selected to explore potential trends and transformations in the concepts and themes of the SE. For the content analysis study on the SE, document type, time interval, keywords, and fields for the search were selected as criteria for filtering. The specific values applied to these filtering criteria are detailed in Table 3.

Table 3. Filtering Criteria Variables and Their Values for SE Content Analysis Study

Criteria Variable	Criteria Value
Document Type	Article
Time Interval	2010-2024
Keywords	“sharing economy” OR “collaborative consumption”
Language	English
Fields for search	Title

The study sample consisted of articles from scholarly journals, which contain the “sharing economy” or “collaborative consumption” phrases in the title of the articles. Duplicates are removed and these are labelled as “WoS+Scopus” for their source information. The number of articles retrieved by applying the filtering criteria after duplicate removal is 1,787. Article source information is detailed in Table 4. Nine seminal articles marking the inception of the concept (Baines et al., 2007; Belk, 1988, 2007; Benkler, 2002, 2004, 2006; Felson & Spaeth, 1978; Stahel, 1982; van

Halen & te Riele, 1999) have been incorporated into the content analysis sample. This inclusion aims to underscore the origins of the phenomenon. Thus, a total of 1,787 articles were reviewed.

Table 4. Source Information of the Articles

Source	Time Interval	# of Articles
Web of Science	2010-2024	268
WoS + Scopus	2010-2024	1053
Scopus	2010-2024	466
<i>Grand Total</i>		<i>1787</i>

4.1.2 Specifying the unit of analysis

A crucial and foundational decision involves identifying the basic unit of text for classification while conducting content analysis study. “Word”, “Word sense”, “Sentence”, “Theme”, “Paragraph”, and “Whole text” are generally used in content analysis literature to determine the basic unit of text to be classified (Weber,1990). The unit of analysis for this study was selected as the “theme” of the articles. Titles and abstracts of all filtered articles were reviewed to determine the theme and to find out what was studied in these studies.

4.1.3 Content analysis of themes

Titles and abstracts of 1,787 journal articles were reviewed, resulting in 53 distinct themes. An article could encompass multiple themes, but the goal was to align each article with the most fitting theme. Themes specified with their brief explanation are listed in the Appendix A.

4.1.4 Aggregation of themes into broader categories

Ensuring reliable classification, three coders, including two Ph.D. holders and a Ph.D. candidate in Management Information Systems (MIS) were utilized to classify 53 themes into broader categories. The coders independently aggregated the 53 themes into a smaller number of broader categories so that further descriptions would be more manageable. The themes were listed and explained briefly to the coders to highlight their scope.

Table 5. Classification of Articles Themes by Coders

<i>Coder 1</i>	<i>Coder 2</i>	<i>Coder 3</i>
Social networks in SE	Consumer Dynamics in SE	Consumer Behaviour and Engagement
Consumer-based factors affecting the adoption & the usage of SE	Social and Economic Perspective of SE	Impact of SE Applications on Industries
Legitimacy & regulations in SE	Evolution of SE through Digital Transformation	The role of emerging technologies in SE
Sustainability issues in SE	Regulation Issues of SE	Ethical, Security, and Safety Concerns
Technological Aspects of SE		Innovation and Entrepreneurship
Ethical Dimensions of SE		Legal, Regulatory, and Governance Issues
Marketing practices of SE		Quality and User Experience
Socioeconomic Aspects of SE		Social and Economic Impacts
The role of SE in civilization		Sustainability and Resource Allocation
SE in the health context		Cultural, and Community Dynamics
UX & UI in SE		Theoretical Foundations and Research
SE & public governance		Urban Development and Smart Cities
Implementation of SE business models		
Conceptualization of SE		

The coders were trained to group similar themes and were given the flexibility to establish any number of categories as needed. The first coder generated 14 categories, the second coder established 4 categories, while the third coder combined the 53 themes into 12 categories. Hence a total of 30 categories were collected from this stage. The categorization of coders is presented in Table 5.

4.1.5 Selection of final categories

In this stage, the researcher evaluated all 30 categories from the previous stage and developed a mutually exclusive and exhaustive final list of categories. The categorization of article themes consisted of 13 major research areas. Table 6 lists the final category list developed by the researcher.

Table 6. Final List of Theme Categories

Theme categories
A. Consumer Dynamics in the SE
B. Cultural, and Community Dynamics in the SE
C. Service Quality and User Experience in the SE
D. Sustainability Dimension of the SE
E. Emerging Technologies in the SE
F. Ethical, Security, and Safety Aspects of the SE
G. Market Dynamics and Competitive Landscapes in the SE
H. Social and Economic Implications of the SE
I. Urban Development and SE
J. Legal, Regulatory, and Governance Frameworks in the SE
K. Business Innovation and Models in the SE
L. Industry-Specific Impact of SE
M. Research Directions in the SE

4.1.6 Reliability analysis

In this section, the aforementioned 53 themes are placed under the 13 categories.

Working independently, three judges (who have doctorate degrees in MIS, marketing, numerical methods) assigned each of 53 themes to the category that fits best to its content. Table 7 shows the pairwise judgement percentage agreements.

Table 7. The Percentage Agreement of Judges

Judges	Number of Matching (out of 53)	Percent Matching (%)
A and B	47	88.68
A and C	50	94.34
B and C	46	86.79

According to Zimmer and Golden (1988), the probability by chance alone of two judges assigning 53 themes to the same category when there are 13 categories can be calculated by using the formula for a binomial probability. This formula is:

$$P(k \text{ successes}) = \left\{ \frac{N!}{k! \times (N - k)!} \right\} \times \{p^k \times (1 - p)^{N-k}\}$$

Here, N is the number of themes, k is the number of matches between the judges and p is the probability that two judges will assign a theme to the same category by chance. When this formula is applied for each pairwise agreement, the probability that two judges will assign a theme to the same category by chance will be $p = \frac{1}{13} = 0.076$, and $N = 53$ themes, and the probabilities of 47, 50 and 46 matches respectively, can be presented as follows:

$$\begin{aligned} \text{Judges A and B} \quad P(47) &= \left\{ \frac{53!}{47! \times (53 - 47)!} \right\} \times \left\{ \left(\frac{1}{13} \right)^{47} \times \left(1 - \frac{1}{13} \right)^{53-47} \right\} \\ &= \mathbf{6.27 \times 10^{-46}} \end{aligned}$$

$$\begin{aligned} \text{Judges A and C} \quad P(50) &= \left\{ \frac{53!}{50! \times (53 - 50)!} \right\} \times \left\{ \left(\frac{1}{13} \right)^{50} \times \left(1 - \frac{1}{13} \right)^{53-50} \right\} \\ &= \mathbf{3.70 \times 10^{-52}} \end{aligned}$$

$$\begin{aligned} \text{Judges B and C} \quad P(46) &= \left\{ \frac{53!}{46! \times (53 - 46)!} \right\} \times \left\{ \left(\frac{1}{13} \right)^{46} \times \left(1 - \frac{1}{13} \right)^{53-46} \right\} \\ &= \mathbf{5.05 \times 10^{-44}} \end{aligned}$$

It is evident that the probability of the results obtained solely by chance is extremely low. The significance of these results is quantified using a normal approximation to the binomial distribution. A z – score is calculated for the probability obtaining 46 matches (the lowest match) or more matches using the following formula:

$$z = \frac{k - E_k}{\sqrt{np(1-p)}} \text{ where } E_k \text{ (expected number of matches)} = 53 \times \left(\frac{1}{13} \right) = 4.08.$$

The result is placed to the z – score formula for the judges with the lowest match (in this study for judges B and C):

$$z = \frac{46 - 4.08}{\sqrt{53 \times \left(\frac{1}{13}\right) \times \left(\frac{12}{13}\right)}} = 21.61$$

A z-score of 2.33 corresponds to an alpha of 0.01, the probability that 46 themes or more would be assigned to the same categories by chance is very low. Since the z-score of this study is 21.62, the number of matches achieved for all three pairs of judges is significantly greater than would be attributable to chance alone. Hence, the matches are all significant ($p = .01$).

The percentage agreement method for measuring reliability often faces criticism from researchers for its inadequacy (Rust & Cooil, 1994; Grayson & Rust, 2001). Therefore, to increase the robustness of this study and to overcome the issue of random agreement (Rust & Cooil, 1994), Cohen's kappa (κ) is calculated according to the directions in the study of Grayson and Rust (2001). Cohen's kappa (κ) measures the overall intercoder reliability and the Cohen's kappa (κ) results that are closer to 1 indicate higher agreement between the pair of judges.

$$\kappa = \frac{p_a - p_c}{1 - p_c}$$

p_a is the proportion of agreed on judgements.

$$p_a = (n_{11} + n_{22} + \dots + n_{13\ 13})/n_{++}$$

p_c is the proportion of agreements one would expect by chance.

$$p_c = (e_{11} + e_{22} + \dots + e_{13\ 13})/n_{++}$$

$$e_{ii} = (n_{i+}/n_{++}) \times (n_{+i}/n_{++}) \times n_{++}$$

Given the 13 categories, 53 themes and three independent judges of this study,

Cohen's kappa (κ) is calculated as follows:

<i>Judges A and B</i>	$\text{Cohen's } \kappa = \frac{0.89 - 0.0883}{1 - 0.0883} = \mathbf{0.8758}$
<i>Judges A and C</i>	$\text{Cohen's } \kappa = \frac{0.94 - 0.0918}{1 - 0.0918} = \mathbf{0.9377}$
<i>Judges B and C</i>	$\text{Cohen's } \kappa = \frac{0.87 - 0.0879}{1 - 0.0879} = \mathbf{0.8552}$

While a Cohen's kappa (κ) score of 1 indicates perfect agreement, almost perfect agreement between the pair of judges has been found. Cohen's kappa (κ) results (Landis and Koch, 1977) show how to interpret Kappa results:

- <0 Less than chance agreement
- 0.01 – 0.20 Slight agreement
- 0.21 – 0.40 Fair agreement
- 0.41 – 0.60 Moderate agreement
- 0.61 – 0.80 Substantial agreement
- 0.81 – 0.99 Almost perfect agreement.

4.2 Results

4.2.1 Publication year

SE literature can be traced back to 1978. The landscape of scholarly research in the SE field has evolved significantly over the past decades, marked by a series of distinct publication periods that reflect the dynamism and growth of research. The comprehensive analysis categorizes the distribution of 1,787 articles across these periods, detailed in Table 8.

The early years, prior to 2008, serve as the foundational period with an emerging body of literature having 9 articles. This time frame represents the early stages of research in the discipline when pioneers were beginning to explore the

Table 8. Number of Articles per Publication Periods

Year	No. of articles
Pre 2008	9
2008-2011	7
2012-2014	13
2015-2017	204
2018-2019	389
2020-2021	498
2022+	667
Grand Total	1787

field. The period from 2008 to 2011 saw a slight increase to 7 articles which reflects a growing academic curiosity and the preliminary development of foundational studies. The interval from 2012 to 2014 exhibits a continued upward trend with 13 articles, indicative of a steadily increasing interest in the field and an expanding community of scholars. A significant increase in scholarly contributions is observed between 2015 and 2017, with 204 articles being published. This period can be seen as a tipping point, signalling a shift toward a more mature phase of research. This trend of accelerated growth is further enhanced during the period of 2018-2019 with the publication of 389 articles. This substantial increase may correspond with significant technological advancements or paradigm shifts in methodology. The increase continues in 2020 and 2021, with 498 articles contributing to the field, underscoring a period of intense academic productivity and possibly reflecting the impacts of global or societal changes during that time. The most current period, starting from 2022 and continuing onwards, has 667 articles. This historical analysis not only presents the quantitative growth of literature but also highlights the

evolution of research topics, methodologies, and theoretical frameworks that define the field's future directions.

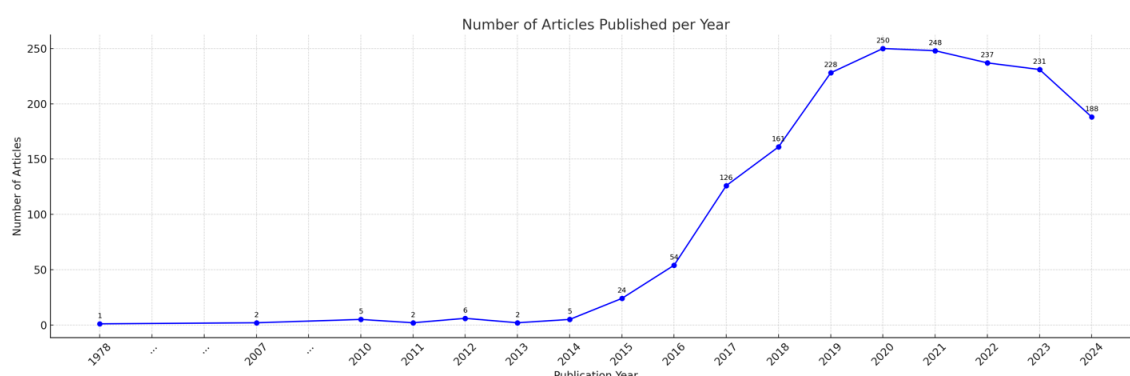


Figure 22. Number of articles published per year

The line chart in Figure 22 presents the number of articles published annually from 1978 to 2024, with ellipses ("...") indicating no publications between 1978 & 2007 and 2007 & 2010. A notable increase begins in 2010, with a peak in 2020, before stabilizing towards 2024. In conclusion, the chart provides an overview of the publication trends over the selected period, highlighting both the absence of published work in the initial decades and the exponential increase in academic output in the field's recent history.

4.2.2 Category analysis

The result of the content analysis reveals 13 categories for SE literature. Figure 23 and Table 9, respectively, show percentage distribution of these categories and their frequency. The three leading categories are “social and economic implications of the SE” (13.71 per cent), “ethical, security and safety aspects of the SE” (14.49 per cent), and “industry specific impact of SE” category representing 16.34 per cent of SE literature. "Consumer dynamics in SE" and "sustainability dimension of SE" also represent substantial proportions, at 10.58% and 9.18% respectively, indicating intense scholarly interest in the environmental aspects and consumer focus of the SE.

Percentage Distribution of Categories

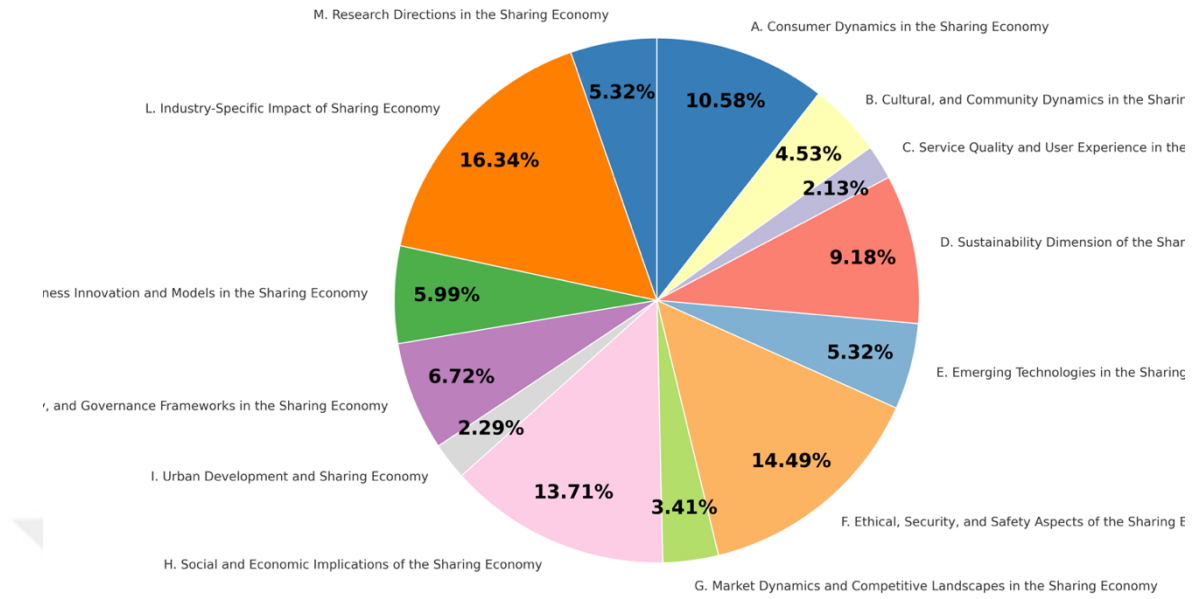


Figure 23. Percentage distribution of categories

Conversely, areas such as "service quality and user experience in the SE" and "urban development and SE" account for smaller fractions, suggesting potential gaps or specialized areas of interest in the existing literature.

Table 9. Frequency of Categories

Categories	Frequency of Articles	% of Articles
A. Consumer Dynamics in the SE	189	10.58%
B. Cultural, and Community Dynamics in the SE	81	4.53%
C. Service Quality and User Experience in the SE	38	2.13%
D. Sustainability Dimension of the SE	164	9.18%
E. Emerging Technologies in the SE	95	5.32%
F. Ethical, Security, and Safety Aspects of the SE	259	14.49%
G. Market Dynamics and Competitive Landscapes in the SE	61	3.41%
H. Social and Economic Implications of the SE	245	13.71%
I. Urban Development and SE	41	2.29%
J. Legal, Regulatory, and Governance Frameworks in the SE	120	6.72%
K. Business Innovation and Models in the SE	107	5.99%
L. Industry-Specific Impact of SE	292	16.34%
M. Research Directions in the SE	95	5.32%
Grand Total	1787	100.00%

4.2.2.1 Social and economic implications of the SE.

The category "social and economic implications of the SE" is the most represented one in the analysis, comprising articles that explore how the SE is redefining work, affecting income distribution, and impacting local economies. The category includes articles that investigate the broader effects of the SE, including its role in economic trends and the issues it raises around social justice and equity. These studies reveal the influence of demographic factors on the growth of the SE and underscore the importance of understanding its diverse consequences on society and economies at both local and broader scales. Recent research in this area has explored:

- the transformation of human resources within the food-delivery sector, highlighting job motivations and stressors for food-delivery workers (Pearl et al., 2023);
- how digitalization impacts unemployment and the structural changes in employment due to the SE (Fodranová and Antalová, 2021);
- the role of digital platforms in creating job opportunities and their effect on labour market policies (Galeeva and Ishtiryakova, 2020);
- the impact of the SE on individuals' financial status and its contribution to economic and social inequalities (Garcia, 2017; Schor, 2017);
- the effect of the SE on income inequality and household bankruptcy, with a case study on Uber (Nian et al., 2020);
- labour conditions, social connections, and inequalities within the SE, along with millennials' engagement and consumption patterns (Schor and Attwood-Charles, 2017; Djumrianti and Osseo-Asare, 2021; Godelnik, 2017).

Together, these articles present a comprehensive picture of the social and economic implications of the SE, revealing intersections around labour market transformations, economic inequalities, and the changing nature of consumption.

4.2.2.2 Ethical, security, and safety aspects of the SE.

The "Ethical, Security, and Safety Aspects of the SE" category, standing as the second most prominent in the analysis with 218 articles, explores the foundational issues of trust, ethics, and consumer protection within SE platforms. This category includes safety concerns, the role of trust in relationships between users and providers, the ethical dilemmas and cybersecurity threats that arise in digital transactions. Additionally, the category has articles underlying the challenges posed by the COVID-19 pandemic, which has influenced consumer behaviour and operational standards in the SE.

Key themes include the exploration of digital ethics and the importance of cybersecurity, reflecting the urgent need for robust mechanisms to safeguard user data and ensure privacy. Articles within this category also critically assess health and safety regulations, spotlighting the gaps and the need for measures to protect all stakeholders involved. Recent studies have investigated:

- the impact of ethical perceptions on consumer participation and value co-creation in SE platforms, highlighting the roles of privacy, security, and shared value (Nadeem et al., 2021);
- the dynamics of CC, focusing on the lesser importance of economic motivations compared to environmental concerns and the barriers such as materialistic tendencies and perceived risks (Bhalla, 2023);
- how media capabilities like synchronicity and anonymity influence trust in SE exchanges, offering insights into trust-building strategies (Harrison et al., 2023);
- a proposal for a ubiquitous monitoring system in SE apartments to improve safety and community communication (Yeon-Sun and Chang-Hee, 2016);

- organizational strategies during the COVID-19 pandemic within the SE, detailing a framework to address needs and promote resilience (Mont et al., 2021);
- challenges around privacy and the reluctance to share negative experiences, with a focus on how privacy concerns and anonymity can influence review behaviour (Zhu and Grover, 2022).

Collectively, these articles contributed to understanding of the ethical, security, and safety dimensions within the SE, providing insights into building trust, protecting consumers, and navigating the challenges during global crises.

4.2.2.3 Industry specific impact of SE.

The category "Industry-Specific Impact of SE" ranks closely in importance, examining in detail how SE models influence and alter various industry sectors. With 217 articles, it sheds light on a broad array of applications, from revolutionizing hospitality through platforms like Airbnb to reshaping transportation through ride-sharing services. This category not only covers the significant influence on logistics and supply chain management but also delves into less traditionally explored areas like the fashion and energy sectors, indicating the SE's broad reach.

Furthermore, it assesses the SE's impact on the public sector, necessary changes in services and policy adaptations. Each theme within this category uncovers the impacts of the SE, showcasing its potential to innovate in and challenge diverse industries. This comprehensive exploration underlines the SE's role as a key driver of industry-specific transformations, highlighting its extensive influence and adaptability. Recent inquiries have focused on:

- a systematic review of the SE in hospitality and tourism, identifying key drivers, disruptive models, and regulatory challenges, and highlighting the sector's transformative impact (Kuhzady et al., 2021);
- analysis of tourism's SE ecosystem, noting both advantages and limitations (Valentinas et al., 2021);
- the exploration of ridesharing's influence on mobility, vehicle ownership, and traffic (Benjaafar et al., 2022);
- relevance of the SE to logistics and supply chain management (Ocicka and Wieteska, 2017);
- an examination of a local authority's efforts to cultivate a public sector SE in the North of England, shedding light on the complexity of public sector sharing and the emergence of hybrid sharing forms (Cheetham and Lever, 2021);
- discussion on the varied roles of the public sector within the SE and its implications for public values (Hofmann et al., 2019);
- an investigation into new luxury consumption forms within the SE (Christodoulides et al., 2021);
- a review of energy communities in the SE, addressing technical obstacles and policy considerations (Cuenca et al., 2021).

The comprehensive exploration underscored the SE's role as a key driver of industry-specific transformations, illustrating its extensive influence and adaptability.

4.2.2.4 Consumer dynamics in the SE.

The category "Consumer Dynamics in the SE" which includes 162 articles, focuses on understanding how individuals engage with and are influenced by SE models. This exploration uncovers consumer interactions, adoption of sharing services, awareness

and perceived advantages, roles of consumers as both producers and users. Themes under this category also delve into the psychological aspects of consumer behaviour, examining how individual traits and motivations shape engagement with sharing platforms. Additionally, the category investigates the broader impact of the SE on consumer lifestyles, highlighting how participation alters behaviours, attitudes, and overall living patterns. Key factors influencing consumer decision-making in the SE, such as cost, convenience, and trust, are scrutinized to understand what drives individuals towards these services. Collectively, these themes provide a comprehensive view of the consumer experience in the SE, highlighting the relationship between users and this evolving marketplace. Recent research has examined:

- how internal and external factors affect young consumers' intentions in the SE, with a focus on trust and social norms in tourism (Martinez-Gonzalez et al., 2021);
- motivations behind different SE forms, revealing economic, social and environmental influences on user and provider participation (Böcker & Meelen, 2017);
- operational drivers on platforms like Airbnb and Uber, including enjoyment and cost-saving and their impact on usage intentions (Chiang et al., 2021);
- personality traits' influence on attitudes towards CC in the luxury fashion sector (Navia et al., 2021);
- the influence of consumer values on the acceptance and adoption of Product-Service Systems for collaborative consumption (Piscicelli et al., 2015).

These representative studies demonstrated that while economic factors are significant, social influence, environmental considerations, and individual psychological traits also play a crucial role in shaping the consumer landscape of the

SE. Contrasting motivations between different user groups and service types also pointed to a complex set of factors influencing consumer dynamics.

4.2.2.5 Sustainability dimension of the SE.

The "Sustainability Dimension of the SE" category, which contains 127 articles, focuses on the environmental and resource conservation impacts of SE practices.

This area of research uncovers how SE platforms encourage mindful consumption and socially responsible behaviours, highlighting the potential for these models to foster a more conscientious approach to consumption among individuals.

Additionally, the category explores strategies for efficient resource distribution and optimization within the SE, aiming to understand how these platforms can enhance the allocation of resources between users and providers to maximize utility and minimize waste.

A significant portion of the research is dedicated to examining the environmental benefits and challenges associated with the SE. Studies within this category investigate the extent to which sharing models contribute to sustainability goals, such as reducing waste and optimizing the use of resources. Through this comprehensive analysis, the category sheds light on the critical role the SE could play in advancing sustainable practices and promoting a more environmentally responsible consumption paradigm. Recent research on this category has investigated:

- effectiveness of SE initiatives like Hong Kong's 'Waste-no-mall' project in promoting sustainable consumption and reducing environmental harm (Lai & Ho, 2020);

- a dynamic allocation model for bike-sharing systems to improve operational efficiency and reduce CO2 emissions, demonstrating the environmental benefits of SE solutions (Kamano et al., 2023);
- consumer behaviour towards laundromat usage in Japan and Thailand, analysing the values driving shared laundry facility use and suggesting policy recommendations for sustainable practices (Moon et al., 2021).

In conclusion, the scholarly work within this category provides valuable insights into the environmental advantages of the SE while also addressing the challenges that come with these new consumption models. These studies collectively suggest that the SE could lead society toward more sustainable habits if it is fully understood what motivates or prevents users and providers from choosing environmentally conscious options.

4.2.2.6 Legal, regulatory, and governance frameworks in the SE.

The category "Legal, Regulatory, and Governance Frameworks in the SE" including 113 articles, explores the legal and governance challenges faced by SE models. This area examines how the SE is reshaping ideas about ownership and property rights, as traditional concepts adapt to new forms of CC. The category also looks at governance in the SE, investigating how these platforms are managed and regulated through specific structures and policies. Furthermore, the impact of government regulations on the SE is a key focus area, looking at how laws and policies influence the operation and growth of these platforms. Issues related to setting prices in a regulated market are also discussed, highlighting the challenge of balancing competitive pricing with regulatory compliance. Recent research has explored:

- regulation and reputation in the SE, focusing on quality control by online communities (Ranchordás, 2019);
- peer-to-peer product sharing's impact on ownership, usage, and social welfare (Benjaafar et al., 2019);
- similarities and differences between the SE and fractional ownership (Pasimeni, 2021);
- governance's effect on CC communities, the role of governance in trust and cooperation (Hartl et al., 2016);
- 'Sharing City' concept and governance strategies, different framings of the SE and governance responses (Vith et al., 2019);
- the government's role in trust, transparency, and security within the SE (D'Hauwers et al., 2020);
- price competition models in SE service markets (Lee, 2020).

These articles collectively highlight the complexities of adapting traditional regulatory systems to new forms of CC, the economic implications of SE models, and the evolving role of governance in ensuring equitable, efficient, and sustainable sharing practices.

4.2.2.7 Business innovation and models in the SE.

The "Business Innovation and Models in the SE" category, with a total of 102 articles, investigates the innovative business strategies and models that form the SE. This area of research identifies and examines the opportunities for entrepreneurship within diverse sectors. Another key aspect under this category is the exploration of value co-creation mechanisms, where the collaborative efforts of users and providers lead to enhanced service quality and enriched user experiences. This category

emphasizes the participatory nature of the SE, where value is not just exchanged but collaboratively created. Additionally, the category focuses on the diversity of business models and revenue streams that sustain the SE, offering insights into how these platforms generate profit. Service innovation and design are also key focuses, with studies aimed at discovering how SE services are designed and improved to effectively meet user needs. Overall, the category sheds light on the dynamic and evolving nature of business within the SE, illustrating the sector's capacity for innovation and its impact on traditional business landscapes. Recent studies under this category have focused on:

- analysis of SE's role in entrepreneurship, integration with current business and digital platforms (Anwar, 2023);
- value co-creation and consumer responses, importance of corporate social responsibility (Nadeem & Salo, 2023);
- identification of patterns in SE business models, framework for analysing SEBMs (Curtis, 2021);
- platform user interface and design through netnography, typology of platforms based on technological capabilities (De Rivera et al., 2017);
- the evolution and diversification of a SE mobility platform from non-profit to for-profit, leveraging resources for competitive advantage (Guyader and Piscicelli, 2019).

Together, these articles emphasize the dynamic and evolving nature of business within the SE. These discussions collectively illustrate the sector's capacity for innovation, the importance of participatory value creation, and the impact on traditional business landscapes.

4.2.2.8 Emerging technologies in the SE.

The "Emerging Technologies in the SE" category, with 92 articles, examines the key technologies driving the SE. It looks at how mobile technology enhances user access and convenience, and the Internet of Things (IoT) increases service quality. The research also investigates blockchain's role in ensuring secure, transparent transactions, the use of data analytics for understanding user behaviour, and how financial technology integrates into SE platforms. Additionally, it considers Artificial Intelligence (AI)'s impact on service personalization and efficiency. Through these explorations, the category highlights the collaborations between technological innovation and the SE, pointing to a future where technology continues to drive evolutionary changes in how sharing-based services are delivered and experienced.

A recent stream of literature has studied:

- accommodation sharing challenges during COVID-19, developing an AI-driven collaboration tool showcasing AI's potential in the SE (Cheng et al., 2022);
- social media's role in trust and reliability (Prada & Iglesias, 2020);
- IoT big data's impact for business model growth analysis and economic benefits (Yin, 2022);
- blockchain's philosophical and practical effects, its challenge to traditional marketing and creation of trustless sociality (Haynes & Hietanen, 2023).

Together, these studies emphasize the crucial role of emerging technologies in advancing the SE. These technologies are essential to its evolution, offering novel solutions for improving service delivery, ensuring transaction security, and increasing user engagement and trust.

4.2.2.9 Research directions in the SE.

The "Research Directions in the SE" category, consisting of 91 articles, acts as an overview of scholarly work in this area, identifying key research topics and themes. It focuses on theoretical and conceptual frameworks to understand the SE, covering a variety of topics such as consumer behaviour, regulation, technology, and sustainability. This category highlights the evolving nature of SE research and points to future areas of study, emphasizing its growing importance in academic studies.

Recent research on this theme has investigated:

- a scientometric review of SE scholarship (Klarin and Suseno, 2021);
- a typology distinguishing between collaborative and ABC (Khalek and Chakraborty, 2023);
- a systematic review on CC, noting a shift from demand to supply analysis (Wei et al., 2021);
- consumer behaviour in CC through systematic review (Kansal and Bhalla, 2023);
- a bibliometric analysis on SEBMs (Duan, 2023a,b);
- efforts to clarify and organize the understanding and definition of the SE (Schlagwein et al., 2020).

The studies collectively highlight the importance of conceptual clarity, the broad impact of the SE across various sectors, and the pivotal role of innovation and consumer behaviour. This overview not only captures the complex characteristics of the SE but also outlines potential avenues for future investigations.

4.2.2.10 Cultural and community dynamics in the SE.

The "Cultural and Community Dynamics in the SE" category, with 77 articles, examines how culture and community shape the SE. It highlights the impact of social

media on user engagement and the visibility of sharing services. The research also looks at how cultural differences affect the use of sharing models, underlining the need for platforms to accommodate diverse cultural backgrounds. Additionally, it explores how virtual communities build trust and social connections, emphasizing the role of social capital in facilitating SE activities. This category provides insights into the role of culture and community in the growth of SE services. Recent research on this category has investigated:

- digital marketing strategies supporting growth in the SE (Key, 2017);
- cultural differences in CC between Romania and Italy (Ianole-Calin et al., 2020);
- the effect of cultural dimensions like collectivism and uncertainty avoidance on peer-to-peer exchange intentions across various countries, offering a global perspective (Gupta et al., 2019);
- stakeholder collaboration dynamics in the SE (Cui et al., 2022);
- the integration of online and offline communities in the SE, focusing on geographic and relational aspects on the Ecomodo platform (Vaskelainen and Piscicelli, 2023).

Together, these articles enriched the studies on cultural and community dynamics by offering insights into how digital marketing, individual cultural values, and stakeholder collaboration play important roles in shaping the consumer landscape and the operational efficacy of SE services.

4.2.2.11 Market dynamics and competitive landscapes in the SE.

The "Market Dynamics and Competitive Landscapes in the SE" category, consisting of 59 articles, explores how the SE is reshaping markets, and the reasons service providers join this growing model. This research is vital for understanding how sharing platforms disrupt traditional industries with new services and models. It

examines the effects of the SE on market competition, uncovering the challenges and opportunities for established businesses to adapt. The studies also investigate service providers' motivations, highlighting the mix of financial, personal, environmental and community factors that attract them to the SE. This category provides insights into the relationship between innovation, competition, and market change in the SE. Recent research on this category has focused on:

- the impact of competition among two-sided platforms on worker payment strategies and consumer attraction (Zhang et al., 2022);
- factors contributing to service providers' engagement in peer-to-peer ride sharing (Jiang et al., 2021);
- SE's influence on marketing practices (Eckhardt et al., 2019).

These articles enriched the understanding of how the SE is reshaping market dynamics and competition, shedding light on the motivations driving service providers and the broader implications for businesses and marketing practices.

4.2.2.12 Urban development and SE.

The "Urban Development and SE" category, with 40 articles, examines how SE impacts urban areas, focusing on urban planning, housing, and transportation. This body of research is essential for understanding the role of sharing services in shaping city landscapes and infrastructure by looking at how sharing practices affect housing markets, public transportation, and the economy, showing their broad influence on urban life. The category also considers SE's contribution to smart city projects, enhancing urban mobility and sustainability. Recent research on this category has investigated:

- the impact of the SE on urban sustainability from city governments and applications' perspectives (Enochsson et al., 2021);
- the transformation of urban life by the SE and mobile internet (Chen, 2017);
- the relationship between the SE and smart cities (Kozlak, 2020).

These articles provide a clear view of the SE's role in urban development. The collective body of work highlights both the potential benefits and challenges posed by the SE to urban development, emphasizing the need for thoughtful integration of sharing practices into urban planning and policy to create more connected and sustainable cities.

4.2.2.13 Service quality and user experience in the SE.

The "Service Quality and User Experience in the SE" category, with a total of 37 articles, centres on the critical aspects of platform design and service management that determine user satisfaction and engagement. This research area is pivotal in identifying the key factors that contribute to a positive user experience, encompassing the design, usability, and accessibility of SE platforms. Studies within this category emphasize the importance of user interface and service design, how platforms address different accessibility needs, linking them directly to user satisfaction and platform longevity. The category also explores how SE platforms manage and improve service quality through monitoring, feedback collection, and improvement processes. Recent research on this category has focused on:

- the impact of users' psychological and practical needs on their experience with mobile applications (Geng & Guo, 2022);
- determinants of customer satisfaction or dissatisfaction in SE services (Huang & Kuo, 2020).

The research in this category advances the understanding of how platform features and service management practices are instrumental in shaping positive experiences for users of SE services. The insights gathered from these studies suggest that attention to both user needs and service quality is vital for the growth and sustainability of platforms in the SE.

4.3 Direction and progression of categories over time

The development of the SE is marked by a clear progression, observed through the changing focus of academic articles over time. By examining the number of articles across different categories, stages that reflect the evolution of this sector can be observed. Starting with the early online platforms and moving towards the integration of advanced technologies, each phase brings a new dimension to the SE. This analysis aims to provide a straightforward yet comprehensive overview of how these categories have emerged and grown in scholarly attention, offering insights into the changing landscape of the SE.

To get a better understanding of the direction and progression of the SE literature over time, categories of articles over years are analysed in detail in Table 10, which presents the number of articles per category per publication period. The findings are discussed according to Figure 24, where percentage distribution of categories is calculated in terms of time periods.

The development of the SE is well-documented through the lens of changing focus of academic articles over time. By examining the number of articles across different categories, each period that reflects the key points and challenges of the times can be observed. Starting with the early online platforms and moving towards the integration of advanced technologies, each period brings a new dimension to the SE.

This analysis aims to provide a comprehensive overview of how these categories have emerged and grown in scholarly attention, offering insights into the changing landscape of the SE.

Table 10. Category Analysis of 1,787 Articles for Each Publication Period

	Pre 2008	2008- 2011	2012- 2014	2015- 2017	2018- 2019	2020- 2021	2022+	Total
Cat. A	1	1	0	22	39	57	69	189
Cat. B	1	1	2	10	18	23	26	81
Cat. C	0	0	0	3	11	11	13	38
Cat. D	4	2	3	15	30	40	70	164
Cat. E	0	0	0	6	19	29	41	95
Cat. F	0	0	2	18	49	68	122	259
Cat. G	0	0	0	7	19	21	14	61
Cat. H	0	0	0	42	65	73	65	245
Cat. I	0	0	0	4	18	13	6	41
Cat. J	1	0	0	24	38	26	30	120
Cat. K	0	0	1	10	28	23	45	107
Cat. L	1	0	2	28	45	77	139	292
Cat. M	1	3	3	15	10	37	27	95
	9	7	13	204	389	498	677	1787

Period 1: Inception of online sharing platforms (Pre 2008)

The term "SE" first appeared in academic literature in 1978 through the work of Felson and Spaeth (1978), however, it attracted little focus until a significant interest emerged around 2010. During the late 1990s to late 2000s, peer-to-peer platforms like eBay and Craigslist pioneered the online sharing space. Scholarly articles were few, as indicated by the minimal frequencies across all categories. The notable exception is in the “Research Directions in the SE” and “Cultural, and Community Dynamics in the SE” categories, offering early insights and projecting the future implications of these platforms.

Period 2: Rise of SE giants (2008-2011)

The late 2000s to early 2010s saw the rise of influential platforms like Airbnb and Uber. This period marked an increase in scholarly attention to “Consumer Dynamics in the SE” and “Market Dynamics and Competitive Landscapes in the SE”. The rise of these platforms between 2008 and 2011 positioned them as icons of the SE's disruptive potential and commercial success, laying the groundwork for the substantial academic interest that emerged in the subsequent years.

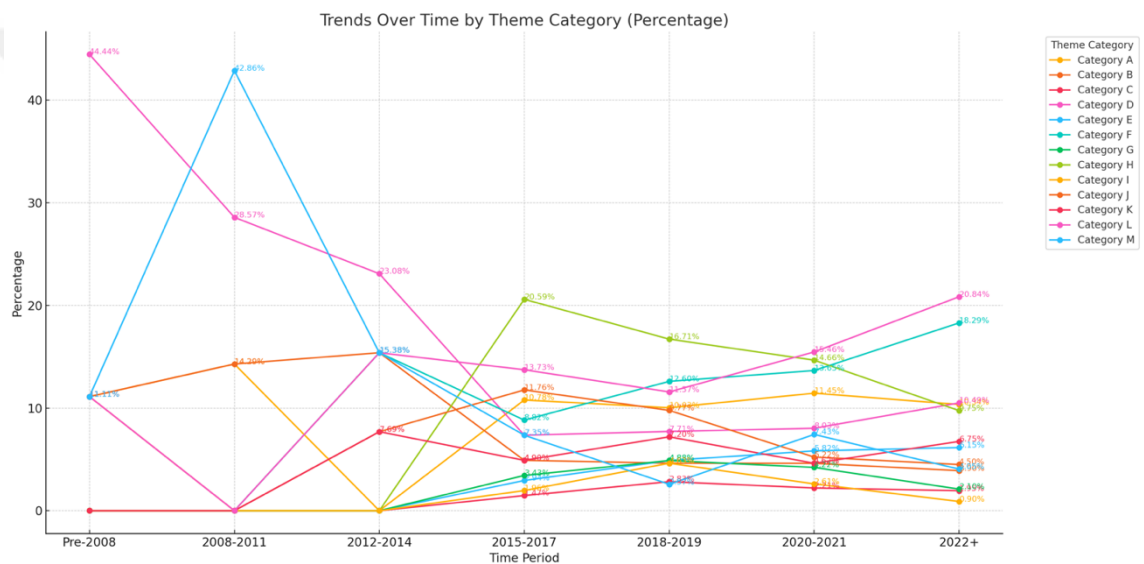


Figure 24. Percentage distribution of categories for each publication period

Period 3: Expansion and diversification (2012-2014)

The early 2010s witnessed a diversification of the SE into various sectors, as reflected in the growth of literature within “Industry-Specific Impact of SE”. This suggests that the academic community started to pay closer attention to the broader applications of the SE model and its implications for sustainable practices.

Period 4: Regulatory battles and global expansion (2015-2017)

The mid-2010s brought global regulatory challenges for platforms, notably Uber and Airbnb and ethical discussions prompting an increase in the “Legal, Regulatory, and Governance Frameworks” and “Ethical, Security, and Safety Aspects of the SE” categories. As a result of this, there was a focus on addressing the challenges of integrating the SE into current legal frameworks and the global market.

Period 5: Maturation and professionalization (2018-2019)

The late 2010s saw the SE platforms offering more standardized services, as seen in Airbnb's high-quality accommodation options. This professionalization trend is captured in the rising number of articles in “Service Quality and User Experience in the SE” and “Business Innovation and Models in the SE” categories, reflecting the sector's move towards maturity.

Period 6: Sustainability and social impact (2020-2021)

Entering the 2020s, a substantial increase in articles in “Sustainability Dimension of the SE” and “Social and Economic Implications of the SE” categories present a shift toward addressing environmental concerns and the social impact of SE practices.

Period 7: Technological advancements and future directions (2022+)

The current period shows a continuing trend in “Emerging Technologies in the SE”, indicating a strong academic interest in the potential of AI, IoT, and blockchain technologies to revolutionize the SE. The “Industry-Specific Impact of SE” category also sees a rise, suggesting a focus on how these technologies are set to shape specific sectors within the SE. Additionally, based on the data, the “Urban

Development and SE” category is gaining attention, aligning with the smart city concept where both technology and citizen engagement play significant roles.

In conclusion, the distribution and frequency of academic articles across various categories of the SE presents a relation with the development of this economic paradigm. Each period's defining events have directed scholarly focus, from conceptual frameworks to technological implications, showing a growing increase in complexity and specialization in the research landscape.

4.4 Journal analysis

The results of the journal analysis are presented in Figure 25, showing the names of the journals that published seven or more articles on SE over the years. The remaining journals that published seven or less articles were grouped under "Other". The figure showcases the prevalence of SE research across various academic journals, with “Sustainability” leading the publication count, with a total of 89, indicating a robust interdisciplinary interest in this concept. Subsequently, “Journal of Business Research” and the “Technological Forecasting and Social Change” have 50 and 42 articles respectively, making them significant contributors to the literature as well. "Journal of Cleaner Production" has contributed 35 articles, which indicate a link between the SE and environmental sustainability topics. "International Journal of Contemporary Hospitality Management" and "International Journal of Hospitality Management" have 27 and 26 articles, respectively, demonstrating the SE's importance in the field of hospitality management. The figure continues with descending counts of articles in other journals, such as "Electronic Commerce Research and Applications" with 21 articles and "Current Issues in Tourism" with 18

articles, down to journals that have published fewer articles, indicating a more moderate engagement with the topic.

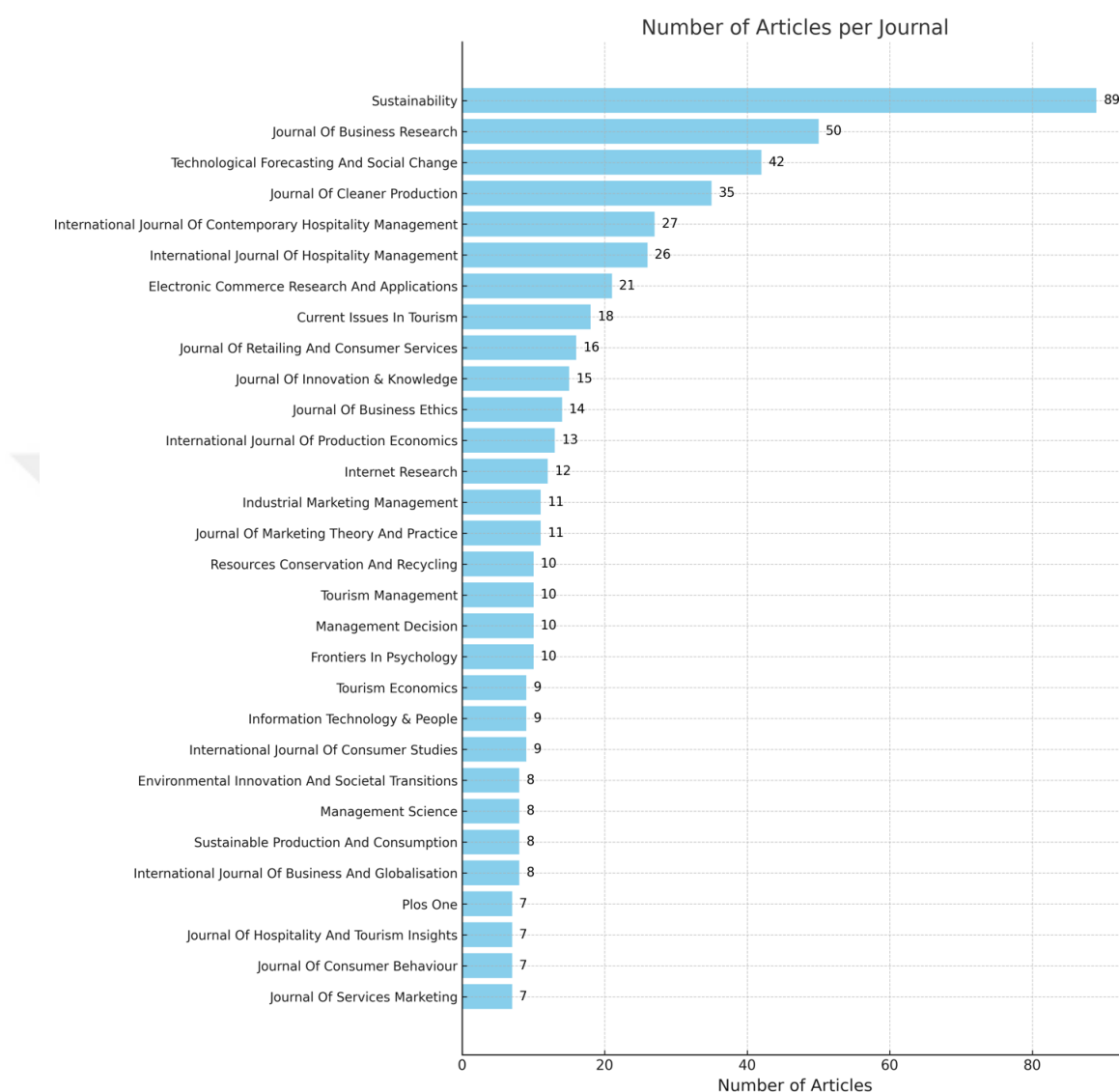


Figure 25. List of Journals with Number of Articles Published

The presence of journals from diverse fields, including marketing, psychology, tourism, management science, and environmental studies, suggests that the SE is a multi-disciplinary research area with broad interest across different academic domains. This distribution of articles across various journals reflects the multilayered nature of the SE as a subject of study, with implications and applications in sustainability, business, technology, hospitality, and beyond.

4.5 Methodological approach analysis

The analysis of 1,787 articles published from the earliest studies up to end of 2024 shows distinct trends in research methods used in the SE literature. As presented in Figure 26, quantitative research is the most common, with 513 articles using surveys, statistical analyses, or structured data to test ideas and measure outcomes. This shows that researchers in this field often prefer clear, data-driven results. Empirical modelling or simulation is also widely used, found in 218 articles. These studies use computational models to represent SE systems, which helps both theory and practice by allowing for complex scenario analysis. Qualitative research (205 articles) and conceptual papers (183 articles) are also frequently utilized. Qualitative studies often involve interviews or content analysis, offering deep insights into how SE platforms affect people and communities. Conceptual papers, meanwhile, help build theories or introduce new perspectives to the field. Mixed methods (167 articles), literature reviews (127 articles), and case studies (106 articles) appear regularly, but less often than quantitative or modelling approaches. These methods are often chosen to provide a fuller picture by combining different types of data or focusing closely on individual examples. Experimental studies (63 articles) and bibliometric or meta-analysis studies (37 articles) are employed less often.

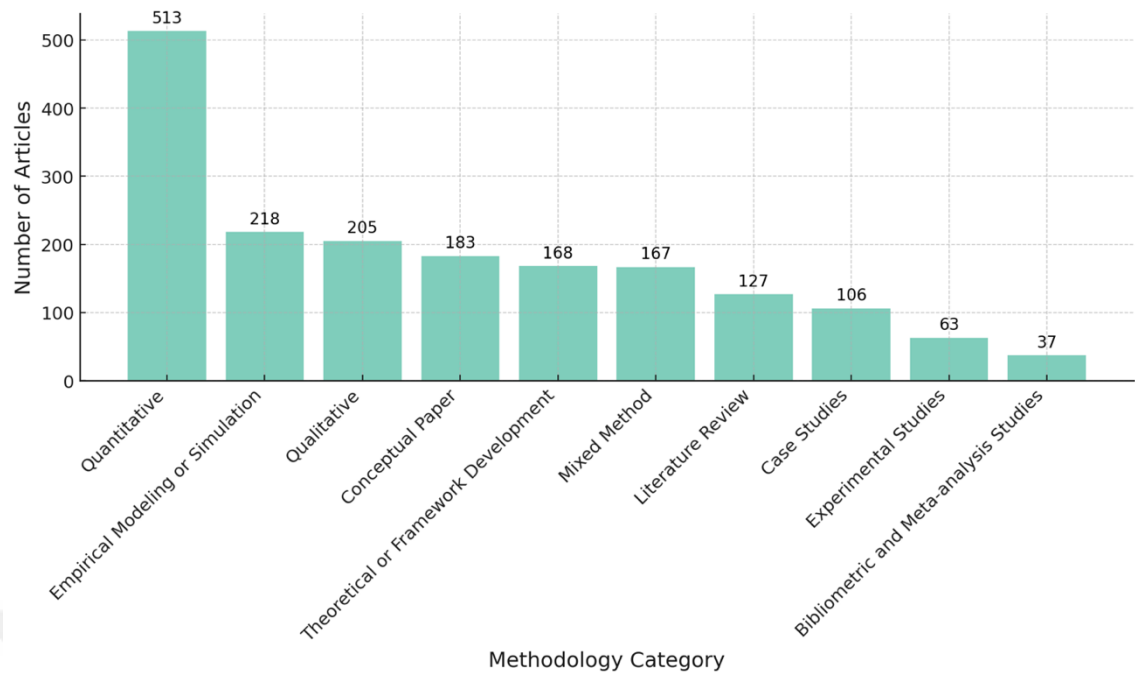


Figure 26. List of methodologies with number of articles published

This highlights the potential for future research, particularly for studies employing experimental designs or systematic syntheses of existing findings.

The methodology categories examined in this review are:

- Conceptual Paper
- Qualitative
- Mixed Method
- Quantitative
- Literature Review
- Case Studies
- Experimental Studies
- Theoretical or Framework Development
- Empirical Modelling or Simulation
- Bibliometric and Meta-analysis Studies

Each article was categorized according to these categories, ensuring that the full range of methodological approaches in SE research is covered and making it easier to identify both common trends and research gaps.

The temporal distribution of methodological approaches in SE research, as illustrated in Figure 27, shows clear shifts and developments in research approaches from the earliest studies up to end of 2024. Early foundational years (pre-2010) primarily dominated by conceptual papers, theoretical or framework development, and limited case studies. This period reflects initial exploratory and theoretical groundwork within the SE.

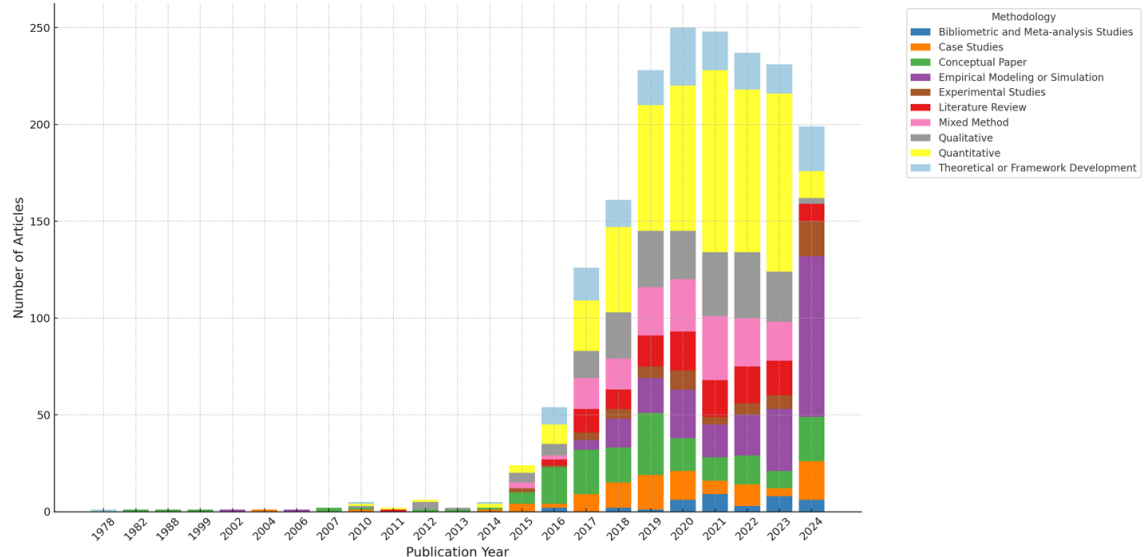


Figure 27. Temporal analysis of methodology trends

Since 2010, there has been significant growth in the number of studies, with a clear increase in quantitative research, particularly between 2016 and 2019 when SE platforms became much more popular. This trend suggests that researchers focused more on testing theories and understanding user behaviour through data, surveys, and statistical methods. Empirical modelling or simulation studies also increased, especially after 2018, and became more common in the years 2021–2024. This trend highlights researchers' increasing focus on using computational and simulation

techniques to model complex interactions and predict behaviours and outcomes within the SE. Qualitative studies remain a consistent part of the literature, highlighting their importance in exploring human and social factors. Mixed methods and literature reviews are also utilized regularly, demonstrating their value in combining diverse forms of evidence and insights. Since 2017, bibliometric and meta-analysis studies have become more common, reflecting the need for systematic reviews as the field develops. Experimental studies, however, are still rare, pointing to a gap and an opportunity for future research to use controlled experiments in the SE.

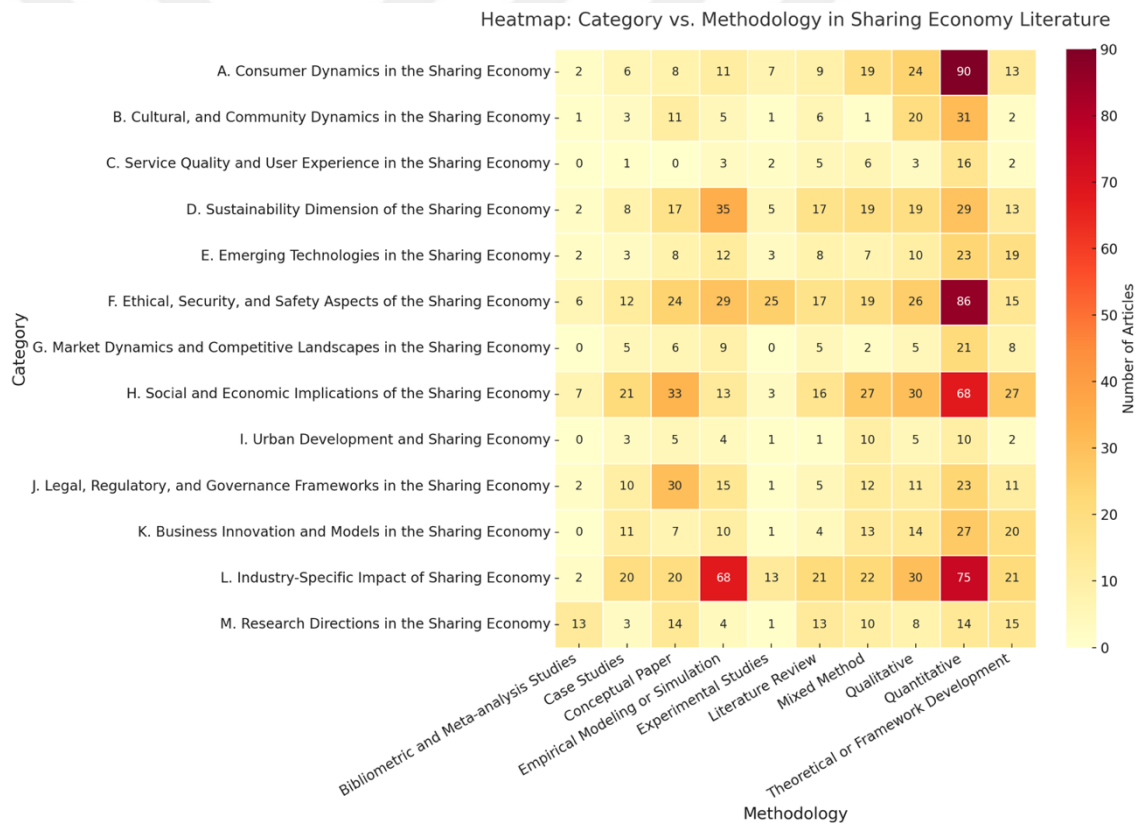


Figure 28. Heatmap analysis of category vs. methodological approach

Overall, the development of methodological approaches up to end of 2024 reflects the growing maturity and diversity of SE research, while also highlighting ongoing gaps and opportunities for future studies.

The heatmap in Figure 28 illustrates the distribution of research methodologies across key thematic categories in SE literature. Quantitative methods are most frequently applied to Consumer Dynamics, Ethical, Security, and Safety Aspects, and Industry-Specific Impact, reflecting a strong emphasis on data-driven research in these areas. Conceptual papers and literature reviews are prevalent in categories such as Social and Economic Implications, Legal, Regulatory, and Governance Frameworks, and Ethical, Security, and Safety Aspects, highlighting ongoing efforts to develop theory and synthesize knowledge in critical domains.

Empirical modelling, simulation, and mixed methods are mainly found in Industry-Specific Impact and Social and Economic Implications, indicating the use of advanced and integrative approaches in these complex areas. Case studies, qualitative research, and experimental studies are notably present in Industry-Specific Impact, Social and Economic Implications, and Cultural and Community Dynamics. These methods are preferred for exploring context-specific or in-depth aspects of the SE. However, experimental studies showed notably fewer intersections across most contexts, marking a clear gap and potential area for future investigation.

Overall, the heatmap demonstrates that while certain methodologies dominate specific categories, there remain under-researched areas and opportunities for greater methodological variety in future studies.

4.6 Contextual analysis

The analysis of 1,787 articles reveals significant differences in research focus among various SE contexts. Each article is classified according to its most appropriate context.

Context categories:

- Accommodation (Airbnb, Couchsurfing)
- Transportation and Mobility (Ridesharing, Car-sharing, Bike-sharing, Scooter-sharing)
- Goods and Item Sharing (Peer-to-peer marketplaces for clothes, tools, electronics, etc.)
- Food and Meal Sharing (Meal-sharing, Food surplus sharing, Home-cooked meal platforms)
- Skills and Service Sharing (TaskRabbit, Freelancing platforms, Personal services)
- Coworking and Shared Workspaces (WeWork, shared offices, shared studios)
- Finance and Crowdfunding (lending, Crowdfunding platforms)
- Knowledge and Education (Skillshare, language exchanges)
- Energy and Utilities Sharing (energy sharing, community solar)
- Healthcare and Wellness (Shared healthcare services, medical equipment sharing)
- Entertainment and Media (Streaming account sharing, peer-to-peer media sharing)
- Fashion and Apparel (Clothing rental, fashion swaps, second-hand apparel)
- Agriculture and Urban Farming (Community gardens, tool sharing, urban farms)
- Logistics and Storage (Shared logistics, shared storage spaces)
- General Sharing Context (Platforms enabling various forms of interactions, not limited to a single sector)

The “General Sharing Context” refers to studies that examine the SE from a broad, cross-sectoral, or integrative perspective, without focusing on a specific application, platform, or sector. This category includes articles analysing platforms that enable various forms of sharing across sectors, as well as conceptual, theoretical, or review papers adopting a holistic view, and research addressing policy, governance, or societal impacts relevant to the SE as a whole. As shown in Figure 29, the General Sharing Context is the most studied category, with 783 articles classified under this context.

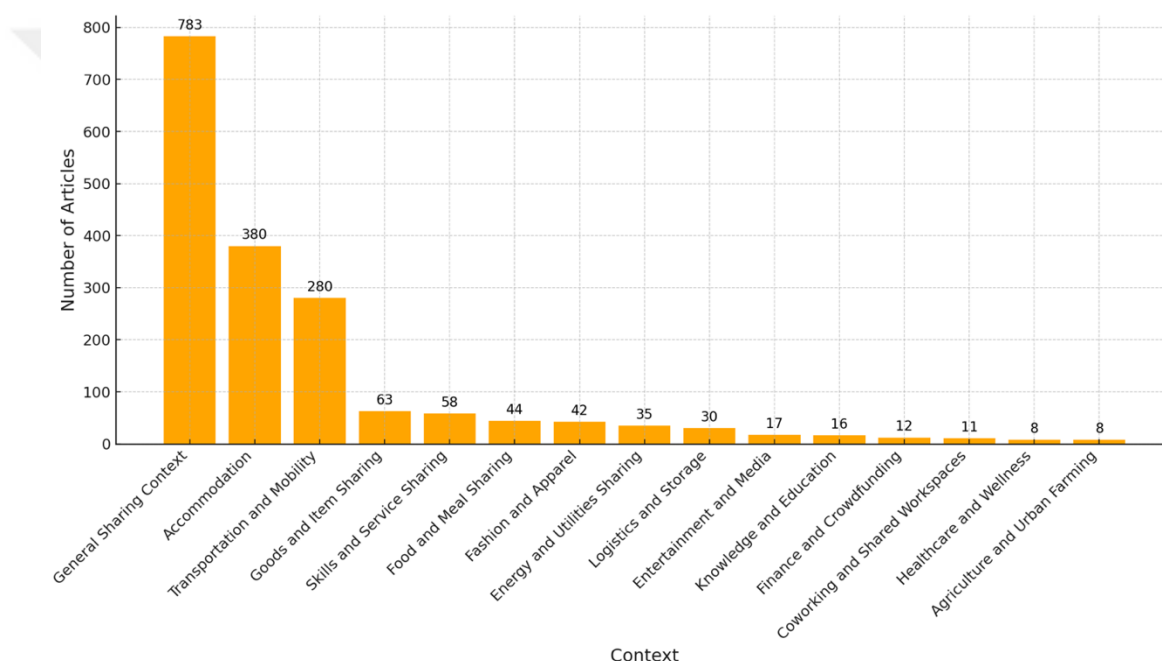


Figure 29. Context list with number of articles published

Accommodation (380 articles) and Transportation and Mobility (280 articles) have also received considerable academic attention, reflecting the major social and economic changes brought by platforms such as Airbnb and Uber. In contrast, areas such as Agriculture and Urban Farming, Healthcare and Wellness, and Coworking and Shared Workspaces are underrepresented in the literature, each with less than 20 articles. These less-explored contexts offer significant opportunities for future research and potential new discoveries.

Figure 30 presents a heatmap analysis of context versus methodology in SE literature. Quantitative methods are the most preferred, particularly in the General Sharing Context, Accommodation, and Transportation and Mobility, demonstrating a clear preference for data-driven approaches in these areas. This methodological profile highlights the important role of the General Sharing Context in building foundational theories, definitions, and frameworks for the SE. It serves as a base for addressing fundamental questions about the nature and impact of SE activities. In emerging contexts such as Agriculture and Urban Farming (with just a few qualitative studies and case studies) and Healthcare and Wellness (represented by a small number of qualitative and theoretical articles), the low number of articles and the use of exploratory methods suggest these fields are still in the early stages of academic research.

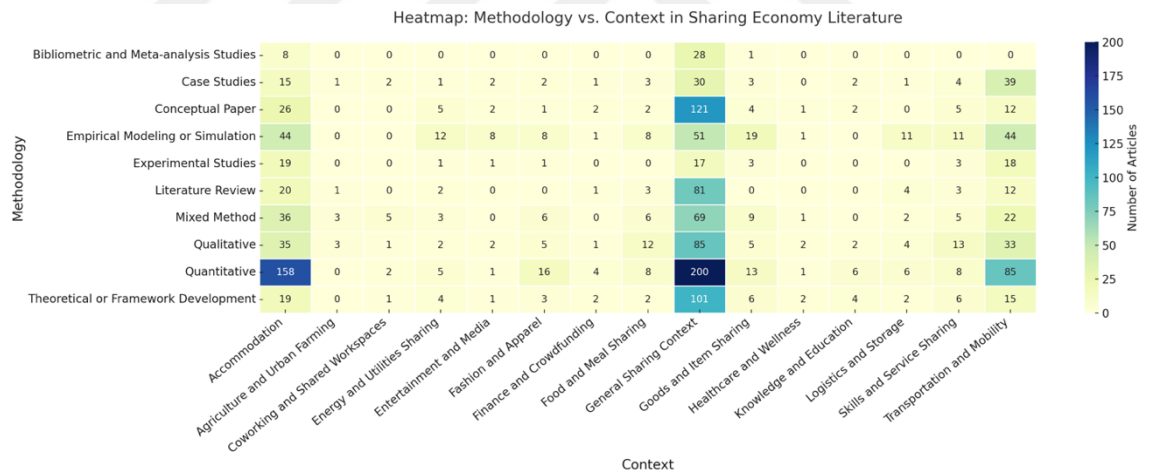


Figure 30. Heatmap analysis of context vs. methodology

4.7 Findings of the content analysis

The analysis presented in this paper, through a content analysis of 1,787 scholarly articles published between 2010 and 2024, has shed light on the expansive and evolving landscape of the SE. This exploration has revealed the growth of SE, supported by digital transformation and societal shifts towards more sustainable,

inclusive, and technologically integrated economic practices. The SE has been shown to significantly influence both micro and macroeconomic landscapes, extending its impact into various sectors including hospitality, transportation, and urban development. Through the aggregation of themes into broader categories, current study highlights the dominant research areas such as “social and economic implications”, “ethical security and safety aspects”, and “industry-specific impacts”. This presents the SE's effect on redefining work, reshaping consumer behaviours and challenging traditional business models while raising important discussions around trust, ethics, and consumer protection within digital transactions.

Moreover, the trend analysis underlines the progress in SE literature, reflecting the sector's maturation from inception to the recent focus on sustainability, technological advancements, and future directions. This development indicates a growing academic and practical interest in integrating technology to enhance the SE model for economic efficiency, social equity, and environmental sustainability. The significant increase in literature focused on sustainability and social impacts indicates the SE's potential to contribute to a more socially responsible and environmentally conscious world.

Furthermore, the distribution of articles across diverse academic journals highlights the interdisciplinary nature of SE research, drawing interest from fields as varied as environmental studies, urban planning, hospitality management and information technology. This diversity not only enriches the field but also opens new avenues for collaborative research of future explorations. Rudewicz's (2018) study of SE services within the Smart City 3.0 framework highlighted the transformative potential of these services in urban development, particularly in enhancing urban living and promoting the smart city concept. Viewed from the perspectives of social

inclusion and resource efficiency, SE services were identified as key elements in the shift toward urban ecosystems that are more interconnected, sustainable and innovative. Concurrently, Kociuba et al. (2023) highlighted technology's role in promoting sustainability and human-centred urban growth with The Smart City Ecosystem Model (SCEM). Building on these insights, future research could focus on exploring the dynamic relationship between the SE and smart city initiatives. As urban areas progressively embrace the Smart City 3.0 and 4.0 frameworks, the SE services play an essential role in achieving their sustainability, innovation and human-centric goals. The SE's role in redistributing unused or underutilized assets, coupled with its ability to build community-based solutions and participatory governance, aligns closely with the goals of creating smart, sustainable urban environments.

The concentration of research in well-established contexts like Accommodation and Transportation is largely driven by data availability, which may result in a narrow view of the SE and an overemphasis on the characteristics of these sectors. While the General Sharing Context is valuable for theoretical development, the ideas developed here should also be tested in more specific areas.

There is a cycle where data-rich and well-understood contexts, such as Accommodation, attract more studies and a wider variety of methods, especially quantitative ones. This leads to their continued dominance in the literature and leaves less-studied or data-scarce contexts underrepresented. To create a more balanced understanding of the SE, there is a need to encourage research in less-explored contexts. This could involve more focus on exploratory and foundational studies, developing context-specific theories, and improving access to data or new ways of collecting data for these areas. Without such steps, research will likely remain

focused on a few dominant sectors, limiting our overall understanding of the SE's diversity and impact.

Despite clear thematic trends, important contradictions remain in SE research, especially regarding social impacts, environmental outcomes, and regulatory responses.

Research on the social implications of the SE reveals notable contradictions. Some studies highlight empowerment, community-building, and cultural exchange opportunities provided by SE platforms (Galeeva & Ishtiryakova, 2020; Pearl et al., 2023). Conversely, others emphasize discrimination, employment insecurity, and negative impacts on local communities, including displacement, digital divides, and accessibility barriers for disabled individuals (Boxall et al., 2018; Garcia, 2017; Schor & Attwood-Charles, 2017). While digital trust mechanisms are widely used, they can sometimes unintentionally enable discrimination or create transactional relationships with low trust (Harrison et al., 2023).

The SE's environmental impact is similarly debated. Positive perspectives focus on resource efficiency, reduced waste, and decreased emissions through platforms like bike-sharing and carpooling (Kamano et al., 2023; Lai & Ho, 2020; Yin et al., 2021). However, critics question these benefits, highlighting increased resource consumption and unintended negative effects, such as higher vehicle use due to ride-sharing or intensified consumerism linked to platforms like Airbnb (Crommelin et al., 2018; Demir & Emekli, 2021). This contradiction suggests a paradox where scaling SE initiatives may compromise their initial sustainability objectives.

Conflicting views also exist regarding SE regulation, balancing innovation against necessary restrictions. A fundamental tension arises between genuine sharing

ethos and commercialization, evidenced by Airbnb's transition from peer-to-peer interactions to professionalized business operations (Demir & Emekli, 2021). Additionally, integrating technologies such as AI and blockchain introduces further contradictions, promising efficiency and transparency while also fostering shallow interactions, privacy concerns, and unintended centralization (Bhalla, 2023; Ilbiz & Kaunert, 2022). Discussions about the SE's legitimacy and governance also raise regulatory concerns, as some platforms might use informal practices for competitive advantage, causing regulatory problems (Chalmers & Matthews, 2019; Hartl et al., 2016; Ranchordás, 2016).

Recognizing these contradictions is critical for achieving a balanced understanding of the SE, guiding future research directions, and informing effective policies and practices.

In conclusion, this content analysis has presented the state of research on the SE, highlighting significant gaps and new trends. The SE encounters both opportunities and challenges. The ongoing digital transformation, supported by emerging technologies such as AI, blockchain and IoT, holds the potential to transform the SE. This transformation offers new avenues for enhancing efficiency, transparency and user engagement while creating novel business models and facilitating innovation. Nonetheless, these technological innovations raise significant concerns regarding privacy, data security, and ethics. As the SE progresses, it becomes crucial for scholars, practitioners, and policymakers to work together to address these issues. Collaboration is essential to ensure that the development of the SE aligns with the objectives of sustainability, equity and social well-being.

It was recognized that, although substantial research has been conducted on consumer behaviour and adoption in the SE, relatively little attention has been

directed toward how personal lifestyle and value orientations intersect with core contextual characteristics of adoption. This was indicated by the content analysis, in which it was observed that, while variables such as trust, regulation, and platform-specific dynamics have been considered, the deeper role of individual value systems and lifestyle dimensions—including materialism, change seeking, philanthropy, and consumer spending self-control—remains underexplored. A clear gap in the existing literature was identified regarding the fundamental motivations of SE usage, specifically the relation between technology-related perceptions and lifestyle characteristics and individual value hierarchies. In response, a quantitative model was designed that integrates these lifestyle scales and value dimensions with the contextual characteristics derived from UTAUT2 and self-efficacy.

By integrating these personal value and lifestyle variables with established contextual factors from UTAUT2, a more comprehensive model was created that addresses not only utilitarian considerations (e.g., perceived usefulness, ease of use) but also emphasizes the importance of psychosocial drivers (e.g., altruism, openness to change) in consumer adoption. These findings were derived from the content analysis, revealing that consumers' core values and lifestyle orientations are essential for capturing the finer details of SE acceptance and continued participation. Ultimately, it is anticipated that this expanded perspective will offer deeper insights into consumer decision-making processes within the SE, thereby informing both theoretical advancements and practical strategies for platform developers, marketers, and policymakers seeking to align SE services with diverse consumer values.

CHAPTER 5

PHASE 2: QUANTITATIVE STUDY

"Measure what is measurable and make measurable what is not so."

— Galileo Galilei

This chapter presents the final research model and outlines the methodological approach for the quantitative segment of this dissertation. It is organized into four subsections: Theoretical Background, Proposed Research Model and Hypotheses, Development of Measurement Instruments, and Sampling and Data Collection Procedures. The final research model integrates insights from the exploratory factor analysis (EFA) conducted on an initial set of contextual characteristics and considers four lifestyle attributes. The questionnaire, serving as the primary data collection tool for the quantitative study, is based on validated scales from existing literature, which have been slightly modified to align with the SE context. The research sample is representative of consumers within the SE in Turkey.

5.1 Theoretical background for phase 2

The theoretical background of the research model elements is provided in detail in the following subsections:

5.1.1 Contextual characteristics

The UTAUT2 model outlines seven characteristics and demonstrates how an individual's perception of these characteristics can predict the rate of adoption of the technology. All contextual characteristics from UTAUT2 theory are reviewed in the

initial set of contextual elements, which are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit.

"Performance expectancy degree to which a person believes that using the system will help him or her to achieve gains in working performance" (Venkatesh, 2003). This expectation may depend on whether the system allows tasks to be completed more quickly and easily, or if it increases the overall output, enhancing both the quality and quantity of the work produced.

Effort expectancy is defined as the "degree of ease associated with the use of the system" (Venkatesh, 2003). It refers to how easy an individual perceives it to be to learn and operate the system, with a focus on minimizing trouble and reducing the time required for mastery.

Social influence is defined as the "degree to which an individual perceives that significant others believe they should use the new system" (Venkatesh et al., 2003). It encompasses the individual's perception that key people in their life either support or oppose their engagement in the behaviour described.

Facilitating conditions are defined as "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). This term refers to the perception that external resources, both technical and organizational, are readily available to assist an individual in using the system effectively. Facilitating conditions has not included in the proposed model, since the items are not well suited with SE context. Instead, self-efficacy scale has been integrated to the contextual characteristics of the model.

Hedonic motivation, also known as perceived enjoyment, plays a crucial role in predicting user acceptance. Defined as "the fun or pleasure derived from using a

technology, hedonic motivation is recognized for its significant impact on the acceptance and usage of technology" (Venkatesh et al., 2012).

Venkatesh et al. (2012) noted that the cost and pricing structure significantly influence consumers' use of technology. Consequently, price value has been incorporated as a predictor of behavioural intention to use technology in the UTAUT2 model.

Both conceptualization and operationalization of habit are cooperating in predicting behavioural intention to use and actual use of technology. Therefore, habit was incorporated as a determinant into UTAUT2. Furthermore, Venkatesh et al. (2012) highlighted that, within the consumer context, habit significantly influences the use of personal technology.

Self-efficacy scale (Bandura, 1986) is reviewed for the contextual characteristics of the research model. Self-efficacy scale is developed to measure the degree of confidence a person has in his/her capability to learn a particular task and competently perform it.

5.1.2 Consumer lifestyle characteristics

Different lifestyles can influence the behavioural intention to adopt SE services and applications, as individuals may perceive the SE differently due to their cultural backgrounds. Thus, to explore this variance, the following four lifestyle scales from the literature have been selected. This selection aims to segment consumers based on these lifestyle categories and to analyse differences in their adoption of SE services.

5.1.2.1 Materialism

Materialism within the SE represents a complex and evolving dynamic that reshapes consumer relationships with objects and traditional materialistic lifestyles. Research indicates that materialism, under specific conditions, can either encourage or inhibit participation in the SE, highlighting varied motivations influenced by cultural backgrounds (Davidson et al., 2018; Habibi et al., 2016). This new paradigm leads to a unique form of materialism where the value placed on experiences often rivals or exceeds the value placed on physical goods. As such, participation in the SE can drive a shift towards more sustainable consumer behaviours, challenging the traditional notions of materialism and its impact on consumption. This interaction between materialism and the SE also depends on cultural dimensions, suggesting that the influence of materialism varies across different cultural contexts. These findings underscore the dualistic nature of sharing and exchange in the SE, which can simultaneously promote sustainability and challenge ingrained materialistic values.

Materialism scale (Richins, 1987) has been selected to measure the emphasis a person places on material things and the belief that those things bring happiness.

5.1.2.2 Change seeking

Change seeking is another scale selected for understanding the lifestyle of consumers of SE. The scale is composed of seven statements measuring the degree to which a person expresses a willingness for change or variation in his/her life (Steenkamp and Baumgartner, 1995). In the realm of consumer behaviour research, the concept of Change seeking as a lifestyle attribute has garnered interest due to its implications for market dynamics and consumer engagement. The scale helps understanding why certain individuals exhibit a higher propensity towards exploratory behaviours,

including variety seeking and innovativeness. The attribute encapsulates the inherent drive within consumers to seek new and varied experiences, significantly shaping their interactions with the market and adoption of new products or services.

5.1.2.3 Philanthropy

Schuyt et al. (2004) delves into the concept of philanthropy, portraying it as a deep commitment to societal welfare rather than just an act of charity. It highlights that philanthropy is driven by motives of stewardship and social responsibility, which extend beyond personal benefits to encompass broader societal impacts. The focus is shifted from individual gains to the collective benefits of philanthropy, emphasizing its role in supporting public goods and non-profit organizations. The scale is designed to assess respondents' beliefs about their personal responsibility towards the public good and to measure attitudes towards philanthropy.

5.1.2.4 Possessiveness

Belk (1988) in his study, emphasized the role of possessiveness in consumer behaviour, illustrating its deep ties with the self-concept influenced by cultural and historical contexts. Possessiveness, often considered an extension of self within various cultures, impacts how individuals relate to ownership and consumption. Historically, as societies evolved from collective to more individualistic orientations, the nature of ownership and the symbolism of possessions also changed, reflecting and shaping the identity of individuals in different cultural settings. In contemporary contexts, where self-identity is increasingly individualized, possessions serve not just practical functions but also as symbols of personal success and social status, complicating the traditional views of possessiveness. This evolution suggests that

possessiveness can both reflect and influence consumer behaviour significantly, making it a pivotal concept in understanding modern consumerism. The possessiveness scale is selected to measure the degree to which a person desires to maintain control over one's possessions.

5.1.2.5 Consumer spending self-control (CSSC)

Haws et al. (2012) defined consumer spending self-control (CSSC) as the ability to monitor and regulate one's spending-related thoughts and decisions in accordance with self-imposed standards. The scale that is developed by Gerbing and James (1988) distinguishes CSSC from general self-control by focusing specifically on financial behaviours, emphasizing the importance of considering future consequences in financial decisions. This measure helps identify individuals with lower self-control in financial contexts, potentially guiding interventions to improve financial decision-making and prevent negative consequences like debt accumulation.

5.1.3 Consumer values

Piscicelli et al. (2015) emphasized the concept of "value" within the SE as a critical component influencing the growth and acceptance of CC practices. It articulates that values not only drive individual participation but are also essential in shaping the broader adoption and success of sharing systems. The significance of value in the SE arises from its role in fostering a culture where access is prioritized over ownership, reflecting a shift towards more sustainable and socially connected ways of consuming.

Values are integral in encouraging behaviours that align with the principles of sustainability and community, pivotal in collaborative consumption models. For instance, values related to environmental concern and community welfare motivate individuals to participate in sharing behaviours, which in turn reduce waste and resource consumption by maximizing the use of idle assets. The SE, therefore, depends on a value-driven transformation that not only addresses economic efficiency but also cultivates a sense of community and responsibility among its participants.

Moreover, the integration of values into the SE model challenges traditional economic interactions, introducing new ways that value can be created and exchanged. This shift has profound implications for consumption patterns, potentially leading to a more circular economy where goods and services are shared, reused, and recycled, thus extending their lifecycle and reducing the environmental impact. Understanding and leveraging these values are crucial for businesses and policymakers aiming to promote and scale sustainable practices within the SE.

After reviewing many value scales such as List of Values: LOV (Kahle, 1983), The Rokeach Value Survey: RVS (Rokeach, 1968), it is decided to utilize Schwartz Value Survey (Schwartz, 1992). Schwartz Value Survey identified ten motivationally distinct types of values and specifies the dynamic relations among them presented in Figure 31 (Schwartz, 2012).

In the Schwartz's theory of values, the conflicts and congruities among 10 values yield an integrated structure of four higher-order value types (or value-dimensions):

- i. Self-enhancement focuses on the pursuit of self-interest, encompassing values related to power and achievement.

- ii. Self-transcendence prioritizes concern for the welfare and interests of others, incorporating values of universalism and benevolence, and is often seen as contrary to self-enhancement.

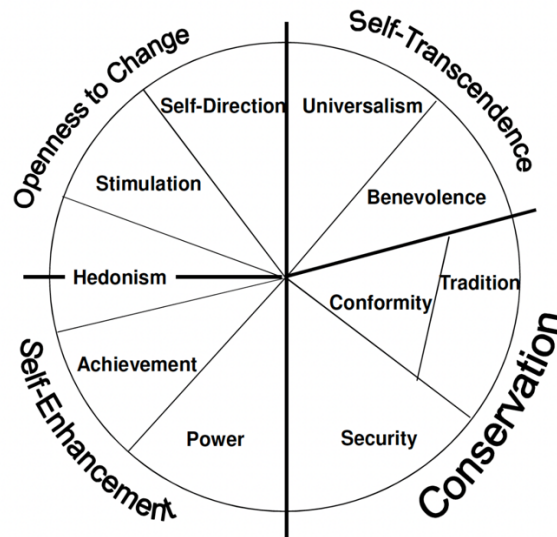


Figure 31. Theoretical model of relations among ten motivational types of value

- iii. Openness to change values independent action, thought, and feeling, along with a readiness for new experiences. It includes self-direction and stimulation values.
- iv. Conservation emphasizes self-restriction, order, and resistance to change, incorporating values related to security, conformity, and tradition, and stands in opposition to openness to change.

The different value scales developed by Schwartz, such as the Short Schwartz's Value Survey (SSVS), the Schwartz Value Survey (SVS), and the Portrait Values Questionnaire (PVQ), each offer unique advantages and drawbacks, catering to various research needs and contexts. Lindeman and Verkasalo (2010) compared the Schwartz Value scales in terms of advantages and drawbacks where the details are briefly listed.

The SSVS, due to its brevity, includes only 10 items, each representing one of Schwartz's ten basic values. This scale is particularly advantageous for quick screenings or studies where time is constrained. Its reduced length facilitates its inclusion in broader surveys without overburdening respondents. However, its brevity is also its main limitation; it sacrifices the depth of exploration into each value domain that the longer SVS provides.

The SVS, consisting of 57 items, offers a comprehensive assessment of the ten basic values and their finer distinctions. It allows for a detailed exploration of individual value priorities, supporting extensive cross-cultural research. This scale's thoroughness makes it ideal for in-depth studies focused specifically on values. However, its length can be a deterrent in settings where survey time is limited.

Lastly, the PVQ is designed to be accessible to individuals across a wide range of cognitive abilities and educational backgrounds. It uses verbal portraits that describe people's goals and aspirations, which indirectly reflect their value orientations. This method can be particularly useful in engaging participants who find direct questioning about abstract values challenging. However, this indirect approach might not capture the explicit valuation of specific traits as effectively as the other scales.

In summary, the choice of scale depends significantly on the specific requirements of the research, including the depth of analysis required, the target demographic, and the overall context of the study.

Bryła, (2021) discussed the application of the short Schwartz Value Survey (SSVS), which includes a 10-item scale for measuring the values across cultural groups. This abbreviated version of the SVS is particularly advantageous in large-scale studies where the length of a survey can be a limitation. It offers a practical

balance between comprehensiveness and brevity, enabling researchers to capture essential value orientations without overburdening respondents.

The benefits of using this shorter scale include reduced participant fatigue and decreased time for both survey completion and data analysis, making it particularly suitable for studies involving large, diverse samples. Additionally, the scale's brevity encourages higher response rates. However, the scale's condensed nature can also be a drawback, as it may not capture the nuances and breadth of human values as comprehensively as the longer version.

For the proposed model of the thesis, 10-item SVS was deemed suitable as it efficiently assessed the value orientations relevant to the research focus—consumer behaviour related to SE services—while maintaining a manageable survey length for a large, representative sample of SE consumers in Turkey. This approach allowed for an effective examination of how different value orientations influence consumer behaviour.

5.1.4 Demographics, socioeconomics

Socioeconomic variables such as average monthly household income, and education, were included in the research model alongside demographic variables (e.g., age, and gender).

5.1.5 Behavioural intention to adopt SE services

Behavioural intention is identified as a key determinant of technology adoption in both UTAUT and UTAUT2 models. The UTAUT model identifies core factors—performance expectancy, effort expectancy, social influence, and facilitating conditions—that directly influence intention, which in turn predicts actual

technology use. Moreover, the UTAUT2 model builds on this framework by adding hedonic motivation, price value, and habit to better account for consumer behaviour, thereby increasing the model's explanatory power for behavioural intention from 56% to 74%. Based on both models (Venkatesh et al., 2003; Venkatesh et al., 2012) behavioural intention to adopt SE services and applications is treated as the dependent variable in the research model of this study.

5.2 Research model and related hypotheses

In this process, certain scales were integrated into the research model to understand the impact of users' lifestyles and values.

The proposed research model of this study is shown in Figure 32.

- i. Characteristics of Users' Lifestyle as Independent Variables,
- ii. Users' Values as Independent Variables,
- iii. Context Scales for Adoption of SE Applications and Services as Independent Variables,
- iv. Behavioural Intention to Use SE Applications and Services as Dependent Variable.

After literature review of consumer behaviour and technology adoption theories and SE context; a research model is proposed. The content analysis of the literature has also contributed to the process of research model development. With the information gathered from the qualitative part, the research model is refined.

Materialism, Philanthropy, Change Seeking, Possessiveness, and Consumer Spending Self Control are the characteristics of Lifestyle. Self-Direction, Stimulation, Hedonism, Achievement, Power, Conformity, Tradition, Security, Universalism, and Benevolence are the different types of Values. Performance

Expectancy, Hedonic Motivation, Effort Expectancy, Price Value, Social Influence, and Habit are UTAUT-2 context variables of the proposed model. Self-Efficacy is also included instead of facilitating conditions construct of UTAUT-2 model.

In the first block of the model, contextual characteristics were introduced. Initially, factors such as performance expectancy, hedonic motivation, effort expectancy, price value, social influence, habit, and self-efficacy were considered. However, after conducting Exploratory Factor Analysis (EFA-(explained in Section 6.3), the key determinants were refined to effortlessness, prevalence & customariness, economic value, and hedonism. These factors were proposed to impact the behavioural intention to adopt SE services and applications.

In the second block of the research model, lifestyle related attributes proposed. The initial set of lifestyle attributes includes materialism, philanthropy, change seeking, possessiveness, and consumer spending self-control (CSSC). Possessiveness has been excluded from the proposed model since the reliability of the scale was not satisfactory during pilot data analysis process.

In the third block, consumer values proposed. The four dimensions of the Schwartz's Value Survey has been included in the model. Openness to change has self-direction, stimulation, and hedonism; self-enhancement has achievement, and power; conservation has conformity, tradition, and security; and lastly self-transcendence has universalism, and benevolence.

In Figure 32, the proposed value and lifestyle enhanced technology acceptance model (VLETA Model) for SE services and applications was presented, and the hypothesized relationships between contextual characteristics, lifestyle attributes, values, and behavioural intention were demonstrated.

The research hypotheses, which were presented in Figure 32 are explained below:

H1. Contextual characteristics (effortlessness, prevalence & customariness, economic value, and hedonism) affect behavioural intention to adopt SE services and applications.

H2. The impact of contextual characteristics on behavioural intention to adopt SE services varies among lifestyle-related consumer segments (Middle of the Roaders, Enthusiasts, Materialists and Responsibles).

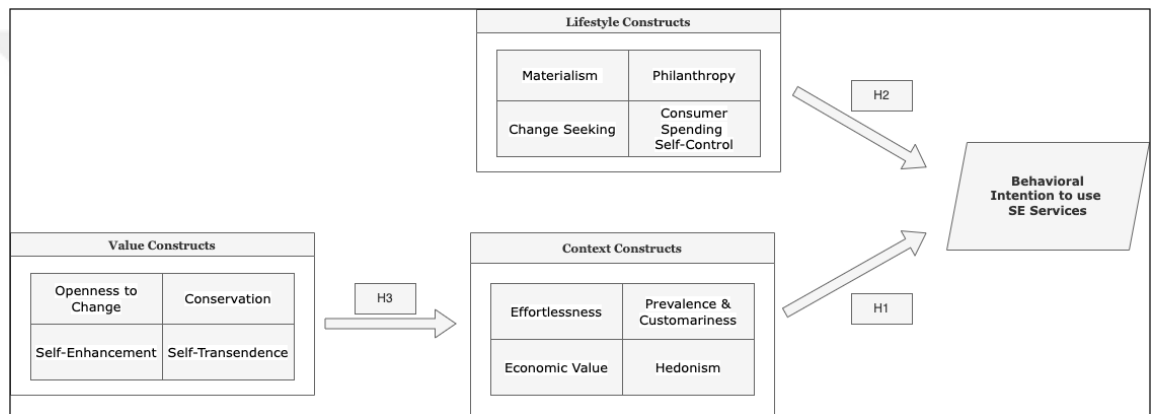


Figure 32. The proposed integrated research model for SE services (VLETA Model)

H3. Consumer values (openness to change, self-transcendence, conservation, and self-enhancement) positively influence contextual characteristics (effortlessness, hedonism, economic value, and prevalence & customariness), which in turn affect behavioural intention to adopt SE services and applications.

5.3 Measurement instrument

As a quantitative method, a research survey developed to test all hypotheses formulated from the relationships proposed in the research model. The scales related to constructs is to be adapted from relevant academic literature. The questions from previous studies are translated into the local language by a native speaker and then back translated for accuracy. Figure 33 presents the survey translation process.



Figure 33. Survey items' translation process

At the beginning of the survey, we defined SE and provide some examples of SE applications and services, so that non-users get acquainted with this concept via these examples. Non-users were excluded from the data collection process.

Before conducting the survey, pre-tests and pilot tests were applied. For the pre-test, the questionnaire was administered in face-to-face interviews with users. Feedback was obtained about the length of the instrument, the format of the scales, construct validity, and question ambiguity. The data obtained from the pilot study (103 respondents) were examined for completeness of responses, reliability, and construct validity. The final survey questions are added to Appendix B.

Subsequently, the final data collection started, which is presented in the next section.

The measurement items were assessed by the sample on their agreement level with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The initial section of the survey included contextual characteristics including behavioural intention items. In the second part lifestyle related items were presented to the respondents. Thirdly participants' values were gathered. The final part of the

survey comprised of demographic inquiries relating to participants' age, gender, educational level, and average monthly net household income level.

The survey questionnaire was approved by Boğaziçi University Social Sciences and Humanities Ethics Committee for Research with Human Subjects (SBINAREK) on 07.10.2022, and their approval is provided in Appendix C.

5.4 Sampling and data collection procedure for phase 2

Target participants for this survey were users of SE platforms, organized in a way to achieve a diverse demographic representation. It is aimed to reach a sample that reflects the demographic composition of the general population regarding age, gender, and socio-economic status.

The target sample was selected based on the following criteria:

- i. People residing in major cities of Turkey, such as İstanbul, Ankara, İzmir, Bursa, Adana, and Trabzon.
- ii. People aged 18 and over
- iii. Individuals who have utilized SE services or applications at least once.

An assessment was undertaken to determine the most suitable cities for data collection, beginning with an examination of widely used SE platforms and the regions in which they operate. Because these services tend to be concentrated in more urbanized locations, particular emphasis was placed on cities with higher population densities and well-established city centres. This filtering process resulted in a final list of Adana, Ankara, Gaziantep, İstanbul, İzmir, Kayseri, Mersin, Samsun, and Trabzon as the principal sites for survey administration. By focusing on these cities, it was ensured that respondents had sufficient access to and familiarity with a

range of SE services, thereby providing a more comprehensive and representative insight into user adoption and behaviour within Turkey.

Given that reaching a substantial number of participants comes with financial and operational implications, the survey conduction was performed through a professional survey organization, which was sourced from the financial resources obtained through BAP project.

The survey data was collected through face-to-face interviews. The administrator of the survey from field research company read the questions to the participants and recorded their responses on an online form. The data collection process was carried out over a period of four weeks in January and February of 2024.

In the following chapter, a quantitative analysis was conducted to validate the proposed factors from the previous literature review, which are improved with content analysis results, and to test the relationships between the dependent and independent variables, which are proposed in this dissertation.

CHAPTER 6

FINDINGS OF THE QUANTITATIVE STUDY

"All things serve the Beam."

— Stephen King

This chapter outlines the analysis steps and findings of the quantitative segment of this dissertation. The research population represents SE consumers in Turkey. The descriptive statistics section covers the demographic and socioeconomic details of the sample. The hypotheses proposed in the integrated research model in the previous chapter are examined for validation in this chapter. To test these hypotheses, various statistical methods were employed, including reliability analysis, cluster analysis, linear regression, and one-way analysis of variance (ANOVA).

After collecting and compiling the data, exploratory factor analysis was applied to the contextual variables. This analysis identified key factors influencing SE adoption determinants.

Additionally, statistical models such as linear regression, one-way ANOVA, and correlation analysis were used to test the proposed relationships and differences involving these factors. The findings were then interpreted to validate the hypotheses proposed in the research model.

Moreover, K-Means clustering analysis was employed to identify different consumer segments based on their lifestyle-related traits. Differences between these segments regarding their perceptions of contextual characteristics were then explored. To achieve this, one-way ANOVA with Tukey post hoc tests was

conducted, using the four consumer segments as grouping variables and the four factors of contextual elements as dependent variables.

Lastly, correlation analysis was utilized to understand the relationship and magnitude between consumer value characteristics and contextual elements.

6.1 Descriptive statistics

After receiving 821 questionnaires from the field research company, outliers and responses with missing values were removed, resulting in a sample of 809 respondents. Of these 809 valid responses, 52% (421 observations) are female, and 48% (388 observations) are male. The age distribution shows that the majority are aged between 18-25 years (54.6%), followed by 26-35 years (22.9%), 36-45 years (15.2%), 46-55 years (6.7%), 56-65 years (0.4%), and 66 and over (0.2%). In terms of education, 10.1% have a Primary School Degree, 54.4% have a High School Degree, 34.4% have a University Degree, and 1.1% have a Post Graduate Degree. The monthly income distribution indicates that 10.4% earn 5,000 TL and below, 12.0% earn between 5,000 - 9,999 TL, 34.1% earn between 10,000 - 19,999 TL, 29.4% earn between 20,000 - 34,999 TL, 8.7% earn between 35,000 - 49,999 TL, and 5.4% earn 50,000 TL and over. The respondents are distributed across various cities, with the highest representation from Istanbul (44.7%), followed by Ankara (15.6%), Izmir (11.2%), Adana (6.2%), Gaziantep (6.4%), Mersin (5.1%), Kayseri (4.3%), Samsun (4.2%), and Trabzon (2.2%).

Detailed information about the respondents' demographic and socioeconomic characteristics is presented in Table 11.

Table 11. Demographic and Socioeconomic Characteristics of the Sample

n: 809									
Gender	Female	Male							
	421 (52%)	388 (48%)							
Age Group	18 - 25	26 - 35	36 - 45	46 - 55	56 - 65	66 and over			
	442 (54.6%)	185 (22.9%)	123 (15.2%)	54 (6.7%)	3 (0.4%)	2 (0.2%)			
Education	Primary School	High School	University	Post Graduate					
	82 (10.1%)	440 (54.4%)	278 (34.4%)	9 (1.1%)					
Monthly Income (TL)*	≤ 15k	15k – 30k	31k – 55k	56k – 90k	≥ 91k				
	84 (10.4%)	97 (12.0%)	276 (34.1%)	238 (29.4%)	114 (14.1%)				
City	Adana	Ankara	Gaziantep	İstanbul	İzmir	Kayseri	Mersin	Samsun	Trabzon
	50 (6.2%)	126 (15.6%)	52 (6.4%)	362 (44.7%)	91 (11.2%)	35 (4.3%)	41 (5.1%)	34 (4.2%)	18 (2.2%)

6.2 Construct reliabilities

To assess reliability through internal consistency, Cronbach's Alpha (CA) statistics were computed for all scales. Before calculating these statistics, it was necessary to code all items uniformly to ensure positive correlations among them. Consequently, two items in change-seeking scale required reverse coding (Hair et al., 2010). The cut-off level of Cronbach's Alpha reliability measure is 0.70 (Nunnally, 1978).

Furthermore, each construct was evaluated individually. To enhance the reliability statistics of the change-seeking construct, the first and last items from its scale were removed. After these items were excluded, the CA level for the change-seeking construct improved to 0.810 from 0.693.

The philanthropy scale was below the cutoff level of 0.70. There was no improvement in the CA value (0.654) for the philanthropy construct, even after potentially removing one or more items from its scale. According to Janssens et al. (2008), a Cronbach's Alpha value between 0.60 and 0.80 allows for the calculation of a summated scale. Consequently, the philanthropy construct was retained for the subsequent stage of analysis.

All other constructs exhibited CA values above the minimum threshold recommended in the literature ($CA > 0.70$), indicating their reliability. Additionally, the inter-item correlation values for each construct's items exceeded 0.20, suggesting that the items consistently represent the same content domain (Piedmont, 2014).

Table 12 details the reliability statistics for each construct.

6.3 Exploratory factor analysis

EFA was conducted using SPSS Version 29 on 26 contextual variables to determine if higher-order factors could be obtained. The sample size was 809.

Table 12. Cronbach's Alpha Statistics of Constructs

Constructs	Number of Items Original	Cronbach's Alpha - Original	Number of Items After Item Deletion	Cronbach's Alpha - Final
Performance Expectancy	4	0.750	4	0.750
Price Value	4	0.855	4	0.855
Effort Expectancy	4	0.802	4	0.802
Self Efficacy	4	0.825	4	0.825
Hedonic Motivation	4	0.801	4	0.801
Habit	3	0.884	3	0.884
Social Influence	3	0.854	3	0.854
Behavioural Intention	4	0.820	4	0.820
Materialism	6	0.782	6	0.782
Change Seeking	7	0.693	5	0.810
Philanthropy	4	0.654	4	0.654
Consumer Self Spending Control	5	0.864	5	0.864

In the EFA process, item loadings greater than 0.4 were considered reliable, following the criteria set by Guadagnoli & Velicer (1988). To ensure that items do not load significantly across multiple factors, the ratio of loadings between factors was maintained below 75%. The items measuring performance expectancy (four items) did not load significantly on a single factor, but rather across multiple factors, leading to their exclusion from further analysis due to these cross-loadings.

Consequently, the number of items retained for subsequent EFA was reduced to 22.

The extraction method for EFA was set to principal component analysis, with varimax as the rotation method and eigenvalue set to one. The suitability of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. The KMO statistic yielded a value of 0.947, indicating an excellent level of sampling adequacy for the analysis. This high KMO value suggests that the correlations between items can be reliably explained by underlying factors. Additionally, Bartlett's Test of Sphericity produced a significant result ($\chi^2 =$

9733.010, $df = 231$, $p < .001$), confirming that the variables are sufficiently correlated. These results collectively validated the use of factor analysis for exploring the underlying structure of the 22 contextual variables, as both tests indicate that the data set contains common factors that are suitable for further statistical exploration. Intercorrelation test statistics are shown in Table 13.

Table 13. Intercorrelation Measures of Contextual Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.947
Bartlett's Test of Sphericity	Approx. Chi-Square	9733.010
	df	231
	Sig.	<.001

As shown in Table 14, all communalities exceeded 0.50, indicating their practical significance.

The results of the EFA on contextual elements revealed that the 22 items related to SE characteristics are grouped into four distinct factors. This division accounts for a highly satisfactory 63.9 percent of the total explained variance. Detailed statistics regarding the total variance explained are presented in Table 15 below.

Table 14. Communalities for Contextual Variables

Item	Communality
C PriVal1	0.686
C PriVal2	0.727
C_PriVal3	0.696
C_PriVal4	0.671
C EffExp1	0.568
C EffExp2	0.551
C_EffExp3	0.586
C EffExp4	0.611
C SelfEff1	0.638
C_SelfEff2	0.578
C_SelfEff3	0.582
C SelfEff4	0.609
C SocInf1	0.642
C SocInf2	0.652
C_SocInf3	0.679
C HedMot1	0.629
C_HedMot2	0.692
C_HedMot3	0.705
C_HedMot4	0.543
C Hab1	0.640
C_Hab2	0.692
C_Hab3	0.697

Table 15. The Statistics for Total Variance Explained of Contextual Elements

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Var	Cum %	Total	% of Var	Cum %	Total	% of Var	Cum%
1	9.186	41.756	41.756	9.186	41.756	41.756	4.640	21.089	21.089
2	2.578	11.719	53.475	2.578	11.719	53.475	4.097	18.623	39.712
3	1.246	5.662	59.137	1.246	5.662	59.137	2.772	12.602	52.313
4	1.062	4.827	63.964	1.062	4.827	63.964	2.563	11.651	63.964
Extraction Method: Principal Component Analysis.									

Satisfactory convergent validity is demonstrated when items show high loadings on their respective constructs. Table 15 outlines the extraction of four factors, each with an eigenvalue greater than 1.0, confirming that all items exhibited

high loadings on their intended constructs, thereby confirming satisfactory convergent validity. In the analysis of the rotated component matrix, shown in Table 16, coefficients below 0.40 were excluded. According to Hair et al. (2010), factor loadings above 0.50 are generally considered significant for practical implications. Discriminant validity was assessed by ensuring each item loaded more strongly on its intended construct than on any other, with the results in Table 16 indicating reasonable discriminant validity.

The first factor, “effortlessness”, encapsulates the perceived ease of use and the intuitive nature of SE services. This suggests that the platforms are user-friendly and designed to minimize complexity, allowing users to interact with the services without encountering obstacles. The simplicity of the interface and the straightforwardness of the service processes encourage ongoing use, as users are more likely to continue engaging with services that are easy to navigate and understand.

“Prevalence and customariness”, the second factor, reflects the extent to which using SE platforms is embedded in users' daily lives, influenced by habitual usage and social norms. This factor indicates that for many users, the decision to utilize these services is reinforced by habitual behaviour and the expectations or endorsements from their social circles. It highlights how routine interaction, and societal approval can significantly impact the integration of these services into everyday activities.

Table 16. Rotated Component Matrix of Contextual Elements

	F1: Effortlessness	F2: Prevalence & Customariness	F3: Economic Value	F4: Hedonism
C_SelfEff1	.744			
C_SelfEff4	.732			
C_EffExp4	.729			
C_EffExp1	.709			
C_EffExp3	.697			
C_SelfEff3	.684			
C_SelfEff2	.668			
C_EffExp2	.658			
C_SocInf3		.775		
C_Hab2		.749		
C_Hab3		.744		
C_SocInf2		.732		
C_SocInf1		.727		
C_Hab1		.703		
C_PriVal2			.754	
C_PriVal4			.723	
C_PriVal1			.722	
C_PriVal3			.717	
C_HedMot2				.758
C_HedMot3				.758
C_HedMot1				.729
C_HedMot4				.624

The third factor, “economic value”, focuses on the financial aspects of using SE services. It illustrates how users perceive the economic advantages, such as cost savings and value for money, as crucial factors in their decision-making process. This factor underscores the importance of these services in providing economical alternatives to traditional options, which not only helps users manage their expenses better but also attracts them to the platform due to the perceived financial benefits.

Finally, the factor of “hedonism” addresses the pleasure and entertainment users gain from their experiences with SE services. It points to the enjoyment and

excitement that these platforms provide, which are often beyond just the functional benefits. This factor emphasizes the emotional and psychological rewards of using these services, such as the thrill of discovering new experiences or the joy of engaging in more personalized and unique transactions than those offered by conventional service providers.

Each of these factors provides valuable insights into the detailed reasons behind consumer engagement with SE platforms, highlighting not just the practical and economic benefits but also the social dynamics and emotional benefits that shape user experiences and preferences.

Table 18 displays 22 contextual elements, which are organized into four distinct factors. An examination of the mean values for each factor reveals some notable insights. Effortlessness ($\bar{x}_E$: 4.02) and Hedonism ($\bar{x}_H$: 4.11) emerge as the highest rated factors, indicating a strong appreciation for the ease of use and enjoyment associated with the services. These factors are followed closely by Economic Value ($\bar{x}_{EV}$: 3.66) and Prevalence & Customariness ($\bar{x}_{PC}$: 3.62), both of which also scored positively, reflecting a favourable perception but slightly lower than the leading factors. This distribution of scores highlights the diverse aspects that users value in the context of the SE.

6.4 Cluster analysis on lifestyle attributes

K-means clustering was applied on the lifestyle attributes, namely materialism, change-seeking, philanthropy and CSSC. After performing a cluster analysis with options ranging from two to five groups, the four-cluster solution emerged as the most effective for distinguishing between the four lifestyle-related traits. This determination was made after nine iterations, with the solution proving most suitable

based on the number of observations within each cluster and the significant variation in the mean centres for each item. The analysis resulted in the identification of four distinct segments: "Middle of the Roaders" (n: 101), "Enthusiasts" (n: 511), "Materialists" (n: 75), and "Responsibles" (n: 122). Table 17 presents the results, showcasing the ultimate cluster centres that signify the average value of each lifestyle-related characteristic.

Table 17. Segments of Consumers Based on Their Lifestyle-Related Perceptions

	Final Cluster Centres				F Value
	Middle of the Roaders	Enthusiasts	Materialists	Responsibles	
Materialism	3.30	4.21	4.26	3.07	277.32*
Change Seeking	3.30	4.22	3.94	3.25	201.19*
Philanthropy	3.29	4.28	4.22	4.39	172.36*
Consumer Self Spending Control	3.42	4.22	2.27	4.14	552.97*

Note: * significant at the $p < .001$ -level

The "Middle of the Roaders" exhibit moderate values across all measured traits, indicating a balanced approach to life without extreme tendencies. With scores of 3.30 in both Materialism and Change Seeking, this group shows a standard appreciation for material goods and an average openness to new experiences. Their philanthropic score of 3.29 suggests a regular commitment to charitable activities, aligned with average societal norms. Moreover, their Consumer Self Spending Control score of 3.42 implies a slightly better-than-average ability to manage their spending, suggesting financial prudence without being overly restrictive. This segment represents an adaptable consumer base, likely receptive to a broad range of marketing approaches.

"Enthusiasts" are characterized by their high engagement and positive attitudes towards materialism, change, and philanthropy, paired with strong spending control. Their materialism score of 4.21 reflects a keen interest in acquiring new goods and services. However, their similar enthusiasm for change (4.22) and the

highest philanthropy score of 4.28 suggest that their material interests are balanced by a strong sense of social responsibility and a desire for personal growth. The high score in Consumer Self Spending Control (4.22) further indicates that despite their materialistic tendencies, they are thoughtful about their financial decisions. This group is likely to be attracted to innovative products that are also socially responsible.

The "Materialists" segment scores the highest in Materialism (4.26), indicating a strong focus on the acquisition of goods and services. This high level of materialism correlates with their lower score in Change Seeking (3.94), suggesting a preference for familiarity over novelty. Despite their material focus, they maintain a surprisingly high level of commitment to philanthropy (4.22), showing that their interests in personal gain coexist with a sense of social duty. However, their low Consumer Self Spending Control score (2.27) highlights a potential vulnerability to impulse buying and less cautious financial management. Products and services that offer prestige and status are particularly appealing to this group.

"Responsibles" stand out for their low materialism score (3.07) and the highest philanthropy score (4.39), indicating a strong ethical viewpoint and commitment to helping others. Their conservative score in Change Seeking (3.25) implies a preference for stability and traditional values over radical changes or new trends. With a high Consumer Self Spending Control score (4.14), this group demonstrates significant financial discipline, likely prioritizing sustainable and ethical purchasing decisions. Marketing to this segment would be most effective with messages highlighting ethical sourcing, corporate responsibility, and long-term value.

6.5 Determinants of SE adoption across four segments

This study examines factors that may influence consumers' intentions to adopt SE applications and services. Four factors, identified through factor analysis of contextual characteristics, were posited as independent variables in the proposed research model, with the behavioural intention to adopt SE applications and services as the dependent variable. To evaluate Hypothesis 1, a multiple linear regression analysis was conducted to identify determinants of SE adoption. Additionally, Hypothesis 2 explores variations in these determinants across four lifestyle-related consumer segments, necessitating separate linear regression analyses for each segment.

Before conducting the regression analysis, a reliability analysis was performed on the multi-item scale for the dependent variables, assessing internal consistency through Cronbach's alpha (α). The alpha values for the four dimensions of contextual characteristics ranged from 0.801 to 0.897, demonstrating acceptable reliability. To verify the assumption of no multicollinearity, the variance inflation factors (VIF) were examined and found to be below 10 (Hair et al., 2010), confirming that multicollinearity does not present a concern for the variables involved. Collinearity Statistics for All Models are presented in Table 19. Furthermore, the following nine assumptions were checked, which need to be satisfied for valid and reliable outcomes (Janssens et al., 2008):

- i. A dependent variable is causally explained by one or more independent variables.

Based on an extensive literature review on technology adoption, SE services and the qualitative study results, the proposed factors lie at the basis of intention to adopt SE services and applications.

- ii. In regression analysis, all relevant independent variables should be considered.

It was assumed that all relevant independent variables were included in analyses.

- iii. For regression analysis, both the dependent and independent variables should be measured at least with an interval scale.

All independent and dependent variables were measured with a five-point Likert scale, treated as an interval scale.

- iv. There should be a linear relationship between the dependent and independent variables.

After examining the ZPRED and ZRESID plot, it was observed that a linear relationship would be appropriate as the plot did not show any patterns (such as a parabola, a U-shape or an inverted U-shape) that suggest a non-linear relationship.

- v. There should be an additive relationship.
- vi. The residuals should meet the following criteria:

- Residuals should be independent of each other.

During the data collection field study, it was ensured that the respondents were not influenced by each other, and no questionnaire was filled in simultaneously. Therefore, each observation in the sample was independent of the others.

- They should be normally distributed with zero mean.

The error term distribution should be normal. Based on visual inspection of the histogram, it was found that the residual distribution closely approximated a normal probability curve. This visual analysis supports the assumption of normality.

- They should be homoscedastic (i.e., have constant variance across all levels of the independent variables).

Homoscedasticity indicates a constant variance of the error terms, which means the variance of the dependent variable is the same for any independent variable observation.

The scatter plot of standardized residuals versus standardized predicted value was visually examined. The plot shows a relatively uniform spread of residuals across the range of predicted values. While there is some clustering in the centre and a few outliers, the spread does not notably increase or decrease, which is a good indication of homoscedasticity.

- vii. Enough observations are required to ensure the model's adequacy in estimating the relationships between variables.

The total sample size was 809. So, the number of observations was sufficient to hold the sample size assumption of linear regression analysis.

- viii. Multicollinearity, which is indicated by high degrees of correlation between independent variables, must be avoided.

Multicollinearity among independent variables is an undesirable situation in regression analysis. It means a high correlation exists among two or more explanatory variables.

Condition Index (CI), Variance Inflation Factor (VIF), and tolerance values were examined to check this assumption. A CI of 30 or more indicates the presence of multicollinearity. A tolerance of a value of .10 is recommended as the minimum level of tolerance (Tabachnick & Fidell, 2001). For VIF, the result should be more than 10 for the conclusion of multicollinearity (Hair et al., 2010). The mean factor scores from exploratory factor analysis in the previous section were used. These three statistics were in strict ranges for the model, as demonstrated in Table 19. The

Table 18. Factors of SE Contextual Variables

Factor Name	Variance Explained(%)	Eigenvalue	Item	Item Explanation	Factor Loadings
F1: Effortlessness $\bar{x}E$: 4.02	41.76	9.19	C_SelfEff1	I am confident in my ability to use the Sharing Economy services.	0.744
			C_SelfEff4	I use Sharing Economy services without difficulty.	0.732
			C_EffExp4	It is easy for me to become skilful at using sharing economy applications.	0.729
			C_EffExp1	Learning how to use sharing economy applications is easy for me.	0.709
			C_EffExp3	I find sharing economy applications easy to use.	0.697
			C_SelfEff3	I have necessary knowledge and competence to use the Sharing Economy services.	0.684
			C_SelfEff2	My past experiences increase my confidence that I will be able to successfully use the Sharing Economy services.	0.668
			C_EffExp2	My interaction with sharing economy applications is clear and understandable.	0.658
F2: Prevalence & Customariness $\bar{x}PC$: 3.62	11.72	2.58	C_SocInf3	People whose opinions that I value prefer that I use sharing economy services.	0.775
			C_Hab2	I am addicted to using sharing economy services.	0.749
			C_Hab3	I must use sharing economy services.	0.744
			C_SocInf2	People who influence my behaviour think that I should use sharing economy services.	0.732
			C_SocInf1	People who are important to me think that I should use sharing economy services.	0.727
			C_Hab1	The use of sharing economy services has become a habit for me.	0.703
F3: Economic Value $\bar{x}EV$: 3.66	5.66	1.25	C_PriVal2	Sharing economy services are good value for the money.	0.754
			C_PriVal4	Sharing economy services stabilize the exaggerated prices in the market.	0.723
			C_PriVal1	Sharing economy services are reasonably priced.	0.722
			C_PriVal3	Sharing economy services allow me to use my money wisely.	0.717
F4: Hedonism $\bar{x}H$: 4.11	4.83	1.06	C_HedMot2	Using sharing economy services is enjoyable.	0.758
			C_HedMot3	Using sharing economy services is very entertaining.	0.758
			C_HedMot1	Using sharing economy services is fun.	0.729
			C_HedMot4	Using sharing economy services is exciting.	0.624

VIF values for all predictors are below the common threshold of 10. The highest VIF is approximately 2.066 for prevalence and customariness for the segment of Enthusiasts, which is far below the threshold, suggesting that multicollinearity is not a concern in this model.

- ix. Although the existence of outliers may not necessarily violate the assumptions, it is still important to take them into consideration.

As all linear regression assumptions were satisfied for the analysis, the analysis continued with SPSS Version 29.

All five regression analyses have produced strong levels of overall R values from 0.739 to 0.828 across the four clusters indicating a significant positive correlation between the predictors and the dependent variable represents the goodness-of-fit

Table 19. Collinearity Statistics for All Models

	Total Sample N: 809	Cluster 1: Middle of the Roaders n: 101 (12.49%)	Cluster 2: Enthusiasts n: 511 (63.17%)	Cluster 3: Materialists n: 75 (9.27%)	Cluster 4: Responsibles n: 122 (15.08%)
Collinearity Checks					
Max. CI	23.954	20.161	32.916	19.225	17.732
Max. VIF	2.051	2.066	2.090	1.530	1.612
Min. Tolerance	0.488	0.484	0.478	0.654	0.620

measure predictors and the dependent variable represents the goodness-of-fit measure for the regression equation and indicates the percentage of the variance in the dependent variable that the predictor variables explain collectively. The values for the entire sample, the Middle of the Roaders segment, the Enthusiasts segment, the Materialists segment, and the Responsibles segment are at substantial levels, respectively, 63.3 %, 54.7 %, 56%, 64.1% and 68.6 % of the variance in intention to

adopt SE services are explained with dimensions of contextual characteristics. Consequently, the individual effects of the predictor variables were assessed by examining their beta coefficients, which are presented in Table 20 only for predictor variables that show significant effects on the dependent variables.

The analysis of how contextual attributes influence the behavioural intention to adopt SE services across the entire sample (Hypothesis 1) indicates that Prevalence and Customariness is the most influential variable, with a coefficient of 0.35. This suggests that social norms and the customary use of SE services have the strongest impact on increasing the likelihood of adoption. Hedonism, with a coefficient of 0.23, also shows a substantial positive effect, indicating that the enjoyment and pleasure derived from using SE services significantly contribute to the intention to use such services. This suggests that addressing the experiential aspects of services can effectively enhance user adoption. Effortlessness has a coefficient of 0.21, which, while still significant, indicates a slightly lesser but meaningful impact compared to hedonism. This coefficient points to the importance of user-friendly interfaces and the ease of using the service in influencing adoption decisions, underlining the need for seamless user experiences. Lastly, economic value holds the smallest coefficient of 0.13 among the predictors but is still statistically significant, indicating that cost-effectiveness and perceived financial benefits are important but not as decisive as social or experiential factors. This supports the idea that while economic considerations are relevant, they are less compelling than social influences and the enjoyment aspects in driving behavioural intentions toward SE services. These findings support Hypothesis 1.

Distinct patterns are revealed when the individual segments are explored, confirming the proposed relationships in Hypothesis 2. Prevalence & Customariness

is the most consistent and significant predictor across all segments, with its beta coefficients ranging from 0.317 in Enthusiasts segment to 0.404 in Responsibles segment. This strong influence across all groups underscores the critical role that social norms and the familiarity with SE services play in influencing user adoption decisions. The widespread acceptance and normalization of these services evidently motivate users to adopt SE offerings. Effortlessness shows a beta coefficient of 0.213 in the overall sample, indicating its significance as a general driver of adoption intentions. Within the individual segments, its influence varies: it is significant in Enthusiasts segment and in Responsibles segment with coefficients of 0.272 and 0.173 respectively, indicating that these groups value the ease of use.

Table 20. Determinants of Intention to Adopt SE Across Four Segments

Dependent Variable	Total sample n: 809	Cluster 1: Middle of the Roaders n: 101	Cluster 2: Enthusiasts n: 511	Cluster 3: Materialists n: 75	Cluster 4: Responsibles n: 122
	Behavioural Intention to adopt SE services				
Independent Variables					
Effortlessness (β)	0.213***		0.272***		0.173**
Prevalence & Customariness (β)	0.354***	0.352***	0.317***	0.398***	0.404***
Economic Value (β)	0.132***		0.145***	0.250**	
Hedonism (β)	0.233***		0.170***		0.439***
R	0.795	0.739	0.749	0.800	0.828
R-Squared	0.633	0.547	0.560	0.641	0.686

Notes. All F-tests are significant at the $p < .001$ -level. *** $p < .001$. ** $p < .01$.

However, it does not appear as a significant factor for Middle of the Roaders segment and Materialists segment, suggesting that other factors may be more influential for these segments. This variation underlines that although effortlessness

is a key factor for certain segments, its influence is not uniformly strong across all groups.

Economic value shows varied significance across the segments. It is not a significant factor for Middle of the Roaders and Responsibles segments, indicating that cost considerations do not strongly influence the adoption decision for these groups. However, it is notable in Enthusiasts and Materialists segments, suggesting that economic considerations play a more pivotal role. This variation points to the importance of economic value for certain segments while highlighting its limited influence on others, reflecting the diverse priorities and motivations that exist across different groups within the study. Hedonism plays a significant role in Enthusiasts and Responsibles segments, with beta coefficients of 0.170 and 0.439 respectively. This demonstrates that personal enjoyment and pleasure derived from using SE services are essential motivators for these groups. However, hedonism does not significantly influence Middle of the Roaders and Materialists segments, indicating that these segments prioritize other factors in their decision-making process. This variation highlights the diverse motivations across different user segments, with hedonism particularly driving adoption intentions for Enthusiasts and having a dominant impact in shaping the decisions of Responsibles.

Overall, the comparison of coefficients for the total sample reveals a hierarchy of influence with social norms and habitual use (Prevalence and Customariness) at the top, followed by the experiential aspects (Hedonism), ease of use (Effortlessness), and economic considerations (Economic Value), each contributing to the decision-making process of adopting SE services in their respective capacities.

6.6 Difference analysis on lifestyle-based consumer segments

A one-way ANOVA was conducted to verify the differences among the four lifestyle-related consumer segments regarding their perceptions of contextual characteristics. The analysis revealed significant variations among the groups. The general demographic profile of respondents under these four segments is presented in Table 21.

The gender distribution within these clusters highlights slight differences that can guide targeted marketing campaigns.

Enthusiasts and Materialists show a nearly balanced distribution between male and female, suggesting products and services aimed at these clusters should have universal appeal, avoiding gender-specific targeting. In contrast, Middle of the Roaders and Responsibles have a slightly higher proportion of females, which may influence the types of products marketed to these clusters, potentially focusing more on areas traditionally or statistically favoured by women such as personal care, fashion, or wellness products.

The age distribution across the clusters shows varied preferences and life stages, which can significantly influence marketing strategies and product design. The Middle of the Roaders and Enthusiasts predominantly consist of younger adults (18-25 years), suggesting a target market that values trends, innovation, and affordability, potentially aligning with digital-native preferences. Materialists also show a strong representation in the younger demographic but with a notable presence in the 26-35 age range, indicating a transition to more mature, quality-focused consumption patterns. In contrast, Responsibles exhibit a broader age distribution, with a more substantial presence in the 36-45 and 46 and over age groups, suggesting a

Table 21. Demographic Profile of Segments

	Cluster 1:	Cluster 2:	Cluster 3:	Cluster 4:	Total
	Middle of the Roaders	Enthusiasts	Materialists	Responsibles	
	n: 101 (12,49%)	n: 511 (63,16%)	n: 75 (9,27%)	n: 122 (15,08%)	
Gender					
Female	54 (53,47%)	265 (51,86%)	38 (50,67%)	64 (52,46%)	421 (52,04%)
Male	47 (46,53%)	246 (48,14%)	37 (49,33%)	58 (47,54%)	388 (47,96%)
Age					
18-25	45 (44,55%)	284 (55,58%)	58 (77,33%)	55 (45,08%)	442 (54,64%)
26-35	21 (20,79%)	110 (21,53%)	13 (17,33%)	41 (33,61%)	185 (22,87%)
36-45	25 (24,75%)	80 (15,66%)	3 (4,00%)	15 (12,30%)	123 (15,20%)
46 and over	10 (9,90%)	37 (7,24%)	1 (1,33%)	11 (9,02%)	59 (7,29%)
Education Level					
Primary School	7 (6,93%)	50 (9,78%)	8 (10,67%)	17 (13,93%)	82 (10,14%)
High School	64 (63,37%)	273 (53,42%)	35 (46,67%)	68 (55,74%)	440 (54,39%)
University Degree or more	30 (29,70%)	188 (36,79%)	32 (42,67%)	37 (30,33%)	287 (35,48%)
Monthly Income (TL)					
15k and below	14 (13,86%)	47 (9,20%)	14 (18,67%)	9 (7,38%)	84 (10,38%)
15k – 30k	10 (9,90%)	67 (13,11%)	8 (10,67%)	12 (9,84%)	97 (11,99%)
31k – 55k	43 (42,57%)	168 (32,88%)	25 (33,33%)	40 (32,79%)	276 (34,12%)
56k – 90k	22 (21,78%)	163 (31,90%)	16 (21,33%)	37 (30,33%)	238 (29,42%)
91k and over	12 (11,88%)	66 (12,91%)	12 (16,00%)	24 (19,68%)	114 (14,09%)

preference for products that offer reliability and cater to more established life needs, such as family and long-term financial planning.

Education level across the clusters provides insights into the consumers' knowledge and sophistication. Middle of the Roaders, with a majority holding high school degrees, might prefer straightforward, easy-to-understand products and services. Enthusiasts and Responsibles, with a higher proportion of university degrees, likely appreciate more detailed, feature-rich content that emphasizes advanced benefits or innovative aspects of products. Materialists, while also well-educated, might focus on the prestige that comes with certain types of products,

correlating higher education with higher spending power and a preference for luxury or high-status items.

Income levels across these clusters can significantly affect purchasing power and consumer behaviour. Middle of the Roaders and Materialists predominantly fall within the mid-range income bracket, suggesting sensitivity to price and a focus on getting the best value for money. Enthusiasts, with a broader income distribution, represent a versatile market segment that can be targeted with a range of products priced from budget to premium. In contrast, Responsibles tend to be higher earners, indicating a market for premium products that align with their values of quality, sustainability, and ethical consumption.

This research aimed to explore the differences in perceptions of contextual characteristics across four identified segments. Consequently, the study proceeded with a one-way ANOVA to analyse these perception differences among the segments, followed by post hoc tests. The results detailing the differences between the four lifestyle-related segments are presented in Table 22.

Table 22. Differences in Contextual Characteristics' Perceptions Across Segments

	Cluster 1: Middle of the Roaders n: 101 (12.49%)	Cluster 2: Enthusiasts n: 511 (63,16%)	Cluster 3: Materialists n: 75 (9,27%)	Cluster 4: Responsibles n: 122 (15,08%)	F	Sig.	Tukey's Post Hoc Test*
Effortlessness	3.55	4.18	3.92	3.82	41.711	<.001	Mi-E; Mi-Ma; E-R; Mi- R; Ma-E
Prevalence and Customariness	3.22	3.89	3.00	3.18	55.387	<.001	Mi-E; E- R; Ma-E
Economic Value	3.22	3.87	3.32	3.36	32.071	<.001	Mi-E; E- R; Ma-E
Hedonism	3.65	4.25	4.10	3.92	32.683	<.001	Mi-E; Mi-Ma; E-R; Mi- R

*Note: For example, it should be read as "There is a significant difference between Cluster 1 (Middle of the Roaders - Mi) and Cluster 2 (Enthusiasts - E)".

Across all characteristics, Enthusiasts consistently show the highest perceptions, significantly differing from other segments. Middle of the Roaders generally have the lowest perceptions, particularly notable in their evaluation of effortlessness and hedonism. These differences suggest that Enthusiasts are the most engaged or optimistic about the contextual characteristics evaluated, whereas Middle of the Roaders are more conservative or sceptical.

6.7 Correlation analysis of contextual characteristics and values

Correlation analysis was conducted to explore the relationships between contextual characteristics and consumer values, providing a basis for testing Hypothesis 3. This analytical approach aimed to identify significant associations that could elucidate how different factors such as economic value, hedonism, effortlessness, and prevalence and customariness interact with underlying consumer values. Table 23 presents correlations between contextual characteristics and consumer values.

Overall, the correlations reflect significant relationships between values and the way contextual characteristics are perceived. According to Schwartz's Value Theory (Schwartz, 1992), openness to change and conservation are opposite ends of a value spectrum, as are self-enhancement and self-transcendence. The fact that these opposing value dimensions correlate differently with the contextual factors suggests that individuals with contrasting values prioritize different aspects of SE services. The findings reveal that individuals valuing Openness to Change show strong positive correlations with Effortlessness ($r = .381$) and Hedonism ($r = .352$), indicating they are significantly influenced by the convenience and enjoyment of SE services. In contrast, those who prioritize Conservation are more influenced by Prevalence & Customariness ($r = .356$) and Economic Value ($r = .276$), preferring

established services that offer tangible economic benefits. Similarly, individuals who value Self-Enhancement show notable correlations with Prevalence & Customariness ($r = .320$) and Economic Value ($r = .294$), implying that social acceptance and personal financial gain are significant motivators for them in adopting SE services. Conversely, those who prioritize Self-Transcendence correlate more strongly with Effortlessness ($r = .316$) and Hedonism ($r = .315$), indicating that the ease of use and enjoyment derived from SE services are important factors.



Table 23. Correlations between Contextual Characteristics and Consumer Values

		Effortlessness	Prevalence & Customariness	Economic Value	Hedonism
Openness to Change	Pearson Correlation	.381	.322	.263	.352
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
Self-Enhancement	Pearson Correlation	.222	.320	.294	.209
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
Conservation	Pearson Correlation	.232	.356	.276	.185
	Sig. (2-tailed)	<.001	<.001	<.001	<.001
Self-Transcendence	Pearson Correlation	.316	.188	.153	.315
	Sig. (2-tailed)	<.001	<.001	<.001	<.001

CHAPTER 7

CONCLUSION AND IMPLICATIONS

"There are no endings, and never will be endings, to the turning of the Wheel of Time. But it was an ending."

— Robert Jordan & Brandon Sanderson

The primary purpose of the dissertation is to develop an integrated model to examine the factors that drive the adoption of SE applications and services. This research aims to meticulously review the technology adoption literature and combine contextual elements with lifestyle and value aspects. By integrating these dimensions, the study seeks to understand consumers' intentions to adopt SE applications and services comprehensively. The research leverages the Unified Theory of Acceptance and Use of Technology-2 (UTAUT2) Model, incorporating consumer lifestyle and values to form an original research model, aiming to examine the effects of users' lifestyles and values on the adoption of SE services and applications. This approach not only addresses a significant research gap but also enriches both the theoretical and practical implications for stakeholders in the SE landscape, such as platform developers, service providers, and policymakers, aiming to build a more user-centred approach in the rapidly evolving SE.

The study distinctly stands out in the field of SE research through its integrated approach, which combines qualitative content analysis with quantitative data analysis. This methodological synergy offers a comprehensive understanding by harnessing the depth of qualitative insights and the breadth of quantitative validation. Initially, extensive qualitative content analysis identifies key themes and gaps in the

literature, which inform the development of more contextually relevant quantitative models. This approach not only enhances the theoretical grounding of the research but also assures the statistical validity of the findings. As a result, the study provides a holistic view of consumer behaviour dynamics in the SE, capturing the complex interactions between various factors. Moreover, this methodologically robust approach yields practical and strategic implications for stakeholders, enabling the development of tailored strategies that effectively address the detailed needs and preferences identified through the research. Overall, the use of an integrated approach significantly enriches the study, setting it apart from other research by providing a detailed, actionable, and validated exploration of consumer engagement within the SE.

The thesis aimed to explore several key research questions to deepen the understanding of factors affecting consumer behaviour within the SE. The primary questions addressed were:

What are the factors affecting users' intention to use and adopt SE services?

(1) This question seeks to identify and analyse the specific lifestyle attributes and contextual characteristics that influence a consumer's decision to engage with SE platforms.

Which lifestyle variables and values affect the use of the SE? (2) This question delves into the individual lifestyle factors exploring how these traits impact the intention to use SE services.

By addressing these questions, the research aims to provide comprehensive insights into consumer behaviour within the SE, highlighting the significant influence of lifestyle attributes and contextual characteristics on the adoption of services. By identifying distinct consumer segments—Middle of the Roaders,

Enthusiasts, Materialists, and Responsibles—based on diverse lifestyle attributes like materialism and philanthropy, the research allows for a detailed understanding of consumer diversity. This segmentation is crucial for businesses to tailor their marketing strategies and service offerings to align with specific consumer preferences and values. Additionally, the study identifies four critical factors influencing adoption: Effortlessness, Prevalence and Customariness, Economic Value, and Hedonism. These factors emphasize the importance of ease of use, habitual use, cost-effectiveness, and the enjoyment derived from the service. The methodological approach expanded by advanced statistical techniques such as exploratory factor analysis and cluster analysis ensures robust and reliable findings, providing actionable insights for stakeholders in the SE. This includes optimizing service design and enhancing user engagement by understanding the motivations and behaviours of different consumer segments. Furthermore, the study sets a foundation for future research, suggesting exploration into how these factors vary across different cultures and geographies and investigating the long-term sustainability of consumer engagement as market conditions evolve. Overall, this study enriches academic discourse and provides practical guidance for businesses operating in the dynamic SE sector, underscoring the need for a user-tailored approach in strategy development.

The quantitative study revealed several key findings regarding the impact of lifestyle attributes and consumer values on the adoption of SE services. The Exploratory Factor Analysis (EFA) conducted in the study identified four primary factors from the contextual variables that influence the adoption and use of SE services:

Effortlessness is the factor that captures the perceived ease of use and intuitive nature of SE services, which enhances user experiences by simplifying interactions with the platform. High loadings were observed on items related to self-efficacy and effort expectancy, indicating that user confidence and the straightforwardness of service processes are crucial for ongoing engagement.

Prevalence and Customariness is the factor reflects the extent to which the use of SE services is ingrained in users' daily lives, influenced by habitual behaviour and social norms. It suggests that routine use and societal acceptance significantly enhance the integration of these services into everyday activities.

Economic Value includes economic considerations, such as cost-effectiveness and perceived value for money. It highlights the importance of SE services in providing economical alternatives to traditional options, which is a significant draw for users seeking to manage their expenses better.

Hedonism can be described as the emotional and psychological rewards of using SE services, such as enjoyment and excitement. It emphasizes the pleasure derived from engaging with the platform, going beyond the functional benefits to include personal gratification and entertainment.

A cluster analysis identified distinct consumer segments based on lifestyle attributes such as materialism, change-seeking, philanthropy, and consumer self-spending control (CSSC), which influenced their behaviour towards SE services. Four distinct consumer segments were identified: "Middle of the Roaders," "Enthusiasts," "Materialists," and "Responsibles."

Middle of the Roaders are characterized by moderate values across all traits, indicating a balanced approach to lifestyle. They display a standard appreciation for material goods, average openness to change, regular commitment to philanthropy,

and slightly better-than-average financial management. Enthusiasts demonstrate high engagement and positive attitudes towards materialism, change, and philanthropy, coupled with strong financial control. This segment's high materialism score reflects a strong interest in acquiring new goods and services, balanced by a strong sense of social responsibility and personal growth. Materialists score the highest in materialism, suggesting a strong focus on acquiring goods and services. Despite a high level of materialism, they also show a high commitment to philanthropy, indicating that their material interests coexist with a sense of social duty. However, they have the lowest score in CSSC, which could indicate a vulnerability to impulse buying and less cautious financial management. Responsibles have the lowest materialism score and the highest philanthropy score, which signifies a strong ethical viewpoint and commitment to helping others. They prefer stability and traditional values over radical changes or new trends and demonstrate significant financial discipline, making them likely to prioritize sustainable and ethical purchasing decisions.

7.1 Implications from a theoretical perspective

The qualitative component of the study offers insightful observations about the SE, derived from a detailed content analysis of a broad spectrum of academic articles. This analysis identifies key themes such as the critical importance of trust and security, the role of social norms, and the effects of technological advancements on how users engage with and adopt SE platforms. These themes reveal not only the dominant trends but also point out significant gaps in the research, such as limited insights into long-term user engagement and varying effects across different socioeconomic groups.

The qualitative component of the study highlights the SE's role in redistributing unused or underutilized assets, as well as its capacity to encourage community-based solutions and participatory governance. These attributes align well with the objectives of developing smart, sustainable urban environments.

These qualitative insights demonstrate a strong foundation for the following quantitative analysis, ensuring the research hypotheses are well-grounded in empirical evidence and relevant to real-world applications. The identified themes directly inform the development of the quantitative research model, particularly integrating aspects of consumer lifestyle and values identified from the qualitative phase. This approach enhances the study's theoretical depth and provides a structured framework that guides the empirical examination, effectively linking theoretical concepts with practical implications for the SE. This methodical integration ensures the research is accessible yet maintains an academic rigor.

Building on these qualitative insights, the quantitative findings further refine and expand the theoretical implications by empirically testing key drivers of user adoption in the SE.

Regression analysis for the entire sample revealed that Prevalence and Customariness emerged as the most influential factor positively affecting behavioural intention to adopt SE services. This finding underlines the critical role of social norms and habitual usage in shaping user behaviour, supporting prior studies emphasizing familiarity and social influences as drivers of behavioural intention in collaborative consumption models (e.g., Joo, 2017; Tsou et al., 2019). However, Joo's (2017) study, while highlighting convenience and time savings as significant factors, rejects the hypothesis that social value significantly influences behavioural intention, presenting a contrast to Hamari et al. (2016), who found social value to be

a key determinant. Hedonism emerged as a key driver, particularly for Enthusiasts and Responsibles, highlighting the importance of emotional satisfaction and enjoyment in influencing adoption. This is in line with research demonstrating that hedonic value enhances user engagement and loyalty by fulfilling emotional needs and providing memorable experiences (e.g., Kozlenkova et al., 2021; Nguyen and Lee, 2021). The positive effect of Effortlessness highlights the necessity of designing user friendly and intuitive interfaces to foster SE adoption. This is consistent with findings that convenience and perceived ease of use play significant roles in promoting continuous use of SE services (e.g., Liu and Yang, 2018; Zhu et al., 2017). The analysis demonstrated that effortlessness is especially significant for Enthusiasts and Responsibles, indicating its influence varies by group. Lastly, Economic Value, while modestly significant, underscores the relevance of cost savings and financial benefits, though it is often secondary to experiential and social factors. This finding resonates with studies showing that economic considerations matter more in specific SE contexts, such as car-sharing, where affordability is critical for some users (e.g., Abutaleb et al., 2023; Alzamora-Ruiz et al., 2020).

Further regression analysis across each consumer segment revealed distinct patterns. Across all four consumer segments Prevalence & Customariness emerged as a consistently significant predictor of SE service adoption. This highlights the critical role of social norms and the habitual integration of SE services into daily life for all consumer types. Beyond this commonality, segments diverge in their sensitivity to other contextual factors. Materialists are additionally influenced by Economic Value, suggesting that, alongside social acceptance, financial benefits play a secondary role in their adoption decisions. Enthusiasts are particularly motivated by Effortlessness, valuing the ease of use alongside the widespread acceptance of SE

services, reflecting their openness to innovation and new experiences. Responsibles show a notable preference for Hedonism, emphasizing the importance of personal enjoyment and accessible experiences that align with their ethical and sustainable consumption values, while economic factors are comparatively less important. Middle of the Roaders rely almost exclusively on Prevalence & Customariness, with other contextual factors not significantly impacting their behavioural intentions, consistent with their generally moderate lifestyle profiles.

Difference analysis identified significant perceptual differences across these lifestyle-based consumer segments, indicating that a one-size-fits-all approach may be ineffective. These findings highlight the necessity of adopting differentiated strategies tailored to each segment's unique perceptions and motivations, in order to enhance user adoption, satisfaction, and sustainable engagement in the SE environment. Strategic implications are discussed in the Implications section.

Correlation analysis further demonstrated significant relationships between consumer values and perceptions in the SE. Consumers valuing Openness to Change seek novelty and stimulation in SE platforms, consistent with their desire for new experiences. Those prioritizing Conservation value tradition and stability, cautiously adopting new technologies only if they perceive them as customary and financially advantageous. Individuals focused on Self-Enhancement are driven by self-interest and achievement, favouring popular services that offer economic benefits and enhance personal success. Those with Self-Transcendence values find that convenient and enjoyable services facilitate altruistic behaviours, in accordance with their concern for others' welfare and collective well-being.

Overall, this study enriches academic discourse by providing a comprehensive understanding of the factors influencing SE acceptance and the

diverse motivations across different consumer segments. Practical insights for businesses in the dynamic SE sector have been provided through the integration of factor, cluster, regression, difference, and correlation analyses. The findings underline the importance of a user-centred strategy that is carefully tailored to the unique preferences and values of each consumer group, ultimately contributing to improved user adoption and satisfaction.

7.2 Implications from a managerial perspective

The findings from this study have substantial implications for a wide range of stakeholders in the SE, including service providers, platform designers, and policymakers. Each of these groups can leverage the insights gained to enhance their strategies and operations.

The identification of distinct consumer segments based on lifestyle attributes—Middle of the Roaders, Enthusiasts, Materialists, and Responsibles—offers valuable insights for managers in the SE. These insights can inform targeted strategies for marketing, service design, customer engagement, and policy development. The summary of user based suggestions are listed in Table 24.

Service providers should highlight products or services that deliver good value and reliability, catering to Middle of the Roaders' preference for straightforward and practical solutions. In terms of service design, focusing on offering standard, easy-to-use services that integrate seamlessly into their everyday lives without requiring high engagement or significant lifestyle changes will likely appeal to Middle of the Roaders. This approach ensures that the services meet their needs for efficiency and convenience, enhancing user satisfaction and loyalty.

Table 24. User Based Suggestions

Clusters	Key Characteristics	Suggestions
Middle of the Roaders	Balanced lifestyle values, practical, efficiency-driven	Provide straightforward, reliable, and cost-effective services. Focus on usability and integration into daily routines.
Enthusiasts	Seek innovation, openness to new experiences, strong engagement	Offer innovative, trend-setting services. Use engaging marketing, loyalty programs, and co-creation opportunities.
Materialists	High materialism, prestige-seeking, less financial control	Introduce premium and exclusive services. Use upselling, VIP benefits, and brand-loyalty programs to strengthen ties.
Responsibles	Low materialism, high philanthropy, ethical and sustainable values	Emphasize eco-friendly, ethical, and socially responsible aspects. Build community-focused and sustainable offerings.

Enthusiasts are a consumer segment driven by a desire for innovation and new experiences, making them ideal targets for introducing innovative and trend-setting services. For product development, focusing on creating offerings that embrace the latest trends and technologies will be suitable. In terms of marketing and engagement, employing dynamic and engaging strategies is essential. Involving Enthusiasts in co-creation processes and loyalty programs can further capitalize on their willingness to engage and their responsiveness to new opportunities. This approach not only fosters deeper connections with the brand but also leverages their enthusiasm to help shape and promote the services they are passionate about.

Materialists are characterized by their high interest in acquiring new products, making them particularly receptive to upselling strategies. Offering premium services can be effective, as these consumers are often willing to invest in superior products that enhance their status and prestige. In terms of customer relationship management, implementing programs that encourage repeat business and increase brand loyalty is crucial. Exclusive offers or memberships that highlight

status, such as VIP benefits or special access to new products, can significantly appeal to their desire for exclusivity and recognition. These strategies not only boost sales but also strengthen the emotional and aspirational connections between the brand and the Materialist consumers.

Responsibles are committed to sustainability and ethics, making it essential to promote eco-friendly and socially responsible aspects of services to align with their values. Engaging this consumer segment effectively involves initiatives that support community welfare and environmental sustainability, as they are likely to respond positively to campaigns that advocate for and promote social causes. By focusing on these values, service providers can not only meet the expectations of Responsibles but also build a sense of community and shared purpose, enhancing brand loyalty and trust among this conscientious group.

Cross-Segment Strategies involve using detailed data analysis to customize offerings to each segment's unique preferences and behaviours. Consider developing hybrid services that merge ethical and innovative features to attract both Responsibles and Enthusiasts. Actively seeking feedback from all segments, particularly Responsibles and Enthusiasts, helps continuously refine and improve the offerings, ensuring they meet diverse consumer needs effectively.

Stakeholder based suggestions are listed in Table 25.

Platform Designers play an important role in enhancing user experience and engagement within the SE. They should prioritize creating intuitive and user-friendly interfaces that embody the principle of effortlessness, making it simpler for users to access and navigate the platform. Additionally, integrating features that augment the hedonic aspects of the platform, such as gamification elements, can significantly enhance the enjoyment and appeal of the service. This approach is

Table 25. Stakeholder Based Suggestions

Stakeholders	Suggestions
Platform Designers	Create user-friendly, intuitive interfaces. Incorporate gamification and hedonic features to enhance user engagement.
Policymakers	Develop regulatory frameworks ensuring consumer trust, data protection, and equitable conditions. Promote sustainability incentives.
Government	Establish supportive environments with clear legislation on trust, security, and privacy. Collaborate with platforms to refine policies ensuring balance between innovation and protection.

particularly effective in attracting Enthusiasts, who value new and exciting features, thereby potentially increasing overall user engagement.

Policymakers have a critical role in shaping the SE through the development of regulatory frameworks that both encourage growth and protect consumer interests. Given the trust and security concerns identified in the study, it is essential for these frameworks to ensure robust consumer protection and maintain the integrity of SE platforms. Additionally, implementing incentive programs that promote sustainable and responsible consumption aligns with the values of consumer segments such as the Responsibles, who prioritize ethical and environmental considerations in their consumption habits. These programs not only support these values but also contribute to broader societal benefits by encouraging more conscientious consumer behaviours within the SE.

A supportive environment for the SE should be established through policies that safeguard consumer interests, protect data privacy, and maintain equitable market conditions. Legislation and guidelines that address security and trust issues, as identified in the study, ought to be formulated to reinforce platform accountability and mitigate potential risks. Incentive programs that encourage sustainable

consumption practices can be introduced to align with the values of consumer segments such as the Responsibles, thereby promoting ethical and eco-friendly behaviours. Collaboration with platform designers and service providers would be beneficial for the ongoing assessment of social impacts, enabling policymakers to refine regulations as the SE continues to evolve. By ensuring a balance between innovation and consumer protection, government bodies can facilitate the sustainable growth of this sector while enhancing public confidence in emerging platforms.

By addressing these specific needs and preferences of the identified consumer segments and considering the influential factors of adoption, stakeholders can more effectively compete and succeed in the dynamic environment of the SE.

7.3 Limitations and future work

This thesis is not without its limitations that provide several avenues for future research.

7.3.1 Limitations

This research supports the importance of an integrated model for adopting SE services and applications. However, there are limitations that future studies might address. Initially, the data was exclusively collected in Turkey, which may restrict the generalizability of the findings to other countries with similar levels of SE usage.

Additionally, this dissertation examines SE services from a broad perspective rather than focusing on specific practices within a particular industry. Such generalization might overlook certain determinants critical to specific SE categories or alter their perceived importance.

Despite these limitations, this dissertation lays the groundwork for significant future research opportunities, which are detailed in the subsequent section.

7.3.2 Future work

SE services present new opportunities for academic research, with a particular emphasis on understanding the determinants of their adoption. Researchers are encouraged to delve deeper into this field to enhance our comprehension of these factors.

Firstly, expanding the scope of this dissertation to various global regions and exploring SE adoption in a cross-cultural context could enhance the generalizability of the findings. Such an approach would allow the research model to be tested for its predictive power across diverse cultures and stages of diffusion.

Additionally, future studies could focus on collecting data at multiple time points to validate the findings and provide a more comprehensive analysis of the temporal relationships among variables.

From another angle, it is advisable for future research to compare different SE categories, recognizing that each category may meet distinct user needs, such as accommodation versus transportation. This comparison could present insights into the specific drivers and barriers for each type of service within the SE.

APPENDIX A

LIST OF THEMES

1. Consumers' Adoption of SE: Explores how consumers start using SE services, including factors like awareness, perceived benefits, and initial experiences that influence adoption.
2. Intrapersonal Dynamics in SE: Focuses on individual psychological factors affecting interactions with SE services, including personality traits, risk perception, trust, and personal motivations.
3. Factors of Consumer Decision-Making in SE: Investigates the specific factors that impact consumers' choices in the SE, such as cost, convenience, peer influence, and trust in the platform.
4. Virtual Communities and Social Capital in SE: Examines online communities within the SE and the role of social capital (trust, network strength) in these virtual environments.
5. Cultural Dynamics and Cross-Cultural Issues in SE: Investigates how cultural differences and cross-cultural interactions shape the usage and implementation of SE models.
6. The Influence of Social Media in SE: Analyses the impact of social media platforms on the perception, marketing, and engagement with SE services.
7. Prosumption and Consumer Empowerment in SE: Explores the dual role of consumers as both producers and users (prosumers) in the SE, highlighting how this leads to consumer empowerment.
8. Service Quality Management in SE: Focuses on maintaining and improving service quality in SE platforms, including strategies for monitoring, feedback collection, and continuous improvement.

9. User Experience Design, Usability, Accessibility in SE Platforms: Examines the design elements of SE platforms, focusing on user experience, usability, and accessibility for diverse user groups.
10. Motivations of SE Service Providers: Investigates why individuals or businesses choose to provide services in the SE, covering aspects like economic incentives, personal satisfaction, and community benefits.
11. Sustainable Practices and Environmental Dimension in SE: Looks at how SE models contribute to or detract from environmental sustainability, including the reduction of waste and resource optimization.
12. Resource Allocation/Distribution & Optimization in SE: Explores efficient resource distribution and optimization strategies within the SE, including how resources are allocated among users and providers.
13. The Role of Data Analytics in SE: Analyses the use of data analytics in understanding user behaviour, improving services, and driving strategic decisions in SE platforms.
14. Role of Artificial Intelligence in SE: Examines the impact and applications of AI in enhancing service efficiency, personalization, and user experience in the SE.
15. The Influence of Mobile Technology on SE: Focuses on how mobile technologies facilitate and shape the operation and growth of SE services.
16. Internet of Things (IoT) in SE: Investigates the role of IoT in enhancing the functionality, efficiency, and user experiences in SE platforms.
17. Financial Technologies (FinTech) and SE: Explores the intersection and impact of financial technologies (like digital payments) on the operations and growth of SE models.

18. Blockchain Technology in SE: Looks at the potential of blockchain technology to enhance transparency, security, and trust in transactions within the SE.
19. Digital Ethics and Cybersecurity in SE: Focuses on the ethical challenges and cybersecurity concerns in the SE, including data privacy and ethical use of technology.
20. Social Justice and Equity Issues in SE: Examines the social justice and equity implications within the SE, such as access inequality and labour rights.
21. Ethical Considerations in SE: Analyses ethical dilemmas and considerations in SE practices, including fairness, responsibility, and community impact.
22. Impacts of SE on Market Competition: Explores how the SE affects traditional businesses and market competition, including disruptive effects and market responses.
23. Impacts of SE on Market Dynamics: Looks at the broader influence of the SE on market trends, consumer behaviours, and economic dynamics.
24. Consumer Protection and Privacy Issues in SE: Focuses on challenges related to protecting consumer rights, data privacy, and user safety in the SE.
25. Role of Trust in SE: Examines the importance of building and maintaining trust between users and providers in SE platforms.
26. Mindful and Socially Responsible Consumption through SE: Explores how the SE promotes mindful consumption and socially responsible behaviours among users.
27. Influence of SE on Consumer Lifestyles: Investigates how participation in the SE is changing consumer lifestyles, behaviours, and attitudes.
28. Economic and Social Impacts of SE: Analyses the broader economic and social effects of the SE, including employment trends and community impacts.

29. Demographic Factors Driving the Growth of SE: Looks at how different demographic groups, such as millennials or urban residents, influence the growth and direction of the SE.
30. Income Inequality in SE: Examines issues of income disparity within the SE, including how it may impact different socio-economic groups.
31. Smart City Initiatives of SE: Explores the integration of SE principles in smart city initiatives, including urban mobility and community-based projects.
32. Influence of SE on Urban Development, Urban Planning, and Infrastructure: Investigates the impact of SE models on urban development, planning, and infrastructure, including housing and transportation.
33. Health and Safety Issues in SE: Focuses on health and safety concerns associated with SE services, including regulatory and operational challenges.
34. Impact of Covid-19 on SE Activities: Examines the effects of the Covid-19 pandemic on SE sectors, including shifts in consumer behaviour and operational challenges.
35. Legal Implications and Challenges in SE: Investigates the legal complexities and challenges faced by SE platforms, including regulatory compliance and legal obligations.
36. Influence of Government Regulations on SE: Explores how government policies and regulations impact the operations, growth, and legal framework of SE platforms.
37. Pricing and Regulatory Challenges in SE: Looks at the challenges related to setting prices and navigating regulatory landscapes in the SE.

38. Evolution of Ownership and Property Rights through SE: Examines how concepts of ownership and property rights are evolving in the context of the SE.
39. Impact of SE on Work and Labor: Investigates the effects of the SE on labour markets, employment patterns, and work conditions.
40. Impact of SE on Local Economies: Explores the local economic impacts of SE practices, including effects on small businesses and community development.
41. Governance in SE: Looks at the governance structures, policies, and mechanisms within SE platforms and their implications.
42. Value Co-Creation in SE: Examines how value is collaboratively created by users and providers in the SE, enhancing service quality and user experience.
43. Service Innovation and Service Design in SE: Focuses on the innovative aspects and design processes of services within the SE, aiming for user-centric solutions.
44. Entrepreneurship Opportunities in SE: Investigates the opportunities for entrepreneurship within the SE, including new business models and market niches.
45. SE Business Models and Revenue Streams: Explores the various business models and methods of revenue generation in the SE.
46. Impact of SE on Public Sector: Looks at how the SE is affecting public sector services and policies.
47. SE Applications in Fashion Industry: Examines the application and impact of SE principles in the fashion industry.
48. SE in Energy Sector: Investigates the application and implications of SE models in the energy sector.

49. SE Applications in Transportation Industry: Explores the impact of SE models on the transportation industry, including ride-sharing and car-sharing services.
50. SE Applications in Logistics Industry: Looks at how the SE is transforming logistics and supply chain management.
51. SE Applications in Hospitality Industry: Examines the impact and growth of SE models in the hospitality industry, including platforms like Airbnb.
52. Theoretical Perspectives and Conceptual Approaches to SE: Discusses various theoretical frameworks and conceptual models used to understand and analyse the SE.
53. Research Themes in SE: Covers the broad range of research topics and themes within the field of the SE, highlighting key areas of study and investigation.

APPENDIX B

FINAL QUESTIONNAIRE – TURKISH

Araştırmanın Adı: Kullanıcılarının Paylaşım Ekonomisi Uygulama ve Hizmetlerine
Yönelik Kullanımlarında Yaşam Tarzının ve Değerlerinin Etkisi

Proje Yürütücüsü: Prof. Dr. Hande TÜRKER

E-posta Adresi: hande.turker@boun.edu.tr

Proje Ekibi: Prof. Dr. V. Aslıhan NASIR, Reydan YAŞAR

Araştırmacının Adı: Reydan YAŞAR

E-posta Adresi: reydan.yasar@boun.edu.tr

Değerli Katılımcı,

Boğaziçi Üniversitesi Yönetim Bilişim Sistemleri Bölümü doktora öğrencisi Reydan Yaşar, tezinin eş danışmanlığı yapmakta olan Prof. Dr. Hande Türker ve Prof. Dr. V. Aslıhan Nasır ile birlikte, kullanıcılarının paylaşım ekonomisi uygulama ve hizmetlerine yönelik kullanım niyet ve davranışları ile ilgili bir doktora tez araştırması yürütmektedir. Bu araştırma kapsamında düzenlenen ankette paylaşım ekonomisi uygulama ve hizmetleri ile ilgili sizlerin görüş, düşünce ve tutumlarınıza yönelik sorular sorulmaktadır. Ankete katılımınız ve verdiğiniz bilgiler sayesinde paylaşım ekonomisi uygulama ve hizmetleri ile ilgili kullanıcıların niyet ve kullanım davranışları analiz edilebilecek ve analiz sonucu elde edilen bulgular bilimsel dergi ve konferanslarda yayınlanarak bu alandaki ilgili kurum/kuruluşlar, akademisyenler ve genel olarak toplum bilgilendirilecektir.

Katılımınız gönüllülük esasına dayanmaktadır ve verdiğiniz cevaplar gizli kalacaktır. Araştırmada kimliğinizi sorgulayan hiçbir soru bulunmamaktadır. Yanıtlarınız bireysel olarak belirlenmeyecek, tüm cevaplar birlikte derlenecek ve toplu olarak analiz edilecektir. Soruları yanıtlarken rahatsızlık duyarsanız anketi tamamlamaktan vazgeçebilirsiniz. Katılmaktan vazgeçtiğiniz durumda sizden o ana kadar alınan veriler de kaydedilmeyecektir. Anketi yanıtlamanız yaklaşık 20 dakika sürmektedir. Araştırmanın başarısı açısından katılımınız ve tüm soruları cevaplandırmanız çok önemlidir.

Araştırmaya yönelik bir sorunuzun olması halinde araştırmacı REYDAN YAŞAR (reydan.yasar@boun.edu.tr) ya da proje yürütücüsü Prof. Dr. Hande TÜRKER (hande.turker@boun.edu.tr) ile iletişime geçebilirsiniz. Araştırmayla ilgili haklarınız konusunda Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu'na (sbinarek@boun.edu.tr) da danışabilirsiniz.

Araştırmaya katılımınız için teşekkür ederiz.

Bu anketin her türlü hakkı saklıdır. Araştırmacının izni olmadan tamamı veya bir kısmı kullanılamaz.

Yukarıdaki açıklamayı okudum, bu çerçevede araştırmaya katılmayı kabul ediyorum.

*

- Evet, kabul ediyorum.
- Hayır, kabul etmiyorum.

Paylaşım Ekonomisi Uygulama ve Hizmetlerinin Tanımı

Paylaşım ekonomisi, çevrimiçi hizmetler aracılığıyla sağlanan, mal ve hizmetlere erişimin elde edilmesi, devredilmesi ve paylaşılmasına yönelik kullanıcılar arası faaliyet olarak tanımlanır. Paylaşım ekonomisi uygulamalarına örnek olarak Martı, AirBnB, Uber uygulamaları düşünülebilir.

Paylaşım ekonomisi uygulama ve hizmetleri aşağıdaki gibi gruplandırılabilir:

- Ulaşım: Martı, BinBin, Voltlines, Uber, Scotty
- Konaklama: AirBnB
- E-ticaret: Letgo

Benzer bir paylaşım ekonomisi uygulamasını daha önce kullandınız mı?

- Evet
- Hayır

Aşağıdaki ifadeleri değerlendirirken yukarıda listelenen paylaşım ekonomisi uygulama ve hizmetlerini göz önünde bulundurun ve ifadelere katılım derecenizi 1'den (kesinlikle katılmıyorum) 5'ye (kesinlikle katılıyorum) olan ölçek üzerinde değerlendirin.

1. Paylaşım ekonomisi hizmetlerinin günlük hayatımda faydalı olduğunu düşünüyorum.
2. Paylaşım ekonomisi hizmetlerini kullanmak, önemli işler halletmemi sağlıyor.

3. Paylaşım ekonomisi hizmetlerini kullanmak, işlerimi daha hızlı gerçekleştirmeme yardımcı oluyor.
4. Paylaşım ekonomisi hizmetlerini kullanmak üretkenliğimi artırıyor.
5. Paylaşım ekonomisi uygulamalarının nasıl kullanılacağını öğrenmek benim için kolaydır.
6. Paylaşım ekonomisi uygulamalarının kullanımını açık ve anlaşılır buluyorum.
7. Paylaşım ekonomisi uygulamalarını kullanmayı kolay buluyorum.
8. Paylaşım ekonomisi uygulamalarını kullanma konusunda becerikliyimdir.
9. Önem verdiğim kişiler, paylaşım ekonomisi hizmetlerini kullanmam gerektiğini düşünüyor.
10. Örnek aldığım insanlar, paylaşım ekonomisi hizmetlerini kullanmam gerektiğini düşünüyorlar.
11. Fikirlerine değer verdiğim insanlar paylaşım ekonomisi hizmetlerini kullanmamı tercih ediyor.
12. Paylaşım ekonomisi uygulamalarının yakın çevremdeki kişiler tarafından kullanılıp kullanılmadığını gözlemlerim.
13. Paylaşım ekonomisi hizmetlerini kullanmak eğlencelidir.
14. Paylaşım ekonomisi hizmetlerini kullanmak zevklidir.
15. Paylaşım ekonomisi hizmetlerini kullanmak keyiflidir.
16. Paylaşım ekonomisi hizmetlerini kullanmak heyecan vericidir.
17. Paylaşım ekonomisi hizmetlerinin fiyatını makul buluyorum.
18. Paylaşım ekonomisi hizmetlerini kullandığımda paramın karşılığını aldığımı düşünüyorum.
19. Paylaşım ekonomisi hizmetleri paramı akıllıca kullanmamı sağlar.
20. Paylaşım ekonomisi hizmetleri piyasadaki abartılı fiyatları dengeler.

21. Paylaşım ekonomisi hizmetlerini kullanmak benim için bir alışkanlığa dönüştü.
22. Paylaşım ekonomisi hizmetlerini kullanmadan yapamıyorum.
23. Paylaşım ekonomisi hizmetlerini kullanmanın vazgeçilmez olduğunu düşünüyorum.
24. Paylaşım ekonomisi hizmetlerini kullanmak hayatımın bir parçası haline geldi.
25. Gelecekte paylaşım ekonomisi hizmetlerini kullanmaya devam etmeyi düşünüyorum.
26. Paylaşım ekonomisi hizmetlerini hayatımda daha fazla alanda kullanmayı düşünüyorum.
27. Paylaşım ekonomisi hizmetlerini daha sık kullanmayı düşünüyorum.
28. Paylaşım ekonomisi hizmetlerinin kullanımı konusunda çevremdekilere önayak olmak isterim.
29. Paylaşım Ekonomisi hizmetlerini etkin kullanma becerime güveniyorum.
30. Geçmiş deneyimlerim, Paylaşım Ekonomisi hizmetlerini başarıyla kullanabildiğimi gösteriyor.
31. Paylaşım Ekonomisi hizmetlerini kullanmak için gerekli bilgi ve yetkinliğe sahibim.
32. Paylaşım Ekonomisi hizmetlerini zorlanmadan kullanıyorum.

Aşağıdaki ifadelere göre yaşam tarzınızı değerlendirerek her ifadeye ne derece katıldığınızı ölçek üzerinde belirtiniz.

1. Her şeyin en iyisine sahip olmak isterim.
2. İstedğim her şeyi satın alabilecek kadar zengin olmak isterdim.
3. Daha fazla şey satın almaya gücüm yetseydi, daha mutlu olurum.
4. İstedğim şeyleri satın alamadığımda mutsuz olurum.
5. İnsanlar maddi şeylere çok fazla önem veriyorlar.
6. Paranın gerçekten mutluluğu satın alabildiği doğrudur.
7. Sahip olduğum eşya, mal, mülk, vb. bana büyük keyif veriyor.
8. Yeni ve farklı yöntemler denemektense işlerimi bildiğim yoldan yapmaya devam etmeyi tercih ederim
9. Günlük yaşamımda yenilik ve değişiklikler yapmayı severim.
10. Biraz riskli olsa da değişiklik, çeşitlilik ve hareketlilik sunan bir iş hoşuma gider.
11. Sürekli yeni fikirler ve deneyimlerin arayışı içindeyim.
12. Yaptığım aktivitelerde değişikliği severim.
13. Hayat sıkıcı hale geldiğinde, yeni ve alışılmadık şeyler deneyimlemeyi severim.
14. Değişimle dolu öngörülemez bir yaşam biçimindense rutin bir yaşam biçimini tercih ederim.
15. Bu dünyayı gelecek nesiller için daha iyi bir yer olarak bırakmalıyız.
16. Her nesil, kendi döneminin sorunlarını çözmekle sorumludur.
17. İnsanların birbirlerinin sorunları ile daha az ilgilenmeleri toplum için tehlike oluşturur.

18. Dünyanın sorumluluk sahibi bireylere ihtiyacı var.
19. Dünya düzeninin evrensel ilke ve politikalara dayalı olması iyi bir şeydir.
20. Hayır kurumlarına destek olmayı sadece devletten beklemek yerine bireysel olarak da payıma düşeni yaparım.
21. Hayır kurumları ve sivil toplum örgütlerini desteklemek vatandaşlar ve şirketlere bırakılmamalı, devlet tarafından üstlenilmelidir.
22. Gayrimenkul varlıklara sahip olmaktansa kiralamanın, sık kullanılmayan eşyaları ise satın almaktansa ödünç almanın daha mantıklı olduğunu düşünüyorum.
23. Elden çıkarmam gereken şeyleri saklama eğilimim vardır.
24. Maddi değeri az da olsa benden bir şey çalınırsa çok üzülürüm.
25. İhtiyacım olan bir şeyi başkasından ödünç almaktansa satın almayı tercih ederim.
26. Sahip olduğum eşyaları başkalarıyla paylaşmaktan hoşlanmam.
27. Nereye ne kadar harcama yaptığımı bilirim.
28. Satın almadan önce ihtiyaçlarımı dikkatlice düşünürüm.
29. Bütçemi kontrol altında tutmamı engelleyecek satın alma isteklerime karşı koyabilirim.
30. Sosyal ortamlarda yaptığım harcamalarda ipin ucunu kaçırmam.
31. Yaptığım harcamalar konusunda sorumluluk sahibiyim.

Aşağıdaki ilke ve prensiplerin sizi ne derece tanımladığını ölçek üzerinde değerlendiriniz.

1. Başkalarından bağımsız hareket etmek, işleri kendi tarzında yapmak, özgün, yaratıcı ve meraklı olmak.
2. Hayatı çeşitlilik ve heyecan ile yaşamak, risk almak, macera peşinde olmak, zorluklardan kaçmamak.
3. Hayattan zevk almak, kendini şımartmak ve keyfine düşkünlük.
4. Önemli yetkinliklere sahip olmak, başarılı olmak, sıkı çalışmak, insanlar ve olaylar üzerinde etkili olmak.
5. Varlıklı olmak, değerli şeylere sahip olmak, sosyal statü ve mevki sahibi olmak, prestij ve itibar.
6. Kibar olmak, sosyal normlara ve kurallara uymak, yerinde davranışlarda bulunmak, genele ayak uydurmak.
7. Aileden ve geçmişten gelen örf, inanç, gelenek ve göreneklere uymak, kabullenilicilik, muhafazakarlık.
8. Tehlikelerden uzak ve güvende olmak, ailesinin ve sevdiklerinin emniyetinde olduğundan emin olmak, yaşamında ve sosyal ilişkilerinde değişiklik yapmaktan kaçınmak, toplumsal düzenin sürmesini istemek.
9. Eşitlik, dünya barışı, toplumsal adalet, erdemli olmak, doğayla bütünlük, sanatseverlik, açık fikirli olmak, sosyal çeşitliliği ve kapsayıcılığı desteklemek.
10. Çevredeki insanlara yardım etmek, başkalarının iyiliğini önemsemek, hayırseverlik, bağışlayıcılık, vefalı olmak ve fedakârlık.

Lütfen Cinsiyetinizi Belirtiniz:

- Kadın
- Erkek
- Diğer
- Belirtmek İstemiyorum

Lütfen Yaşınızı Belirtiniz:

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 ve üstü

Lütfen Eğitimi Durumunuzu Belirtiniz:

- İlköğretim Mezunu
- Lise Mezunu
- Üniversite/Yüksekokul Mezunu
- Yüksek Lisans/Doktora Mezunu

Lütfen Aylık Gelir Düzeyinizi Belirtiniz:

- 15.000 TL ve altı
- 15.000 TL – 30.000 TL
- 31.000 TL – 55.000 TL
- 56.000 TL – 90.000 TL

- 91.000 TL ve üstü



FINAL QUESTIONNAIRE – ENGLISH

Evaluate on the scale how much you agree with the following statements considering Sharing economy applications and services.

1. I perceive that sharing economy services are useful in my daily life.
2. Using sharing economy services increases my chances of achieving things that are important to me.
3. Using sharing economy services helps me accomplish things more quickly.
4. Using sharing economy services increases my productivity.
5. Learning how to use sharing economy applications is easy for me.
6. My interaction with sharing economy applications is clear and understandable.
7. I find sharing economy applications easy to use.
8. It is easy for me to become skillful at using sharing economy applications.
9. People who are important to me think that I should use sharing economy services.
10. People who influence my behavior think that I should use sharing economy services.
11. People whose opinions that I value prefer that I use sharing economy services.
12. I observe whether sharing economy applications are used by people close to me.
13. Using sharing economy services is fun.
14. Using sharing economy services is enjoyable.
15. Using sharing economy services is very entertaining.

16. Using sharing economy services is exciting.
17. Sharing economy services are reasonably priced.
18. Sharing economy services are good value for the money.
19. Sharing economy services allow me to use my money wisely.
20. Sharing economy services stabilize the exaggerated prices in the market.
21. The use of sharing economy services has become a habit for me.
22. I am addicted to using sharing economy services.
23. I must use sharing economy services.
24. Using sharing economy services has become natural to me.
25. I intend to continue using sharing economy services in the future.
26. I will always try to use sharing economy services in my daily life.
27. I plan to continue to use sharing economy services frequently.
28. I would like to initiate the use of sharing economy services to those around me.
29. I am confident in my ability to use the Sharing Economy services.
30. My past experiences increase my confidence that I will be able to successfully use the Sharing Economy services.
31. I have necessary knowledge and competence to use the Sharing Economy services.
32. I use Sharing Economy services without difficulty.

Evaluate on the scale how much you agree with the following statements.

1. It is important to me to have really nice things.
2. I would like to be rich enough to buy anything I want.
3. I'd be happier if I could afford to buy more things.

4. It sometimes bothers me quite a bit that I can't afford to buy all of the things I would like.
5. People place too much emphasis on material things. (r)
6. It's really true that money can buy happiness.
7. The things I own give me a great deal of pleasure.
8. I like to continue doing the same old things rather than trying new and different things.(r)
9. I like to experience novelty and change in my daily routine.
10. I like a job that offers change, variety, and travel, even if it involves some danger.
11. I am continually seeking new ideas and experiences.
12. I like continually changing activities.
13. When things get boring, I like to find some new and unfamiliar experience.
14. I prefer a routine way of life to an unpredictable one full of change.(r)
15. We have to leave this world a better place for the next generation.
16. Each generation has to solve its own problems.
17. Society is in danger because people are less concerned about each other nowadays.
18. The world needs responsible citizens.
19. The world community relies on international politics and corporations, and that is a good thing.
20. I give money to charitable causes, no matter what the government does.
21. Charity and public benefit should be supported by the government, and not by citizens and business corporations.

22. Renting/borrowing or leasing possessions is more appealing to me than owning one. (r)
23. I tend to hang on to things I should probably throw out.
24. I get very upset if something is stolen from me even if it has little monetary value.
25. I would rather buy something I need than borrow it from someone else.
26. I hesitate to share my possessions with others.
27. I closely monitor my spending behavior.
28. I carefully consider my needs before making purchases.
29. I am able to resist temptation in order to achieve my budget goals.
30. In social situations, I am generally aware of what I am spending.
31. I am responsible when it comes to how much I spend.

Evaluate on the scale to what extent the following guiding principles define you.

1. Independent thought of action, performing tasks in one's way, being creative and curious.
2. Variety & excitement in life, to take risks, and look for adventures and challenges in life.
3. Enjoyment in life, spoiling oneself, the gratification of desires, and self-indulgence.
4. Personal success through the demonstration of competence, hard work, and influence on people and events.
5. Being rich, possessing expensive things, and prioritization of social status, prestige and control over people & resources.
6. Behaving politely and properly, self-discipline, and honor of elders.

7. Following the customs handed down by one's religion or family, devotion, and humility.
8. Living in secure surroundings, avoiding anything that might be dangerous, harmony and stable social relationships.
9. Equality, a world at peace, unity with nature, wisdom, a world of beauty, and welfare of the natural environment & wider society.
10. Helping the people around, the priority of the welfare of others, loyalty, and forgivingness.

Gender:

- Female
- Male
- Other
- Prefer not to say

Age:

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 and over

Education:

- Primary School
- High School

- Undergraduate
- Graduate (Master/Phd)

Monthly Income:

- 15.000 TL and below
- 15.000 TL – 30.000 TL
- 31.000 TL – 55.000 TL
- 56.000 TL – 90.000 TL
- 91.000 TL and over

APPENDIX C

ETHICS COMMITTEE APPROVAL

Evrak Tarih ve Sayısı: 10.10.2022-91624



T.C.
BOĞAZİÇİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)

Sayı : E-84391427-050.01.04-91624
Konu : 2022-56 Kayıt Numaralı Başvurunuz
Hakkında

10.10.2022

Sayın Prof. Dr. Hande Bahar TÜRKER
Yönetim Bilişim Sistemleri Bölüm Başkanlığı - Öğretim Üyesi

"Kullanıcılarının Paylaşım Ekonomisi Uygulama ve Hizmetlerine Yönelik Kullanımlarında Yaşam Tarzının ve Değerlerinin Etkisi" başlıklı projeniz ile Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)'e yaptığınız 2022-56 kayıt numaralı başvurunuz 07.10.2022 tarih ve 2022/09 sayılı kurul toplantısında incelenmiş ve projenize etik onay verilmesi uygun bulunmuştur.

Bu karar tüm üyelerin toplantıya on-line olarak katılımıyla ve oybirliği ile alınmıştır. Onam mektubu tüm üyeler adına Komisyon Başkanı tarafından e-imzalanmıştır.

Saygılarımızla, bilgilerinizi rica ederiz.

Dr. Öğr. Üyesi Işıl ERDUYAN
Başkan

Bu belge, güvenli elektronik imza ile imzalanmıştır.
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34342 Bebek-İSTANBUL Bilgi için: Nürsen MUNAR
Telefon No:0212 287 17 53 Faks No:0212 265 70 06 Unvan: Mühendis
İnternet Adresi:www.boun.edu.tr
Kep Adresi:bogaziciuniversitesi@hs01.kep.tr

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