

AN INVESTIGATION INTO THE DIMENSIONALITY OF
THE COLLABORATIVE ECONOMY FROM A
SERVICE-DOMINANT LOGIC PERSPECTIVE

by

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A DISSERTATION

Submitted in partial fulfillment of the requirements
for the degree of Doctor of Philosophy
in the Department of Marketing
in the Graduate School of
The University of Alabama

TUSCALOOSA, ALABAMA

2017

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ABSTRACT

The overall purpose of this dissertation is to contribute to a better understanding of the collaborative economy (CE). The CE involves direct or mediated peer-to-peer (p2p) resource exchanges, which can occur with or without compensation, and allows for ownership transfers as well as access to goods, services, and experiences. Regarding the CE, this dissertation has two primary objectives. The first is to develop a conceptual typology for collaborative exchanges with the second being to investigate factors associated with the use and evaluation of one broad marketplace within the CE.

This dissertation represents an initial attempt to systematically and theoretically explore various elements of the CE. First, this research is grounded in Service-Dominant Logic, which acts as an overarching framework as it helps to explicate the nature of mutually beneficial resource exchange by multiple actors within socially constructed and contextually relevant service networks that are governed by social and cultural norms called “institutions”. Next, an in-depth literature review informs the dimensionality of the collaborative economy in order to provide a means for classifying, describing, and evaluating the CE across three key dimensions. Next, a conceptual model of consumer motivations for participation in one key area of the CE, that being collaborative consumption (CC), will be developed and tested. CC includes p2p service provision or resource exchange, for a fee or some compensation, coordinated by a third party or mediator. One well-known example in this domain, Airbnb, connects consumers looking for lodging with individuals who have accommodations available.

As much of this research is exploratory in nature, we follow convention in utilizing a mixed-methods approach, first utilizing qualitative research including open-ended qualitative CIT surveys and semi-structured depth interviews, followed by quantitative survey analysis. Results of this dissertation suggest that there are both social and functional drivers of behavioral intentions relative to CC exchanges. As this new or (re)institutionalized economic model challenges our current understanding of service provision, its continual expansion has significant implications for the future of service delivery.

DEDICATION

For Stephen Michael,
the best thing that has ever happened to me.

LIST OF ABBREVIATIONS AND SYMBOLS

%	Percentage
<	Less than
=	Equal to
A2A	Actor-to-Actor
AVE	Average variance extracted
B	Unstandardized regression weight
B2B	Business to Business
B2C	Business to Consumer
C2C	Consumer to Consumer
CC	Collaborative Consumption
CE	Collaborative Economy
CFA	Confirmatory factor analysis
CFI	Comparative fit index
CIT	Critical Incident Technique
CR	Composite Reliability
df	Degrees of freedom: number of values free to vary
H	Hypothesis
MTurk	Amazon's Mechanical Turk
N	Total number of subjects

NNFI	Non-Normed Fit Index
NS	Not significant
p	Probability of mistakenly rejecting a true null hypothesis
P2P	Peer-to-peer
RMSEA	Root mean square error of approximation
SD	Standard deviation
S-D logic	Service-Dominant Logic
SE	Standard Error
Sig.	Level of significance
SRMR	Standardized root mean square residual
WOM	Word-of-Mouth
χ^2	Chi-squared

ACKNOWLEDGMENTS

In his book, *Outliers*, Malcolm Gladwell says, “*Success is not a random act. It arises out of a predictable and powerful set of circumstances and opportunities*” (p. 155). I have worked hard, but I have no illusions that my successes are mine alone. And I want to thank a few of the people who made this and other incredible opportunities possible for me.

To my advisor, Tom. Thank you for always believing in me and encouraging me. Your time, effort, and support have made this process possible. I feel incredibly fortunate to have had you in my corner and as my friend for the past four years. Truly, thank you!

To my committee, Sharon, Steve, Stacey, and Dan. Thank you for the wonderful insights, recommendations, and reassurance. It has been an honor and a pleasure to work with you all, and I hope to do so again in the future.

To my husband, Stephen. Thank you for loving, inspiring, and feeding me throughout this process, for your sacrifices and hard work, and for sharing in this dream and adventure. Life with you (and Ralphie and Beaux-Bleu) has always been the light at the end of the tunnel.

To my family. I am who and where I am today because you loved me. Thank you for reminding me that I can do anything and then believing it even when I had my doubts. *Mom*, I often think you must have the ability to will things into being. Thank you for sharing that determination, drive, and faith with me, and for giving me every opportunity in the world to pursue my dreams. *Dad*, thank you for your wit and good humor, for challenging me without

ever doubting my abilities, and for some of the most relaxing and food-filled days during this process. *Missie, Belle, and Boo*, thank you for being my biggest fans and toughest critics. You're the reason I believe in soul mates. To *Nanny, Granny and Papa, Darrell, Brooke, Breanna, Brittany, Papa and Susie, the Halls*, and the rest of my large, wonderful, supportive family: Thank you for the part each of you has played in my life and in my successes. I love you all.

To my doc student family. Thank you all for your guidance and friendship. I am so grateful to *Miracle*, for your support and determination, *Susy*, for your confidence and solidarity, and *Alex*, for your sincerity and cheerfulness. I know you'll be wildly successful. *Jess, Ayesha*, and *Melanie*, thank you for being there, checking on, and picking me up from the very start.

To my friends and colleagues. *Robin and Jeff*, through all the challenges ahead of and behind us, we couldn't have asked for better friends, dinners partners, or fellow wine enthusiasts. *Kyleigh*, thank you for always being a model of grace, courage, and empathy. *Mathew, Matthew*, and *Stephanie*, thank you for believing in my ability to do this job and setting me on this path. I wish I could thank all of my amazing friends, mentors, and colleagues that have helped me along the way, but I hope they know just how grateful I am for the support and opportunities that helped to get me this far.

CONTENTS

ABSTRACT	ii
DEDICATION	iv
LIST OF ABBREVIATIONS AND SYMBOLS	v
ACKNOWLEDGMENTS	vii
LIST OF TABLES	xiv
LIST OF FIGURES	xv
CHAPTER I INTRODUCTION OF TOPIC AREA	1
1.0 Introduction	1
1.1 Proposed Contribution of the Dissertation Research	7
1.2 Organization of the Dissertation Research	9
CHAPTER II THEORETICAL FRAMEWORK – SERVICE-DOMINANT LOGIC	10
2.0 Introduction	10
2.1 What is Service-Dominant Logic?	11
2.2 Why utilize service-dominant logic as the overarching framework in this research? S-D logic as a Meta-Theoretical Framework	12
2.3 What are the foundational premises of S-D logic? S-D Logic Axioms	15
2.3.1. Axiom 1 - “Service is the fundamental basis of exchange.”	15
2.3.2. Axiom 2 - Value is co-created by multiple actors, always including the beneficiary	16
2.3.3. Axiom 3 - “All social and economic actors are resource integrators.”	18

2.3.4. <i>Axiom 4 - “Value is always uniquely and phenomenologically determined by the beneficiary.”</i>	19
2.3.5. <i>Axiom 5 - “Value co-creation is coordinated through actor-generated institutions and institutional arrangements.”</i>	21
2.3.6 <i>Institutionalization</i>	22
2.4 How does service-dominant logic provide a foundation for studying collaborative exchange?	29
2.4.1 <i>Innovation</i>	29
2.4.2 <i>Implications for the Collaborative Economy</i>	34
2.5 Setting the Stage for the Widespread Collaborative Economy	38
CHAPTER III LITERATURE REVIEW, DIMENSIONALITY, AND CONCEPTUAL TYPOLOGY OF THE COLLABORATIVE ECONOMY	43
3.0 Introduction	43
3.1 Delineating the Collaborative Economy	43
3.2 Traditional Forms of Exchange	56
3.3 Research Methods for Developing a Conceptual Typology for the Collaborative Economy	58
3.4 Dimensionality of the Collaborative Economy	63
3.5 Types of Collaborative Exchange Practices and Collaborative Economy Marketplaces	71
3.5.1 <i>Collaborative Consumption Marketplace</i>	76
3.5.2 <i>Peer-to-Peer Economy</i>	79
3.5.3 <i>Redistribution Markets</i>	80
3.5.3 <i>Sharing Economy</i>	82
3.6 Summary of Chapter III	84

CHAPTER IV EXPLORATORY QUALITATIVE STUDIES OF DRIVERS OF CC	87
4.0 Introduction	87
4.1 Qualitative Study 1	90
4.2 Qualitative Study 2	96
4.3 Evaluating Reliability of Qualitative Research Methods	100
4.4 Qualitative Research Results	101
4.5 Conceptual Model	125
CHAPTER V QUANTITATIVE ASSESSMENT OF RESEARCH MODEL	127
5.0 Introduction	127
5.1 Dependent Variables – Positive Word-of-Mouth, Satisfaction, and Repatronage	131
5.2 Independent Variables	133
5.2.1 Security and Trust	133
5.2.2 Ease of Process	138
5.2.3 Convenience	139
5.2.4 Social Impression	141
5.2.5 Product/Service Value	143
5.2.6 Authentic Experience - <i>Communitas</i>	144
5.3 Methods	146
5.3.1 Data Collection	146
5.3.2. Questionnaire Overview	147
5.3.3 Sample Characteristics	148
5.3.4 Measures	150
5.3.5 Analysis	153

5.3.6 <i>Test of Hypotheses</i>	156
5.4 Results and Discussion.....	160
CHAPTER VI DISCUSSION AND FUTURE RESEARCH	163
6.1 Summary of Research and Contributions	163
6.2 Managerial Implications	165
6.3 Theoretical Implications.....	169
6.4 Limitations and Avenues for Future Research.....	173
6.4.1 <i>Potential Mediation and Moderation of the Proposed Relationships</i>	175
6.4.2 <i>Unexplored Research Themes</i>	177
6.4.3 <i>The Dark Side of Collaborative Exchanges</i>	177
6.4.4 <i>Engagement in Service Networks</i>	178
6.4.5 <i>The Future of “Mediated” Collaboration?</i>	180
REFERENCES	182
APPENDIX A: EXAMPLES OF THE SPAN OF THE CE ACROSS INDUSTRIES	206
APPENDIX B: OVERVIEW OF DISSERTATION RESEARCH PROCESS BY CHAPTER	208
APPENDIX C: GLOSSARY OF TERMS RELATED TO SERVICE-DOMINANT LOGIC	211
APPENDIX D: TEMPLATE OF QUESTIONS TO IDENTIFY EMERGENT THEMES IN CASE-BASED ANALYSIS	214
APPENDIX E: CHAPTER IV, STUDY 1: ORIGINAL NODES (PRIMARY RESEARCHER)	216
APPENDIX F: CHAPTER IV, STUDY 1 – CODER 2 NODES (GRADUATE STUDENT)	220
APPENDIX G: FINAL PROPOSED LIST OF THEMES/NODES	225
APPENDIX H: QUALITATIVE INTERVIEW GUIDE	226

APPENDIX I: QUESTIONNAIRE FOR QUANTITATIVE PHASE – CHAPTER V231
APPENDIX J: SCALE ITEMS FOR ALL CONSTRUCTS – CHAPTER V248
APPENDIX K: IRB HUMAN SUBJECT RESEARCH APPROVAL.....251

LIST OF TABLES

Table 2.1: Foundational Premises and Axioms of Service-Dominant Logic	12
Table 3.1: Sample Definitions of CE and Related Constructs	53
Table 3.2: Overview of Types of Collaborative Exchanges and Marketplaces	73
Table 4.1: Overview of Interview Respondents' Demographics and CC Usage	99
Table 4.2: Final Themes and Counts by Study	102
Table 4.3: Description and Support of Final Themes and Sub-Themes	119
Table 5.1: Sample Demographic Information	149
Table 5.2: Correlations, Square Root of AVE, and Descriptive Statistics	155
Table 5.3: Items, Parameter Estimates, Standard Errors, and CR for Trimmed Model ...	157
Table 5.4: Standardized Parameter Estimates and Goodness-of-Fit Statistics	159

LIST OF FIGURES

Figure 2.1: Triadic Nature of Collaborative Exchanges and Other Influential Factors	38
Figure 3.1: Visual Representation of Collaborative Exchange Dimensions	65
Figure 3.2: Triadic Nature of CC Exchange	68
Figure 3.3: Overview of the Collaborative Economy Marketplaces	72
Figure 3.4: Summary of Types of Collaborative Exchanges and Marketplaces	86
Figure 4.1: Visual Representation of Collaborative Consumption Marketplace	88
Figure 4.2: Conceptual Model of Drivers of CC Behavioral Intentions	126
Figure 5.1: Initial Conceptual Research Model – Chapter IV	129
Figure 5.2: Proposed Research Model – Chapter V	130
Figure 5.3: Final Research Model – Chapter V	161

CHAPTER I INTRODUCTION OF TOPIC AREA

“In 20 years we won’t be able to imagine a world where we didn’t have access to things through collaborative consumption.”

- Greg McAdoo, Sequoia Capital (as quoted in Forbes, Geron 2013)

1.0 Introduction

Sharing, bartering, and trading are not new exchange processes (Belk 2016; Belk 1988) and in fact have been characterized as being “as old as humankind” (Belk 2014d, p. 1595). However, after over a century of consumers engaging in conspicuous (Veblen 1899) or aspirational consumption (Sheth et al. 2011), there is currently a re-emergence of collective exchange behaviors (Bardhi and Eckhardt 2012; Belk 2014c; Botsman and Rogers 2010). These new (or perhaps reinstitutionalized) models generally focus on making access to products and services as convenient as, and ideally more affordable and obtainable than, traditional forms of ownership (Belk 2014d; Botsman and Rogers 2010; Gansky 2010). Several factors have been identified as contributors to the rapid acceptance of this economic model. While the most important may be the increase in and access to technological innovations (e.g., internet and mobile technologies) other factors such as shifting consumer demographics, new social values, consumer cost consciousness, and a weakened economic environment have also been significant contributors (Botsman and Rogers 2010; Cohen 2013; Labrecque et al. 2013).

This marketplace, valued at approximately \$110 billion in 2010 (Botsman and Rogers 2010) and estimated to reach \$335 billion in revenue by 2025 (PricewaterhouseCoopers 2015), has been hailed as one of Time's "10 Ideas that will change the world" (Walsh 2011) and as something that has the potential to transform the existing business climate (Bieler 2014). A recent Nielsen report (Frighetto 2014) indicates consumers are rapidly embracing the idea of a "collaborative" economy, demonstrating a willingness to both use assets acquired from others (68%) as well as lend or sell their own (66%). Two well-known examples of this phenomenon, Airbnb (connects consumers looking for lodging with individuals who have accommodations) and Uber (connects pre-screened drivers with other consumers in need of a ride) are currently valued at approximately \$25.5 billion (Tharakan 2016) and \$62.5 billion (Konrad 2016), respectively. However, few industries will be exempt from the far reach of the CE (Belk 2014d). Additional examples of companies believed to be involved in this form of resource exchange are listed in Appendix A.

While the growth and potential importance of this phenomenon can be easily chronicled, to date there has been a great deal of confusion regarding exactly how to refer to this new form of exchange. The term "sharing economy" has become one of the more familiar buzzwords and was even added to the Merriam-Webster dictionary in 2015, being defined as "an economic system in which assets or services are shared between private individuals, either free or for a fee, typically by means of the Internet" (Steinmetz 2015). Within the academic literature, sharing has been defined as "the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use" (Belk 2007, p. 126). Based on this understanding of sharing, the dictionary definition of the sharing economy would exclude a large number of exchange opportunities that are most relevant to a business context

(e.g., barter, trade, purchase). To this point, Botsman and Rogers (2010), industry pioneers in this area and co-authors of the bestselling book “What’s Mine is Yours,” originally proposed that “collaborative consumption” is an appropriate descriptor for this economic groundswell. However, more recent work by Botsman (2013), suggests the term “Collaborative Economy” might be more appropriate than some of the previous terms as an overarching, or “umbrella,” term for labeling the overall domain, with several subcategories falling within this broader understanding of collaborative exchange behaviors.

The *collaborative economy* is thus conceptualized as “an economy built on distributed networks of connected individuals and communities... transforming how we can produce, consume, finance, and learn” (Botsman 2013, no page). Based on our research, we elaborate on this idea and suggest that the CE *involves direct or mediated peer-to-peer resource exchange, with or without compensation, which allows for ownership transfers as well as access to goods, services, and experiences*. Therefore, for the purposes of this research, and for reasons which will be discussed in more detail in the conceptual development of the following chapters, we believe “collaborative economy” to be the most appropriate term for describing the overall phenomenon. The primary divisions proposed are briefly mentioned below and will be specified further within the literature review in Chapter III.

Broadly speaking, within the overall collaborative economy, there might be instances of sharing, access, bartering, trading, among other forms of exchange. We propose three primary differentiating factors (dimensions) between these forms of exchange involve: (1) free exchange vs. for some form of compensation, (2) market mediated vs. non mediated exchange, and (3) access vs. a transfer of ownership. Overall, the CE is believed to allow for the redistribution of assets from those who own them to those consumers who require them, as well as for the

creation of new markets that allow customers to access (i.e., rent) products and services who otherwise could not afford them, or who would not buy them for other reasons (e.g., space constraints, environmental concerns, or limited utility (Belk 2014a; Botsman and Rogers 2010; Gansky 2010)).

It should be noted that as this form of exchange continues to rapidly evolve, researchers will also need to ensure concepts and definitions evolve as well. To ensure what is developed in this dissertation has the greatest ability to match this market evolution, the research presented here will be set within the context of service-dominant logic (S-D logic) (Vargo and Lusch 2004). The impact of S-D logic on services thought cannot be overstated, especially with regard to the idea of value co-creation, something that is particularly critical within the CE. As customers change market dynamics by playing a much more active role in the service delivery and value co-creation processes (Prahalad and Ramaswamy 2000), companies more often act as facilitators between customers (Chan et al. 2010) by creating and managing technology-based platforms that facilitate peer-to-peer (p2p) exchange. S-D logic acts as a useful framework for the proposed research since it attempts to explicate the nature of mutually beneficial exchange of resources by multiple actors within socially constructed and contextually relevant service networks or “ecosystems”, which are governed by social and cultural norms called “institutions” (Vargo and Lusch 2016a). Additional details concerning S-D logic will be provided in Chapter II.

One example of the type of evolution CE is undergoing, and for which S-D logic is uniquely positioned to help explain, is a change in the “assets” that consumers are able to access and that contributors are willing to provide. The ability of consumers to access, and contributors to provide access to, underutilized assets was initially one of the core characteristics of CC. For

example, Airbnb initially was based on people using their personal residence as a way to provide accommodations for those in need of them. More recently, however, there appears to be a movement towards something that is perhaps less characteristic of that. Specifically, more recent accounts include reports of some individuals purchasing accommodations with the expressed intent of renting them out via Airbnb. While this does not keep with the original “spirit” of Airbnb, this does seem to suggest the use of underutilized assets, particularly if what was being purchased would not be used as a primary domicile. However, what is important to consider is that the collaborative economy focuses on the collaborative exchanges between ‘peers’ although these exchanges are often mediated by service platforms (e.g., companies). In summary, the collaborative economy can involve both ownership transfers as well as the temporary provision of access to goods and services, for free or for some form of compensation, and exchanges can occur directly between peers or can be mediated by a third party.

Dissertation Objectives and Presentation

In spite of consumers’ interest in the collaborative economy and the potential of these markets to dramatically impact current economic models, to date few studies have addressed its theoretical underpinnings or empirically examined the collaborative economy (Hamari et al. 2015; Lamberton and Rose 2012; Mohlmann 2015; Piscicelli et al. 2015). As this business model challenges the traditional understanding of consumer behavior, specifically how consumers “purchase, possess, use, and dispose of products” (Chen 2009, p . 926), the continual expansion of the collaborative economy has significant implications for the future of service delivery. Thus, managers and researchers alike can benefit from an analysis and understanding of the motivations for consumer involvement in this phenomenon (Albinsson and Perera 2012).

To address the issues raised in the paragraph above, the research presented in this dissertation has five primary objectives. The first objective is to answer calls for research that applies and refines S-D logic as a meta-theory as well as potentially contributing to the development of less abstract, mid-range theories (Ng and Vargo 2016a). Specifically, this research addresses recent calls by service marketing-related journals such as the *Journal of Service Management* and *Service Science* for research which bridges the gap between theory and practice relative to S-D logic, by investigating topics such as the role of technology integration within institutions and service ecosystems as well as collaborations among diverse stakeholders. Additionally, we advance previous studies that have begun to make the connection between collaborative service networks and S-D logic (Luca et al. 2015). Furthermore, this research demonstrates how the principles of S-D logic act as a framework to help provide a better understanding of how value is co-created in social networks/collaborative ecosystems and how (re)institutionalization or market innovation occurs. This research also provides support from related theoretical inquiries regarding exchange behaviors and the nature of exchanges, which will be discussed in detail in Chapter II. Moreover, the proposed research acknowledges that moving forward, understanding the evolutionary nature of value co-creation will be critical in evaluations of service experiences.

The second objective, which is the focus of Chapter III, is to offer more clarity regarding the overlapping definitions frequently used to refer to this form of exchange (e.g., sharing economy, collaborative economy, and the mesh, among others). To do so, we will explore the various dimensions of the CE and develop a conceptual typology that will have the potential to provide a meaningful classificatory scheme that can aid researchers and practitioners in better

understanding various types of collaborative exchange behaviors and in making comparisons between them.

The third dissertation objective is to identify motivational factors that may be related to consumers' willingness to participate in CE. Specifically, Chapter IV will employ qualitative techniques to examine several salient motivational drivers for consumers' participation in CC, a subset of the CE that includes market-mediated exchanges and requires that some form of compensation be exchanged. To achieve this objective, first, open-ended survey questions using the Critical Incident Technique (CIT) (Bitner et al. 1990; Gremler 2004) were collected via Amazon's Mechanical Turk (MTurk) to capture consumers' experiences with companies within this realm. In addition, depth interviews were conducted to further these efforts and to aid in developing a conceptual framework.

The fourth objective is to empirically test the framework developed in Chapter IV. As much of this research is exploratory in nature, we follow convention in utilizing a mixed-methods approach (Corbin and Strauss 2008), first utilizing qualitative research followed by quantitative analysis. By doing so the research provides both managers and researchers initial insights into factors associated with consumers' behavioral intentions regarding CC. The fifth and final objective is to propose areas of future research in this domain.

1.1 Proposed Contribution of the Dissertation Research

The importance of the proposed research is highlighted by The Marketing Science Institute's (MSI) research priorities for 2014 to 2016 (MSI 2014), specifically with regard to how companies capitalize on new technologies, business models, and industry structures (Cartwright 2016) while focusing on the enduring importance of consumers (Tier 1; MSI 2014). In addition, it also fulfills calls for research regarding the latest research priorities for 2016 to 2018 (MSI

2016). Specifically, the research proposed here addresses issues related to the two of the five overarching research priorities for 2016-2018 associated with: (1) Making sense of changing decision processes (Research Priority 3), and (2) Innovation, Design and Strategy in an age of disruption (Research Priority 5). Regarding Research Priority 3, this research will look at how technology engagement drives consumers' participation in collaborative exchanges, how consumer expectations differ as well as spillover from one domain to another, and how understanding cultural differences and changes influence preferences and norms for new and existing business models (Research Priority 3; MSI 2016). Second, as to Research Priority 5, in order to “[identify] next generation business models (e.g., sharing/collaboration economy, crowd sourced models)” there needs to be a common understanding of and language to discuss these new business models (MSI 2016, p. 15). Thus, the proposed research, specifically Chapter III, helps to explicate the collaborative economy domain and looks at potential divisions/dimensions within it.

Finally, in addition to the aforementioned MSI Research Priorities, this research also addresses several of the issues identified as potential areas of future service research by a group of prominent service researchers (Ostrom et al. 2015a). Specifically, gaining a better understanding of customers' roles in creating their own experiences, the coordination of value creation in collaborative contexts, and the influence of mobile and digital technologies are all highlighted as ongoing services research priorities (Ostrom et al. 2015b). Thus, the significance of this research directly relates to the potential theoretical and managerial implications for and contributions to the knowledge of services marketing and management relative to this new collaborative economy.

1.2 Organization of the Dissertation Research

The format for the remainder of the dissertation will be as follows. Chapter II will present an overview of the theoretical framework for this dissertation, service-dominant logic, and well as institutional and exchange-based theoretical perspectives, which underlie CE behaviors. In Chapter III, various conceptualizations of the CE and related areas are presented and a conceptual typology is constructed to elaborate on these dimensions. In Chapter IV, a conceptual research framework is presented based on qualitative research that follows a Grounded Theory approach. This research model is subsequently tested in Chapter V. Finally, in Chapter VI, the managerial and theoretical implications of this research will be summarized and presented. Finally, limitations and avenues for future research are also discussed in this final chapter. A high-level overview of the research process is also included in Appendix B.

CHAPTER II

THEORETICAL FRAMEWORK – SERVICE-DOMINANT LOGIC

2.0 Introduction

The objective of this chapter is to offer service-dominant logic (S-D logic) as a sound theoretical foundation for the research. First, an overview of S-D logic and its function in this research as well as a thorough review of its underlying mechanisms will be provided. This introduction is important in order to provide a foundational understanding of the language and complexity of S-D logic, as a deeper understanding of this framework helps in explicating the nature of the collaborative economy (CE). Next, a discussion of institutionalization and market practices as they are related to S-D logic is presented. This foundation helps to ground the final portion of this section regarding the influence of innovation through institutionalization as a critical factor in the emergence of the widespread CE market. Thus, in this chapter we aim to answer the following questions in order to align the S-D logic framework with our understanding of collaborative resource exchange that occurs within the CE:

- 1) What is service-dominant logic?
- 2) Why utilize service-dominant logic as the overarching framework in this research?
- 3) What are the underlying assumptions of service-dominant logic?
- 4) How does service-dominant logic provide a foundation for studying collaborative exchange?

2.1 What is Service-Dominant Logic?

Vargo and Lusch's (2004) seminal work on S-D logic, in its most basic form, proposes a framework to explain how multiple actors integrate resources and engage in service exchange for the purpose of value co-creation. However, this logic has been subsequently developed (see Vargo and Lusch 2016a) to include the mechanisms that bound and facilitate the service or resource exchange, institutions and institutional arrangements. Specifically, the past decade has seen the evolution of S-D logic from 8 foundational premises (FPs) (see Vargo and Lusch 2004) to 11 FPs (Vargo and Lusch 2006—FP9, 2008—FP10, 2016a—FP11) with 5 of those having been elevated to axiom status. Essentially, the 5 axioms condense the 11 FPs into the core maxims of S-D logic from which the other FPs can be derived (Lusch and Vargo 2014). The 5 axioms and additional 6 FPs are shown in Table 2.1. The axioms will be discussed in greater detail in a later section. In short, S-D logic “represents a dynamic, continuing narrative of value cocreation through resource integration and service exchange...” as will be discussed further in the following sections (Vargo and Lusch 2016b, p. 47). A glossary of terms related to the S-D logic theoretical perspective is also included in Appendix C.

Table 2.1: Foundational Premises and Axioms of Service-Dominant Logic

FP	Final FPs (Vargo and Lusch 2016a)	Axiom Status
FP1	Service is the fundamental basis of exchange.* ^b	Axiom 1
FP2	Indirect exchange masks the fundamental basis of exchange.*	
FP3	Goods are distribution mechanisms for service provision.*	
FP4	Operant resources are the fundamental source of strategic benefit.*	
FP5	All economies are service economies.*	
FP6	Value is cocreated by multiple actors always including the beneficiary.*	Axiom 2
FP7	Actors cannot deliver value but can participate in the creation and offering of value propositions.*	
FP8	A service-centered view is inherently beneficiary oriented and relational.*	
FP9	All social and economic actors are resource integrators.**	Axiom 3
FP10	All social and economic actors are resource integrators.**	Axiom 4
FP11	New Value cocreation is coordinated through actor-generated institutions and institutional arrangements.***	Axiom 5

^a Table adapted from Vargo and Lusch 2016a

^b Wording may have been amended from original version for some FPs.

*Indicates Original FP (Vargo and Lusch 2004);

**Vargo and Lusch 2008

***Vargo and Lusch 2016a

The next section will provide a presentation of how S-D logic can be utilized as an overarching framework in conjunction with various midrange theories for more fully explicating the nature and evolution of markets. Following this, a more detailed view of the five axioms of S-D logic, with an emphasis on the final axiom, will be presented. Finally, additional insight will be offered regarding how institutionalization and innovation simultaneously drive value co-creation and market evolution in the collaborative economy.

2.2 Why utilize service-dominant logic as the overarching framework in this research? S-D logic as a Meta-Theoretical Framework

Since its introduction (Vargo and Lusch 2004), S-D logic has had a significant impact on services thought, especially with regard to the idea of co-creation of value, something that is

particularly important with regard to the collaborative economy. This is due in large part to the fact that customers are changing market dynamics by playing a much more active role in the service delivery and value co-creation processes (Prahalad and Ramaswamy 2000). As a result, companies more often act as facilitators between customers (Chan et al. 2010) by creating and managing platforms that facilitate consumer-to-consumer (c2c), or p2p exchange.

Fundamentally, S-D logic intends to explain how value is co-created through these exchanges. The value of the S-D logic framework for this research lies in that it attempts to explicate the nature of mutually beneficial exchange of resources by multiple actors within socially constructed networks (“ecosystems”), governed by social and cultural norms (Vargo and Lusch 2016a).

However, it should be noted that S-D logic is not the first theoretical approach to propose some of the foundational viewpoints explained in the subsequent section. For example, the suggestion that service provision as well as value creation and actualization occur in networks was perhaps first implied by Burt’s (1982) theory of structural holes. This theory suggests that actors (in this case the company platforms) are able to occupy favorable network positions and bridge the gap between other actors, allowing these companies to broker relationships/facilitate connections between otherwise unrelated actors/entities, ergo suggesting value actualization in networks. Prior research by White (1981), Baker (1984), and Burt (1982) established that actors’ connections as well as social context influenced market behaviors. Likewise, that social/cultural norms (e.g., institutions) and practices (e.g., how meaning is assigned to symbols and signs) are believed to govern exchange behaviors is not entirely novel to S-D logic. In its most basic form, Social Exchange Theory (Emerson 1976; Homans 1958) explains a sequence of interactions for resources, which are either economically valuable or symbolically relevant for exchange

partners, resulting in reciprocal obligations (Cropanzano and Mitchell 2005). In addition, other research streams, such as consumer culture theory (Arnould and Thompson 2005) and practice theory (Kjellberg and Helgesson 2006) view social exchanges in light of social (Schaefer et al. 2016) and cultural norms, or *cultural mandates with rewards and punishments* (Gouldner 1960), similar to the discussions of institutionalization within S-D logic.

That being said, one of the primary benefits of utilizing S-D logic as the focal framework for this research is that it takes a systemic view of how actors engage with one another within a broad system of exchanges and therefore provides a more robust lens through which various economic and social phenomena can be viewed. To be more precise, we posit that S-D logic does not reduce the importance or value of other existing theoretical perspectives, but rather that it acts as a more general theory of the market that can help to synthesize, inform, and support other meta-theoretical frameworks (Vargo and Lusch 2016b).

Utilizing S-D logic as a meta-theoretical framework addresses numerous calls for research regarding a ‘general theory of the market’ (or of marketing). For example, Mauss (1954) stresses the significance and necessity of looking at the ‘whole’ of society and its dynamic institutions and social systems, suggesting “nothing is more urgent or more fruitful than this study of total social facts” (p. 102). Furthermore, Alderson (1957) suggested, “What is needed is not an interpretation of the utility created by marketing, but a marketing interpretation of the *whole process of creating utility [i.e., value]*” (p. 69, emphasis added). S-D logic has been proposed as providing the groundwork for such a ‘theory of the market’ (Vargo 2007; See Vargo and Lusch 2016b). Thus, by using S-D logic as a more general, meta-theoretical framework and relying on input from various related theoretical perspectives, we seek to more thoroughly explicate the domain of the CE in its entirety as opposed to explicating only the dyadic

exchanges which occur between individual actors (c2c), or these actors and companies (b2c).

In the following section, the axioms, or principles that constitute the foundation of S-D logic, will be discussed. Then, taking a service ecosystems approach grounded in S-D logic, further insight will be offered into how institutionalization and innovation simultaneously drive value co-creation and market (re)creation, and more specifically how it relates to the collaborative economy.

2.3 What are the foundational premises of S-D logic? S-D Logic Axioms

In 2016, Vargo and Lusch, answering calls for a more precise delineation of S-D logic's initial premises, provided the second significant update to S-D logic following modifications by Vargo and Lusch in 2008. This continuing evolution of previous conceptualizations of S-D logic led to the elevation of some of the original FPs to 'axiom' status as well as the introduction of a new axiom. Given the importance of each axiom to the understanding of S-D logic and its application to the research to be conducted here, each of these maxims are discussed below (Vargo and Lusch 2016a).

2.3.1. Axiom 1 - "Service is the fundamental basis of exchange."

S-D logic follows prevailing logic that markets are driven by exchange (Bagozzi 1975). However, S-D logic suggests the mechanism through which this exchange occurs is *service*, defined as "one actor using its skills and capabilities for the benefit of another actor" (Lusch and Nambisan 2015, p. 156), something that is the basis of the new collaborative economy. Vargo and Lusch (2008b) emphasize the importance of the singular term '*service*', which involves

applying resources for the benefit of another, as opposed to the plural ‘*services*’, tangible market offerings or “units of output” (e.g., goods).

Specifically, the idea of service indicates the process whereby actors integrate resources for the benefit of themselves and others. Thus, S-D logic considers the underlying processes or performance of service delivery, rather than the (largely physical) outputs of exchanges (e.g., goods). Therefore, within S-D logic, transactional exchanges that involve the trade of goods are subsets of service exchange that aid in the ‘service-provision process’ (Vargo and Lusch 2008b). In other words, the provision of goods is the indirect provision of service. That is to say that rather than looking at the differences in goods versus services (e.g., Zeithaml et al. 1985), S-D logic focuses on the relationship between them (Lusch and Vargo 2014). Accordingly, service is the common denominator of exchange (Vargo and Lusch 2016b), and ‘goods’ act as a mechanism for this important service-for-service exchange.

2.3.2. Axiom 2 - Value is co-created by multiple actors, always including the beneficiary.

Prior to the elucidation of S-D logic, value was generally considered to be embedded in an offering and distributed by some entity such as a ‘producer’ acting in the role of “dominating actor”. The producer took actions that impacted another actor, the ‘consumer’, such that value is created by one entity and used by another (Lusch and Nambisan 2015, p.160). However, in S-D logic value is always co-created because value propositions, or invitations by actors to “serve one another in order to attain value” (Chandler and Lusch 2015, p. 1), are provided by one or more actors and actualized by collaboration between various network actors (Akaka 2012). Importantly, while the role of ‘beneficiary’ is often ascribed to consumers (Lusch and Nambisan 2015; Vargo et al. 2010), Vargo and Lusch (2016a) highlight that an important implication of

service exchange (resource integration) is that the “service provider also has the role of “beneficiary,” given reciprocal service exchange” (p. 6).

In doing so, Vargo and Lusch (2016a) introduce a move from the idea of competitive advantages to that of “strategic benefits.” This shift in language helps keep the primary focus on value co-creation, whereby every entity—including the service provider—benefits from exchange, as opposed to a focus on competitors (which is believed to be an important, but secondary factor). This view is consistent with principles of the current research, particularly as reliance on interdependent, mutually beneficial exchange is at the heart of truly collaborative exchange behaviors.

Furthermore, within S-D logic, traditional roles such as “consumers,” “producers,” or “suppliers” (and their associated scripts/norms) do not exist. Rather, S-D logic focuses on actor-to-actor (a2a) networks in which each entity plays the role of an “actor” responsible for co-creating a valuable exchange (Lusch and Nambisan 2015). This is particularly important in a collaborative context since within the collaborative economy exchanges are often “triadic” in nature, rather than being dyadic exchanges. For example, as it relates to Airbnb there are three primary actors in the service delivery process. For the sake of clarity throughout this research, as well as for research to follow, we suggest these actors be referred to as follows. First, “companies” (e.g., Airbnb) are the actors that provide platforms (e.g., applications) that allow for resource exchange, in effect mediating p2p exchanges. “Consumers” (e.g., individuals seeking accommodations) are actors that receive resources from contributors, often via market-mediation by companies. Finally, “contributors” (e.g., apartment owners) are actors that provide resources to consumers whether directly or via some form of market-mediation. Importantly, even without direct contact with a person at a company (e.g., Airbnb employee), the interaction with the

company via the service platform (e.g., internet or phone application) introduces another ‘actor’ in the exchange. A *service platform*, formally defined, is a “modular structure that comprises tangible and intangible components (resources) and facilitates the interaction of actors and resources or resource bundles” (Lusch and Nambisan 2015, p. 166).

In summary, actors play various roles such that all actors are producers (e.g., in the with the recombination of resources they are producing value) *and* consumers (e.g., exchanges are mutually beneficial; Vargo and Lusch 2014). That is to say that all actors are resource integrators, beneficiaries, and active participants in value co-creation. This actor-to-actor (a2a) view also fits with the idea that in collaborative exchanges the “roles” of the actors can vary and change. For example, CE “consumers” and “contributors” can also switch and play both roles in these interactions.

2.3.3. Axiom 3 - “All social and economic actors are resource integrators.”

As suggested by Axiom 2, value is co-created by numerous actors, and S-D logic maintains the importance of mutually beneficial exchange for all actors, as all are seen as active participants in and beneficiaries from value co-creation processes. However, the concept of value co-creation also hinges on the principle of resource integration, which entails the bundling or recombination of resources, such as people, knowledge, skills, and/or technology, in order to co-create value within service eco/systems (Lusch and Nambisan 2015).

According to S-D logic (Vargo et al. 2008), service systems are “configuration[s] of resources ...connected to other systems by value propositions” (p. 145). The resources that are re/configured fall within two broad classifications, operand and operant resources. Operand resources typically refer to non-human elements, often raw materials or physical products (e.g.,

what might be considered as “goods”). These imply indirect service provision as these are resources that must be acted upon by the second classification – operant resources. Operant resources are largely human-related, and include skills, knowledge, and competencies (Luca et al. 2016; Vargo and Lusch 2004). Thus, S-D logic proposes that all actors (i.e., the company, customer, and contributor) are operant resources that should act upon operand resources to facilitate exchanges (Lusch and Vargo 2014).

2.3.4. Axiom 4 - “Value is always uniquely and phenomenologically determined by the beneficiary.”

As alluded to in Axiom 2, S-D logic moves beyond the traditional views of value being provided by the firm to the customer and allows for value to be assessed by all actors as well as, and importantly, others that may be included in the system within which the service is being delivered (Lusch and Vargo 2014). Discussions of value date back to the time of Aristotle, who first coined the terms ‘use-value’ and ‘exchange-value’ (Fleetwood 1997; Vargo et al. 2008). Current understandings of these terms suggest that *value-in-exchange* is the price which is paid (Vargo et al. 2008, p. 150), whereas *value-in-use* regards the market experience with the offering, or “when the offering is useful to the customer or beneficiary” (Lusch and Nambisan 2015, p. 159). Building on these prior conceptualizations of value, Vargo et al. (2010) propose *value-in-context*, which implies that “not only is value always co-created, it is also contingent on the integration of other resources and is *contextually specific*,” (Vargo et al. 2010, p. 141). In other words, from an S-D logic perspective, value is not inherently embedded in offerings of a firm (i.e., value-in-exchange), but rather, value arises from a beneficiary finding the offering particularly useful (i.e., value-in-use) given a particular context (value-in-context). Consequently, firms cannot simply create value *for* consumers. Rather, firms make value

propositions that, if accepted, result in the cocreation of value between the consumer and firm (Lusch et al. 2008). In other words, firms can only create value *with* the consumer.

This axiom has important implications for the emerging collaborative marketplace. First, exchanges among actors occur within a social context and thus determinations of “value” are inherently subjective and unique to individual actors or entities. This focus on value *co*creation is reflected in the interactive nature of many collaborative exchanges. And given that all beneficiaries determine value rather than a company delivering value to a customer, this creates a greater likelihood that offerings will evolve to better meet the needs of each actor. Second, the idea of *value-in-context* helps explain when and why collaborative economy alternatives might be chosen over more traditional offerings (e.g., Airbnb vs. a hotel, taxi vs. Uber). While one of the factors often mentioned regarding the growth of this economy has been the lower price associated with many of its offerings, that is not always a/the reason consumers engage with these providers (which will be discussed in greater detail in Chapters IV and V). For example, many consumers are willing to pay a premium price for service provision under certain conditions. For instance, Uber often increases rates for service (“surge pricing”) during inclement weather, which makes utilizing this service more expensive than many traditional alternatives (e.g., taxis or public transportation systems). Yet, many consumers are still willing to make use of this service. Understanding the context (e.g., the fact that it was raining) and norms (e.g., perceptions that Uber is more convenient and easy to use) helps to better explain consumers’ willingness to pay for and find greater value in use. Likewise, others actors such as drivers who might have otherwise not wanted to pick up riders (e.g., due to causing muddy carpets or to having to drive in rain) might be incentivized to do so under these conditions. In summary, as

“value is a contextually contingent concept,” it is critical to gain a better understanding of how value is perceived in determined in light of the context (Vargo and Lusch 2016a), p. 18).

2.3.5. Axiom 5 - “Value co-creation is coordinated through actor-generated institutions and institutional arrangements.”

Axiom 5, the latest addition to S-D logic, is perhaps the most critical for moving S-D logic towards a general theory of the market. According to S-D logic “cocreation of value is the purpose of exchange” (Vargo and Lusch 2016a, p. 9), and it is axiom 5, regarding institutions and institutional arrangements, that most clearly delineates the mechanisms that allow for the large-scale cooperation necessary for the co-creation of value in markets (Vargo and Lusch 2016a). It is important to note that ‘institutional arrangements’ are not the companies themselves (in a traditional sense), but rather are governing mechanisms of service-to-service exchange, of which ‘companies’ play a part. S-D logic emphasizes the importance of cooperation and coordination, cornerstones of collaborative exchange, which is facilitated through institutions, or “humanly devised rules, norms, and beliefs that enable and constrain action and make social life predictable and meaningful” (Vargo and Lusch 2016a, p. 11). These “routinized, coordinating mechanisms” (Vargo and Lusch 2016a, p. 7) play a crucial role in value co-creation due to the fact that it is the combination or interrelation of these institutions, called *institutional arrangements* that facilitate value co-creation and help to elucidate the nature of economic growth (Vargo and Lusch 2011). Therefore, institutions are rules or norms and institutional arrangements are the combinations of these norms that are established and used for decision making in practice.

As with value, institutions are socially relevant and context-dependent. Moreover, institutional arrangements (e.g., combinations of norms, sanctions, practices) have often been

used as means of governing patterns of acceptable behavior in reciprocal exchange relationships (Emerson 1976; Wetzels et al. 2014). This is especially true for the collaborative economy. For example, consider the case of staying a night in someone else's home as with Airbnb or HomeAway. There is the expectation that the host will provide an environment comparable to the representation of the property given on the application, and that the guest will generally return the home in the condition in which it was found. Likewise, there is the expectation that if something goes awry, that the company will hold up its role as mediator and guarantor, if necessary. The sense of reciprocity and interdependence which results reduces perceived risk and increases cooperation among exchange partners (Cropanzano and Mitchell 2005).

Given the importance of this axiom and its explanatory power regarding interactions and exchanges within and the evolution of the collaborative economy, we believe this topic warrants further discussion. Accordingly, we expand upon this basic overview of institutionalization.

2.3.6 Institutionalization

More recent developments of S-D logic have increasingly focused on (a) the importance of institutional logic and institutional arrangements as “foundational facilitators of value co-creation in markets” (Vargo and Lusch 2016a, p. 6), (b) the value of institutionalized solutions and how they adapt and evolve (Lusch and Vargo 2014), (c) the nature of service ecosystems (Akaka et al. 2017; Chandler and Vargo 2011), and finally (d) the role of practices in understanding institutionalization. This section elucidates these concepts and lays the groundwork for a discussion of (de) and (re)institutionalization of the collaborative economy.

2.3.6a Institutional Logic

Developing an understanding of institutional logic is critical to fully grasping the nature of value cocreation (Vargo and Lusch 2011). Institutional logic consists of “socially constructed, historical patterns of cultural symbols and material practices” (Thornton et al. 2012, p. 2), or put more simply, the “means and rules” for resource (i.e., service for service) exchange (Lusch and Nambisan 2015, p. 165). However, in order to communicate (1) how value co-creation occurs among actors—e.g., the rules of exchange, and (2) how value derived from co-creation is shared among actors—e.g., how value is realized, an *architecture of participation* is necessary. This architecture essentially provides a “road map” for actors and outlines “the mechanisms for participants’ contributions to be coordinated, integrated, and synchronized in a coherent way” (Lusch and Nambisan 2015, p. 165).

While the addition of institutional logic is believed to have the potential to move S-D logic from the status of lens or framework, “at a minimum, it affords the completion of a relatively coherent narrative of value cocreation through resource integration and service exchange, coordinated by shared institutional arrangements that define nested and overlapping service ecosystems” (Vargo and Lusch 2016a, p. 4). In essence, institutions are the foundational ‘building blocks’ or “rules of the game” (North 1990) for the infrastructure of not only markets, but of society. Therefore, in the case of the CE, if institutions are the “rules of the game” and organizations are the teams (North 1990), then Airbnb might be considered an “IT-based marketplace” that provides an architecture or a “structure for transparent value sharing” (Lusch and Nambisan 2015, p. 1166).

2.3.6b Institutionalization Solutions (Markets)

The architecture of participation helps to more formally codify some of the social and cultural norms of exchange resulting in *institutionalized solutions* (Vargo and Lusch 2016a). These embedded solutions evolve from the repetition of resource integration practices (service-for-service exchange), and represent what we might refer to as ‘markets’ (Vargo and Lusch 2014). In line with this view, Simon (1996) indicates that “markets and organizations are social schemes that facilitate coordinated behavior” (Habibi et al. 2016). Furthermore, Bagozzi (1975) indicates that exchanges occur in “an intricate social system of behavioral relationships that go well beyond the visible exchange of products and money” (p. 15). Thus, designing socially and culturally relevant institutional solutions is equivocal to the creation of markets.

These markets are often subdivided, including subsystems and submarkets (Vargo and Lusch 2016a). Within the context of S-D logic, markets are seen as dynamic, evolutionary social systems driven by service exchange, such that resources are integrated for the benefit of each actor (self and others), and given a particular value-in-context (Vargo and Lusch 2008a, 2014; Vargo et al. 2008). Thus, as the needs, desires, and practices of actors evolve, so too will the institutional solutions (i.e., markets) as a result of resource integration/exchange among actors for the purpose of value co-creation (Vargo and Lusch 2011). Consequently, institutionalization is an evolutionary process as opposed to an “achieved state” (Garud et al. 2002).

Co-creation of value exists at multiple levels of aggregation (Akaka 2012), which are not “fixed” but rather are relative, evolving, and changing over time. In addition, levels are nested within and constitute one another (Akaka et al. 2017). That is to say that activity at one level must be viewed from other levels for adequate interpretations of value perceptions. Lusch and Vargo (2006b) maintain that these collaborative and multi-level exchanges lead to changes in

both society and markets. This is due to the fact that in the process of value co-creation, actors pull from and contribute to resources (e.g., people, knowledge, skills) and during these interactions they ‘transmit signals’ about “what works and what does not work” (Lusch and Vargo 2006a, p. 411). Through multiple iterations, what constitutes value and how it is created is, in effect, established. Hence, actors simultaneously enact co-creation practices and shape these practices through *institutional work*, or the “the creation, maintenance, and disruption of institutions” (Lawrence et al. 2009, p. 1). This is responsible for both transforming institutions as well as repairing tensions and conflicts within them (Vargo et al. 2015). However, given the dynamic nature of markets, the institutional arrangements that develop and govern market behaviors are also evolving. Therefore, an understanding of institutionalization from an ecosystems perspective is also important for understanding how new markets evolve or (re)institutionalization occurs.

2.3.6c Service Ecosystems

Since its initial presentation (Vargo and Lusch 2004), S-D logic has broadened towards a more systemic view allowing for discussions regarding networks of actors, including participants at all levels (e.g., individuals, companies, institutions, governments, etc.) as well as including cultural and social contexts as important lenses. This “zooming out” from dyadic exchanges allows researchers to see the ‘big picture’ from a multi-actor perspective. Taking such a systemic view from an S-D logic perspective implies adopting a service ecosystems perspective, thought to be the “unit of analysis for value cocreation” (Vargo and Lusch 2016a, p. 2). Service ecosystems are defined as “relatively self-contained, self-adjusting system[s] of resource-

integrating actors connected by shared institutional arrangements and mutual value creation through service exchange” (Vargo and Lusch 2016a, p. 10-11).

Barrett et al. (2015) draw attention to the fact that “value cocreation is enacted within and enabled by service ecosystems” (Fremstad 2017, no page), which are inclusive of a2a networks consisting of multiple stakeholders at various levels of aggregation. Levels can range from dyadic service exchanges (micro-level), to triadic or relational (meso-level), to collective/across networks (macro-level) although there is a great deal of fluidity between and across levels (and no level exists without the others).

Service ecosystems can be paralleled with Bagozzi’s (1975) concept of *complex exchange*, which refers to “a system of mutual relationships between at least three parties” whereby “each social actor is involved in at least one direct exchange, while the entire system is organized by an interconnecting web of relationships” (p. 33). This ‘web’ includes the environmental and social contexts surrounding actors’ interactions, which have been shown to greatly influence their behaviors (Vargo and Lusch 2011). In other words, social networks make up the contexts which enable exchange, such that value is the contextually created (Akaka et al. 2014). Thus, while interacting in value co-creation practices according to the existing institutional logics, actors are also shaping social and cultural norms for future exchange behavior, further emphasizing the dynamic nature of service ecosystems. As institutionalization is the mechanism for governing and changing market behaviors, the addition of the fifth axiom to S-D logic (*coordination of value co-creation via institutions/institutional arrangements*) allows for the discussion of the collaborative economy from an ecosystems perspective, which provides a more holistic picture of collaborative exchanges.

2.3.6d Institutions and Practices

As institutions bind and enable the enactment of practices and consumer interactions, through which service is enacted (Barrett et al. 2015), this section briefly introduces the role of practices in S-D logic. Akaka (2012) makes a case for this by integrating two streams of research – S-D logic and Consumer Culture Theory – to provide a more comprehensive overview of value co-creation and its relation to practices in markets. Value co-creation within S-D logic primarily focuses on resource integration, which as has been introduced previously, is framed by context (Vargo and Lusch 2011). Consumer culture theory focuses on market practices, or “*all activities that contribute to shape markets*” (Kjellberg and Helgesson 2006, p. 3) for exchange. Thus, Akaka (2012) suggests that drawing on resource integration (e.g., co-creation) in light of cultural contexts (e.g., norms, practices, etc.) provides a better understanding of the nature of market exchange and value derivation. This is because actors “enact practices (routine actions) to (co-) create value for themselves and for others” by drawing on and contributing to “common resources, social norms and meanings, which recursively constitute the cultural contexts through which value is derived” (Akaka 2012, p. v).

Kjellberg and Helgesson (2006) suggest that there are three categories of ‘market practices’ (exchange practices, normalizing practices, and representational practices). First, *exchange practices* involve the routinized, “concrete activities” that contribute to the execution of individual economic exchanges. Next, *normalizing practices* establish the social norms or ‘rules’ for interaction. Finally, *representational practices* depict what the market is and how it operates or ‘works’. Expanding this view of market practices, Wieland, Koskela-Huotari, and Vargo (2012) propose an alternative view of exchange practices, in particular. In its place, they propose *integrative practices*, or “practices that enable actors to draw on a variety of resources

from multiple sources to create value for themselves and for others”, which are not restricted to traditional monetary or economic forms of compensation (Wieland et al. 2016, p. 5). Hence, integrative, normalizing, and representational practices are believed to makeup value cocreation practices, which considers public, private and market-facing resources as opposed to only market-facing resources.

Understanding the cultural and social practices and norms governing collaborative exchange is important for understanding value co-creation (Akaka and Chandler 2010) as “value cocreation is represented by the reciprocity of exchange, as well as by the existence of the shared institutions that facilitate this exchange” (Vargo and Lusch 2016a, p. 10). Social norms (and a fear of sanctions) increase a sense of reciprocity and cooperation, even among self-interested individuals. For example, even when individuals lack a sense of reciprocal interdependence, social norms such as a rating systems on service platforms (Karpen et al. 2012, 2015) can hold members accountable and prevent negative behaviors (Perugini et al. 2003).

To summarize, S-D logic centers on the integration and mutually beneficial exchange of resources by multiple actors within socially constructed networks (e.g., *ecosystems*), which are governed or mediated by *institutions* (e.g., norms) and *institutional arrangements* (i.e., interrelation of institutions) (Vargo and Lusch 2016a). Therefore, there are several advantages to grounding this research in S-D logic. For example, it allows us to improve our understanding of the complex evolution of collaborative exchange ecosystems such that we can explain the nature of these relationships and exchanges at multiple levels of aggregation. Furthermore, taking a service ecosystems perspective (a) affords a greater understanding of how collaboration occurs and relationships develop within service systems, (b) helps explain the nature of actors’

interactions, and (c) provides a better picture of value co-creation from various stakeholders' perspectives (Vargo et al. 2008).

2.4 How does service-dominant logic provide a foundation for studying collaborative exchange?

To this point, the five axioms of S-D logic have been presented, with special attention on the fifth axiom regarding institutions. To summarize the previous section, norms (institutions), which are often codified and enforced (institutional arrangements) emerge into what we can call *institutionalized solutions* (markets). In other words, more formalized institutional arrangements (e.g., legal, political, and economic) generally involve the classification and communication of acceptable, normative behaviors (Vargo and Lusch 2011). However, given that these markets are dynamic and evolutionary, norms and practices will constantly evolve as a result of the interactions among actors (Akaka et al. 2014), which might be described as *institutional work*. This is not to say that the markets are unstable. Rather, according to Vargo and Lusch (2014), stability occurs by this process of *institutionalization*, or the “widespread acceptance of generalized value propositions (e.g., automobiles) as acceptable solutions to common needs (e.g., personal transportation)” (Vargo and Lusch 2014, p. 242). The orchestration of knowledge, technology, and institutions across service systems can lead to the development of sustainable value propositions (Barrett et al. 2015), which we might consider to be the process of *innovation*.

2.4.1 Innovation

Of particular interest to this research is describing the evolution and nature of interactions in the “new” or reinstitutionalized collaborative economy. In order to do that, this research presents an overview of innovation and how innovation allows for the (re)creation of markets.

One possible explanation for how this occurs follows from the reframing of innovation as being about “developing systems of value co-creation” (Vargo and Lusch 2016b, p. 54). Akaka et al. (2017) extend the context of innovation to consider how the interactions and social institutions of multiple actors guide (and are guided by) their co-creative, innovative efforts, whereby all actors are dynamic, operant resources and serve as the source of both innovation and value creation (Lusch et al. 2008). In this context, innovation is conceptualized as “the co-creation or collaborative recombination of practices that provide novel solutions for new or existing problems” (Akaka et al. 2017, p. 54). Therefore, innovation essentially involves (1) integrating operant resources, (2) multiple actors interacting to create value, and (3) the (de)/(re)institutionalization of service exchanges systems. Therefore, there are what can be considered two “types” of innovation – technological and market-formation– that are driven by the goal of finding novel means of value creation and that drive market creation and evolution (Vargo et al. 2015). Each of these will be discussed in turn.

2.4.1a Technological Innovation

Technological innovation is “the co-creation of new value propositions, or collective, combinatorial evolution that leads to the generation of new, potentially useful knowledge (i.e., operant resources)” (Vargo et al. 2015 p. 9). It is both driven by and drives institutional change (e.g., innovation) with the power to create new business models as well as extend or disrupt existing ones (Ng et al. 2015).

Technology can serve dual roles, as an operand (e.g., facilitation) and operant (e.g., knowledge) resource. As an *operand* resource, technology is thought of from the perspective of a facilitator (i.e., the company platform) that enables efficient resource exchange and increases the

scale or density of such exchanges. In this case, technology is believed to refer to hardware or physical devices (Lusch and Nambisan 2015) that assists in resource-integration. In the case of the collaborative economy, technology (as an operand resource) is often a critical tool for resource integration as it makes it possible (and relatively easy) for actors to share information, offer value propositions, and facilitate the exchange of resources via service platforms. For example, the Airbnb online platform and mobile application offers a unique value proposition by aggregating resources (e.g., available properties) and actors (e.g., consumers and contributors) that would otherwise not be connected. Furthermore, actors rely on the service platform for communication, as well as to process payments for exchanges. This aligns with the concept of “lean consumption” or the idea that platforms are operationalizing the value customers desire from exchanges, but in the most efficient ways possible (Womack and Jones 2005).

On the other hand, as an *operant* resource, technology is believed to be the ‘software’ (e.g., processes or institutions), and can be conceptualized as “*potentially useful knowledge* that may provide solutions for new or existing problems,” (Akaka et al. 2017, p. 50). While limited research considers technology as an operand resource (Lusch and Nambisan 2015), it is possible that these platforms might also serve this function. For example, as a resource that acts on operand resources, more sophisticated technology (e.g., AI) can be used to act on "big data" to help automate service delivery so that it optimizes outcomes for all actors. For example, AI that can integrate information regarding traffic patterns, accident reports, or other traffic disruptions can not only get an Uber to someone more quickly as well as help identify a better route, but this will reduce driver stress and increase the number of "trips" they can make, which ultimately increases their income as well as that for the company, and potentially improves the rider’s (e.g., consumer) experience as well. Thus, the internet and technological tools have dramatically

changed the ‘scope and depth’ of customer value co-creation (Lusch and Nambisan 2015). However, technology as a driver and outcome of value propositions requires that technology (i.e., knowledge) be integrated back into the processes of exchange. Thus, consistently evaluating the needs and desires of actors in these systems is critical for maintaining this market growth.

2.4.1b Market Formation

The second component of innovation is market formation. Markets are sources for actors to innovate and are critical for understanding consumers’ decisions (market behaviors) and cooperative behaviors (e.g., value *cocreation*). Several suggestions have been proposed regarding how markets evolve or develop. Humphreys (2010) suggests that market creation is a social, ‘legitimization’ process. Likewise, Hiatt et al. (2009) consider the implications of social and cultural changes for “generating new markets and creating entrepreneurial opportunities” (p. 649). Other studies have begun to consider the role of consumers in driving market development (Giesler 2008; Sandikci and Ger 2010; Scaraboto and Fischer 2013). This research primarily looks at how resistance to or competing logic within prevailing market logic leads to change in markets and practice (Ertimur and Coskuner-Balli 2015). Alternatively, research by Martin and Schouten (2014) proposes that such rebellion or resistance is not necessarily critical for ‘new market formation,’ although it can occur. In other words, they suggest that it is possible for new markets to be created which coincide with or complement existing markets.

According to S-D logic, markets are “imagined, created, institutionalized, and performed” (Vargo and Lusch 2016b, p. 54). In the process of creating value during the market ‘performance’, which consists of the actions of and interactions between various actors, actors

are constrained by existing market norms (i.e., the relationships are mediated by institutions); however, through the combination and recombination of resources, they are able to create additional resources (Vargo and Lusch 2016a). It is possible that in this way, actors not only react to existing opportunities, but can also create new ones. Within markets, this might be considered de-institutionalization and re-institutionalization.

In line with a service eco-systems perspective, innovation occurs for market (re)creation through (1) disruption, (2) effectuation, and (3) (re)institutionalization. This corresponds with Geisler's (2008) narrative of a market drama, which consists of tensions to legitimize opposing viewpoints until some sort of consensus is reached. However, in keeping with Martin and Schouten (2014), it also corroborates the formation of new institutionalized solutions that co-exist with existing markets. Therefore, this suggests that it is possible for the creation of a new market (e.g., collaborative economy) via de-institutionalization and re-institutionalization, that also co-exists with existing markets (e.g., traditional forms of exchange).

Thus, the practices guiding cocreation can guide innovation as both market innovation and technological innovation are driven by value co-creating practices and the integration of operant resources (Vargo et al. 2015). Additionally, a service-ecosystems perspective allows for the view of market and technological innovation occurring through a single process – institutionalization (Akaka et al. 2017). Through institutionalization and “integrative practices” (Vargo and Lusch 2016a) as well as through the *combinatorial evolution of useful knowledge* (e.g., operant resources; Arthur 2009), actors contribute to the development of new market formation and technological innovation. As practices evolve into institutionalized solutions from the repetition of resource integration practices within these service ecosystems, markets are

innovated. In addition, technological (knowledge) innovation is believed to enhance the evolution, or re-institutionalization of these markets.

2.4.2 Implications for the Collaborative Economy

Lusch and Vargo (2008a) suggest two ‘meta-competences’ required for firms to successfully adopt and implement S-D logic: (1) collaborative capability, and (2) absorptive capability. The former represents an ability for firms to work collaboratively with other entities (i.e., all exchange partners) in a manner that is “open, truthful, and symmetric” (Lusch and Vargo 2008a, p. 95). The latter requires that the organization can absorb and integrate information acquired from the environment and within exchanges. Establishing strategic benefits thus requires cooperation and resource integration (including knowledge and skills), and it is through this recombination of resources that value cocreation occurs.

Collaborative exchanges have occurred long before the advent of companies within the collaborative economy; however, it is the scale of and access to resources provided by these service networks and facilitated by service platforms that has allowed for greater resource exchange opportunities. This is in line with the concept of indirect network effects, or the idea that as more actors begin using these services, the more resources that are available and the more valuable it becomes to all actors (Katz 2015). Furthermore, the better ‘firms’ are at integrating advanced technology (in both physical and social respects), the more likely they are to continually innovate.

For example, Airbnb originated as way for individuals to stay at other people’s property with the intent that the guest could simply use an air mattress in the hosts home. However, the model of guests staying in someone else’s home in exchange for some form of compensation had

already been institutionalized by the practice of using Bed and Breakfast services, and further, the payment processes had been institutionalized for centuries by the hotel industry. What was changed (re-institutionalized) was that the process of selecting, booking, and paying for services is drastically different. Additionally, the scale or density of available options/resources has been magnified. Even the current business model of Airbnb has evolved from its original offerings. The present business model includes numerous options in the hospitality space including types of properties (e.g., apartment, home, yacht, castle, etc.) and level of privacy (e.g., sharing a room, booking an individual room, or booking an entire property), but also regarding consumer experiences (e.g., associated activities that can be booked with travel plans). This shift came about based on the value propositions that various actors found to be desirable and valuable.

Vargo and Lusch (2016a) also indicate that deinstitutionalization and reinstitutionalization are interwoven with the idea of discontinuous innovation, which often involves reconfiguring the “interplay between actors and resources to co-create value” (value constellation) (i.e., value constellation; Michel et al. 2008, p. 55). Michel et al. (2008) also propose that an innovation is considered to be discontinuous if it (1) significantly changes how value is co-created and (2) “significantly affects market size, prices, revenues, or market share,” addressing both the value-in-use and value-in-exchange criteria, respectively (p. 55).

Another example of this reinstitutionalization process through discontinuous innovation includes the evolution of the well-known ridesharing company, Uber. The company does not offer a new ‘product’ or ‘outcome’ (i.e., transportation in this case). However, the roles of actors to allow for value co-creation in a novel way, and the processes through which this occurred were changed. As several institutional processes already existed in this eco-system, reinstitutionalization ensued by taking existing institutional logics and applying them in an

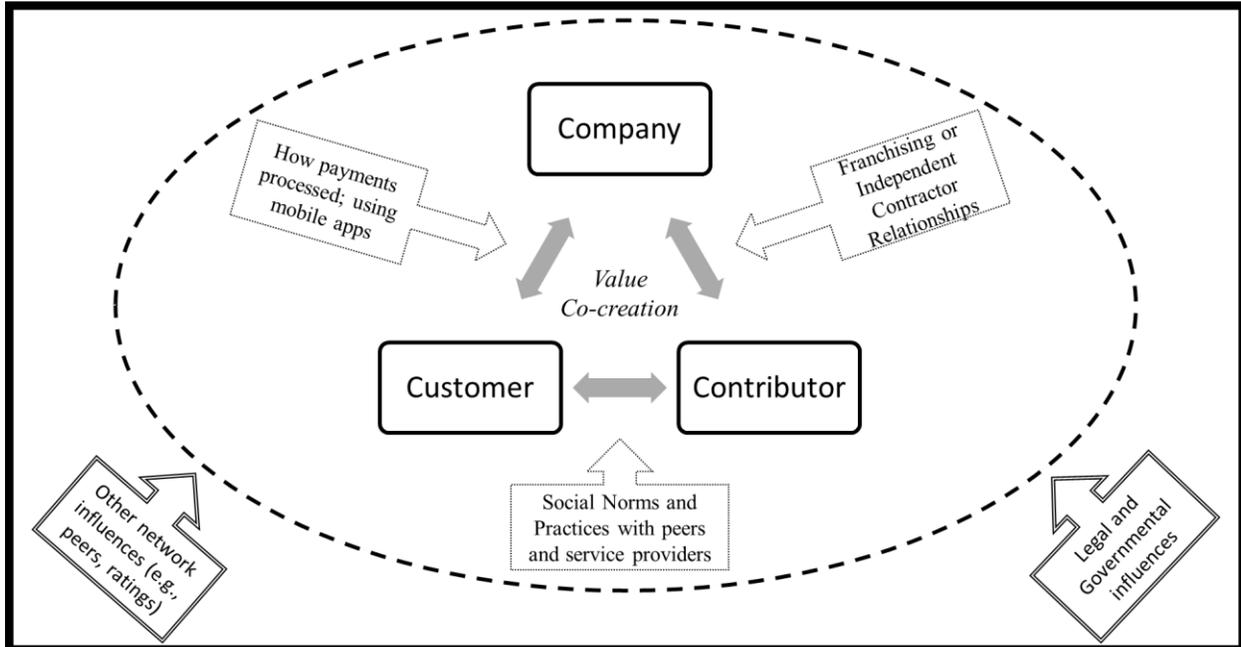
innovative way. For example, Amazon and Yelp institutionalized product and service rating systems, phone applications institutionalized the use of mobile technologies for increased efficiency, and social media platforms such as Instagram and Facebook institutionalized social communication through technological platforms. Furthermore, taxi companies institutionalized the practices of automobiles picking up consumers and dropping them off at their desired destination as well as the payment of fares based on the distance traveled. Likewise, transportation options in general were institutionalized as might be evident through services such as Google maps, which provides directions for walking, bicycling, taking public transportation services, or driving in a car as potential options. Uber's model evolved as a result of institutional work, or the "creation, maintenance, and disruption of institutions" (Lawrence et al. 2009 , p. 1), which is responsible for transforming institutions as well as repairing tensions and conflicts that exist within them (Vargo et al. 2015). In other words, for the case of Uber, existing operant resources (actors with unique skills and knowledge) acted upon operand resources (automobiles, service platform), utilizing prevailing market institutions (rating systems, phone applications, etc.) and institutional arrangements within a particular social and cultural context (e.g., recession, emergence of neomaterialism) to create new institutionalized solutions (CE markets).

Even for collaborative exchanges that are not mediated as with members of a neighborhood purchasing lawn equipment for shared use, there are networks of relationships that exist beyond simple dyadic exchanges. Consequently, a large part of collaborative exchanges relies on exchanges between various actors at multiple levels, and specifically triadic relationships between the company, customer, and contributor.

Importantly, as discussed in this chapter regarding institutions, there are other factors influencing these triadic relationships as well. A very basic example of this idea is depicted in

Figure 2.1. As depicted, the triad includes the customer, company, and contributor, which co-create value in the process of service exchange. However, previous institutional arrangements (the rectangles with fine dotted lines and arrows pointing to dyadic relationship that is affected) have contributed to the present institutional arrangement (the dashed bold oval). For example, the previous or existing institutional arrangements that influence the dyadic relationships between the company and contributor dyad evolved from institutions/practices that occur within franchising and independent contracting (Katz 2015; Sundararajan 2014). This might be likened to the micro-level of abstraction discussed previously. However, the cultural and contextual relevance (large bold rectangle surrounding figure) must also be taken into consideration. Within the context, some examples are provided of factors that might influence the triadic relationship depicted (the rectangles with fine double lines and arrows pointing to triadic exchange) such as other network influences (e.g., friends, ratings and reviews, etc.) as well as factors that might be influential at other levels of abstraction (e.g., governmental and legal factors). Overall, this figure helps to show the complexity of exchange behaviors and the importance of considering the social and cultural context within which these exchanges have emerged, which will be discussed in the following section.

Figure 2.1: Triadic Nature of Collaborative Exchanges and Other Influential Factors



2.5 Setting the Stage for the Widespread Collaborative Economy

To this point we have reviewed S-D logic and presented it as an appropriate perspective to aid in the understanding of exchange behaviors and relationships within the collaborative economy. Given the importance of context for understanding service ecosystems and market evolution, it makes sense to provide a basis for the context/cultural factors that influence the development and growth of the collaborative economy. In this section we will provide a brief review of factors which lead to a resurgence of p2p collaborative behaviors.

Several factors have been identified as contributors to the rapid growth of collaborative business models. Namely, this focus on more ‘collaborative’ exchange behaviors has come about due to (1) the increase of technological innovations, (2) shifting consumer demographics, (3) new social values, and (4) consumer cost consciousness in a weakened economic environment (Barnes and Mattsson 2016; Botsman and Rogers 2010; Cohen 2013).

First, technology has undoubtedly been one of the primary facilitators of the spread of CE exchange, particularly the rise of the ‘networked information economy’ based on the “move to a communications environment built on cheap processors with high computation capabilities, interconnected in a pervasive network” (Benkler 2006, p. 3). And as previously suggested, technology innovation is disrupting existing business models (Lusch and Nambisan 2015; Ng and Vargo 2016a) both within and outside of the collaborative economy. As an operand resource (e.g., service platforms facilitating exchanges), technology reduce the costs of communication, coordination, and payment processes (Yoo et al. 2012). For example, the internet has already revolutionized consumption patterns by dematerializing many frequent purchases such as music (e.g., CDs to MP3s) and books (e.g., printed books to digital and e-books) (Belk 2014e). Additionally, research argues that online shopping (i.e., using the internet for browsing and making purchases) is becoming “a dominant alternative to traditional shopping” (Mallapragada et al. 2016, p. 34). Furthermore, many consumers prefer the convenience and economic benefits of conducting transactions (e.g., shopping) online (Hong and Cha 2013), and collaborative-based companies have tapped into these preferences for interactive, on-demand service provision (Cohen and Kietzmann 2014).

Furthermore, previous research has suggested the introduction of new technological innovations (e.g., internet and mobile technologies) can alter or disrupt existing institutional arrangements within and across various industries (Laurell and Sandström 2014). For example, the emergence of Uber’s ride sharing platform has dramatically changed the nature of and access to transportation (Laurell and Sandström 2016). The increasing reliance on technology, namely via the internet, for obtaining information and making purchases by consumers (Bart et al. 2005)

is exemplified by the use of technology for distributing information about, access to, and forms of payment within many sectors of the collaborative economy.

There are also more industry incentives for technology integration (Ekstrom and Salomonson 2014). For example, the decreased costs of infrastructure for many companies (Prahalad and Ramaswamy 2004), particularly those companies operating technological service platforms, and increased resource density incentivize firms to operate in this domain (Lusch and Nambisan 2015). Furthermore, technological platforms within the CE have rapidly grown and provide more advantages to users as a result of ‘indirect network effects’ (e.g., the more participants, the greater likelihood of users benefitting from the increasing scale of resources) (Katz 2015).

That is to say, the idea of staying in someone else’s home as a paying guest, as with a Bed and Breakfast, is not necessarily a novel concept; however, these traditional business models were not as responsive in adopting technological advances that would allow for the aggregation of over 3,000,000 properties for individuals to choose from globally (on Airbnb alone). Furthermore, companies such as Airbnb and HomeAway were some of the first to start brokering connections between actors by offering new value propositions. Given that bridging connections across ‘structural holes’ enhances learning and knowledge (i.e., technology), as these value propositions began to be accepted by network actors, these company ‘brokers’ were able to identify additional opportunities (Burt 2001) to which they could apply ‘new’ knowledge to drive market innovation (Vargo and Akaka 2012).

Second, shifting consumer demographics partially explain the increase in collaborative behaviors (Cohen and Kietzmann 2014). In 2007, it was the first time in recorded history that more people lived in urban (e.g., cities) than in rural areas (Stephany 2015). Overcrowding, a

finite number of resources available, and issues such as space constraints and high costs associated with ownership (Cohen and Kietzmann 2014; Cohen 2013) suggest that, in many cases, collaborative behaviors that facilitate resource integration are born out of necessity. According to a Nielsen report from 2014, consumers are increasingly accepting of the idea of collaborating with other consumers. Specifically, 68% of those polled indicated they would use assets acquired from others, with 66% indicating they would lend or sell their own as well (Frighetto 2014).

The third factor contributing to the growth of the collaborative economy is a shift in social values from hyper-consumption (Ekstrom and Salomonson 2014) or “conspicuous consumption” (Veblen 1899) towards a focus on “unconsumption” (responsibly disposing of and repurposing used goods, Albinsson and Perera 2012), “mindful consumption” (Sheth et al. 2011), and/or “green” consumerism (Giebelhausen et al. 2016; Olson 2013). For some, collaboration is seen as a potential ‘pathway to sustainability’ (Heinrichs 2013; Huang and Rust 2011; Phipps 2015; Visconti et al. 2014) or “sustainable consumption” (Brosius et al. 2013) due to the fact that some collaborative business models allow for the use of underutilized assets that have the potential to provide environmental advantages. Previous research (Albinsson and Perera 2012; Barnes and Mattsson 2016; Binninger et al. 2015) has pointed out that a focus on sustainability can be a primary driver of collaborative behaviors. To this point, emerging marketing frameworks (e.g., Neomaterialism, or new materialism) capture the desire to use resources more efficiently and “harness the economic engine of capitalism and use it in the service of a sustainable society” (Scott et al. 2014, p. 6) as many individuals recognize the finite nature of many natural resources. These shifts in social values represent the formation of new institutional arrangements and indicate the potential for institutional work to occur.

While it is likely that many consumers initiated collaborative behaviors out of concern for the environment or altruism, it is also very important to consider a fourth contextual element that helped contribute to the rise of the CE. This element relates to the fact that a weakened global economy increased consumers' cost consciousness and decreased the financial stability of many consumers (Botsman and Rogers 2010; Labrecque et al. 2013), particularly straining consumption-driven societies, such as exists in the U.S. (Cohen 2013). Collaborative marketplaces offered many consumers a means of obtaining access or ownership without as heavy of financial burdens. Furthermore, there were not only financial incentives for individuals to access services in an effort to save financial resources, but there was also an incentive for individuals to provide or perform such services as entrepreneurs or 'private contractors' for collaborative companies in order to obtain additional personal income (Dillahunt and Malone 2015).

Analyzing the environment which provided for the evolution of a collaborative economy to exist on a global scale provides a better understanding of and foundation for discussing what has been described as a socio-economic groundswell (Botsman and Rogers 2010). Furthermore, S-D logic is an important theoretical framework for discussing the development of collaborative resource exchange and increases our understanding of these "new" business models (e.g., "sharing/collaboration economy"), a research objective highlighted by MSI's Research Priority 5 (MSI 2016). The following chapter provides various ways in which collaborative or sharing behaviors are conceptualized and introduces a conceptual typology for this domain.

CHAPTER III

LITERATURE REVIEW, DIMENSIONALITY, AND CONCEPTUAL TYPOLOGY OF THE COLLABORATIVE ECONOMY

3.0 Introduction

Thorstein Veblen suggested leisure and the ‘conspicuous consumption’ of goods were ways that community members of a highly organized industrial economy may demonstrate their power and wealth (Veblen 1899). This culture of flaunting one’s prosperity with consumer products has undoubtedly carried over to the twentieth and twenty-first centuries as what some refer to as hyper-consumerism (Ekstrom and Salomonson 2014). However, on quite a large scale we are seeing the reemergence of collaborative behaviors, or ‘inconspicuous consumption’, (Eckhardt, Belk, and Wilson 2015). These behaviors are not necessarily novel (Lamberton 2016) as human survival principles have long depended on the ability to pool resources for the benefit of the self and others (Gurven 2004). However, with this “new era of sharing” (Belk 2010), there is a move away from possessions as extensions of the self (Belk 1988) to perhaps a focus on “you are what you share” including a stronger presence of more traditional exchange behaviors such as sharing, bartering, and trading (Belk 2014b, p. 7).

This idea of a collaborative economy has received considerable attention in the popular press, including numerous stories in the New York Times (De La Merced 2014; Friedman 2013; Glusac 2016), Wall Street Journal (Demos 2015; Winkler and MacMillan 2015), Forbes (Franz

2012; Gallagher 2015), and Harvard Business Review (Christensen et al. 2015; Eckhardt and Bardhi 2015; Sundararajan 2013) among others. These stories and reports have covered the upsurge, evaluations, and downsides that have emerged from these collaborative forms of exchange. Furthermore, as one of Time's "10 Ideas that will change the world" (Walsh 2011), this domain is believed to have the potential to transform the existing business climate (Bieler 2014; Chen 2009). This is evidenced by predictions that this marketplace will reach \$335 billion in revenue by 2025 (PricewaterhouseCoopers 2015). As previously pointed out, two of the more well-known examples of this phenomenon, Airbnb and Uber, currently have evaluations of approximately \$25.5 billion (Tharakan 2016) and \$62.5 billion (Konrad 2016), respectively.

The pervasiveness of collaborative exchanges across nearly every industry and the rapid growth of these companies suggest that the collaborative economy has the potential to transform the current nature of service provision. The overall *marketplace* has been referred to as the "sharing economy" (Rudmin 2016), "the mesh" (Gansky 2010), and the "access economy" (Eckhardt and Bardhi 2016), among others. Additionally, numerous concepts are used to refer to the *exchange behaviors* that occur within these collaborative marketplaces. For example, some of these include: "peer to peer sharing" (Sun et al. 2016), "access-based consumption/services" (Bardhi and Eckhardt 2012; Schaefer et al. 2016), as well as "collaborative non-ownership" (Habibi et al. 2016) to name a few.

Furthermore, many of the definitions used to conceptualize these marketplaces and various forms of exchange are either so narrow as to preclude obvious forms of exchange that fit within this domain, or quite broad, including nearly any form of exchange. For example, one generally accepted industry definition of the "Sharing Economy" includes "systems of organized sharing, bartering, lending, trading, renting, gifting, and swapping" (Botsman and Rogers 2010,

p. 30). Aside from indirect commodity exchange (e.g., using money to purchase goods rather than swapping/bartering), this essentially covers all forms of exchange and conflates what are typically considered different market practices. For example, gifting and bartering have completely different conceptualizations and implications as the former implies the receiver may determine if and when to reciprocate while the latter suggests an agreement regarding an exchange was made prior to the occurrence of any exchanges (Bell 1991).

Alternatively, other definitions only capture a part of what might be considered the larger CE. For example, Bardhi and Eckhardt (2012) use the phrase ‘access-based consumption’ or “transactions that can be market mediated but where no transfer of ownership takes place” (p. 881). This disqualifies all forms of collaborative exchange that would include the transfer of ownership. On the other hand, Belk’s (2014d) definition of collaborative consumption, or “people coordinating the acquisition and distribution of a resource for a fee or other compensation”, is much broader (p. 1597), but does not necessarily take into consideration temporary access or make a clear case for the distinction from this type of exchange vs. commodity exchange.

Given the issues mentioned above that limit our current understanding of this potentially important marketplace, this chapter has three primary objectives. The first is to review existing conceptualizations of the collaborative economy domain in order to clarify our understanding of the phenomenon by reviewing the burgeoning literature relative to the CE as a way to overcome existing definitional ambiguities. This should aid in overcoming the conflated and/or ambiguous conceptualizations that currently exist in the academic literature and popular press. From this, the second objective is to propose a classification system/dimensionality of CE based on the conceptualizations identified from the first objective. The identification of the dimensionality of

the collaborative economy should aid in allowing more meaningful comparisons across the various types of business models that are emerging. As will be seen later, our analyses will suggest there are three key dimensions of the CE domain, namely: (1) ‘Free’ exchange vs. form of compensation (which might also be thought of as non-reciprocal vs. reciprocal exchange), (2) market mediation vs. no mediation, and (3) access vs. ownership. Our final objective is using these dimensions in the formation of a conceptual typology and suggesting how this framework provides a basis for future research and theory development.

In line with the Marketing Science Institute’s (MSI) research priorities for 2014 to 2016, this chapter focuses on the enduring importance of consumers (Tier 1 priority) with regard to how companies capitalize on new technologies, business models, and industry structures (Tier 2) in the development of collaborative marketplaces (MSI 2014). More recent MSI priorities point out the importance of better identifying the nature of “next generation business models (e.g., sharing/collaboration economy, crowd sourced models” (MSI 2016, p. 15). By providing a common language to discuss these business models, this research answers this call, and further attempts to explicate the collaborative economy domain by proposing potential dimensions within it (Research Priority 5).

The remainder of this chapter will be organized as follows. First, we will introduce and categorize various definitions and conceptualizations of collaborative behaviors within the broad “collaborative economy.” Specifically, we distinguish between various terms relative to the CE in order to delineate what this domain is and what it is not. Next, the proposed methodology for the conceptual typology will be outlined followed by a discussion of each of the key dimensions that emerged from the literature review and subsequent analysis. Then, the suggested classification system based on the dimensionality of the CE will be presented. Finally, this

chapter concludes with suggestions as to how the framework developed offers several avenues for future research and theory development.

Despite the extensive interest in emerging collaborative marketplaces by both practitioners and academic researchers, there has yet to be a consensus regarding a precise definition of the collaborative economy and what it entails. Thus, our first task is to uncover the nature of this economy and derive a conceptualization that can be used for a common understanding of this marketplace to aid in this research and future studies. To achieve this task, a comprehensive literature review was undertaken with the ultimate goal of (1) fully delineating the collaborative economy, (2) identifying dimensions that can be used to meaningfully categorize various types of collaborative activities, and (3) using these dimensions as attributes in the formation of a conceptual typology. The processes for fulfilling each of these goals are explained in the research methods section in this chapter.

3.1 Delineating the Collaborative Economy

While there is widespread confusion and conflation of terms regarding the collaborative economy, many practitioners and scholars agree that the goal of CE entities is to make access to resources more convenient, and ideally more affordable and obtainable than, existing forms of ownership (Belk 2014d; Botsman and Rogers 2010; Gansky 2010). As can be seen in Table 3.1 there are wide variations regarding both the lexicon and conceptualizations of terms to describe these forms of exchange. In order to delineate potential subsections of this domain, we look at other definitions and terms that have contributed to the idea of what constitutes this economy. Botsman (2013), an industry expert regarding collaborative exchanges, suggested the term “Collaborative Economy” might be appropriate as an overarching, or “umbrella,” term for

labeling the overall domain. Botsman (2013) conceptualizes the *collaborative economy* as “an economy built on distributed networks of connected individuals and communities...

transforming how we can produce, consume, finance, and learn” (no page). As previously mentioned, we utilize this as the overarching framework for discussing this phenomenon. In the section below, some of the more common terms associated with CE are briefly presented in order to provide an overview of the various forms of exchange considered to be within the CE domain.

3.1.1 Collaborative Consumption

The first instances or discussions of these collaborative behaviors in modern literature include Weisbrod’s (1964) concept of ‘collective consumption’ (e.g., public parks), as well as Felson and Spaeth’s (1978) introduction of the term ‘collaborative consumption’ which included any collaborative commercial activity (e.g., consuming a beer or meal together). This area received limited attention until research by Belk (e.g., 2007; e.g., 2010; e.g., 2014c; e.g., 2014d) called attention to sharing, pseudo-sharing, and other forms of collaborative exchanges.

More recent studies have considered collaborative exchanges in terms of their resource saving potential (Leismann et al. 2013 and Baedker 2013); the role of collaborative consumption in sustainable and ethical consumption (Ekstrom and Salomonson 2014; Forno and Graziano 2014; Phipps et al. 2013); the determinants of satisfaction and the likelihood of using this exchange option (Mohlmann 2015); and the role of values (Piscicelli et al. 2015), trust and technology in collaborative consumption exchanges (Keymolen 2013). However, researchers (Belk 2014d; Price and Belk 2016) have criticized the use of various terms (e.g., sharing) interchangeably with terms such as collaborative consumption in the academic literature given that they have quite different implications and meanings.

For example, some definitions broadly include facets of all the previously mentioned forms of exchange (Hamari et al. 2015), while others limit the comparisons to one form of exchange (e.g., “sharing goods and services with other people”; (McArthur 2015, p. 239). Others suggest facilitation by a social media or online platform constitutes an important part of CC (e.g., “the use of online marketplaces and social networking technologies to facilitate peer-to-peer sharing of resources...”; Barnes and Mattsson 2016, p. 200).

3.1.2 Sharing

Sharing, or “the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use” (Belk 2007) is a ubiquitous term with social and cultural implications far beyond its more literal or academic definition (Belk 2014c). To be more precise, sharing in a traditional sense is believed to have different connotations than what is largely being used within the “sharing economy”. Sharing traditionally occurred in p2p networks, which largely exist without some form of market-mediation (i.e., includes no business infrastructure which facilitates exchange). For example, this might include sharing which occurs among family members (Belk 2007), or within the community as with a library (Eckhardt and Bardhi 2016). Other sharing models exist which lack an intermediary or mediator might include members of the same neighborhood sharing a tools or equipment such as a lawnmower.

However, the sharing economy is, in many ways, similar to what Belk (Belk 2014c) refers to as “pseudo-sharing” or “commodity exchanges wrapped in a vocabulary of sharing” (p. 7) when there are profit motivations involved in communal sharing behaviors (Belk 2014c). The term “sharing economy” was first mentioned in a popular press publication in 2007 (Rudmin

2016) but has been mentioned in most every major media outlet since that time (e.g., WSJ, Time, NYT, Forbes, etc.). However, as sharing largely includes non-monetary and nonreciprocal forms of exchange (Albinsson and Perera 2012; Belk 2010; McArthur 2015), the phrase “sharing economy” is misleading as many models of exchange labeled in this domain occur for some form of compensation, which as indicated previously, violate the basic principles of sharing.

Additional confusion regarding this particular term is that “sharing” has come to mean something entirely different in a social, online context. For example, individuals might ‘share’ stories with friends or ‘share’ images or content on social media sites such as Facebook, or share videos through YouTube. Additionally, many would consider sharing digital “products” (e.g., music and books) (Hennig-Thurau et al. 2007; Sun et al. 2016) an example of sharing. There can also be information sharing as well as in terms of the collective amassing of information via websites such as Wikipedia (Rudmin 2016). As previously mentioned, traditional notions of borrowing or sharing lack a form of compensation and sense of reciprocity (Belk 2013), distinguishing them from concepts such as commodity or gift exchange. Wittel (2011) draws attention to the fact that “in the pre-digital age sharing is always mutual, always social, and always based on the principle of generalised reciprocity”, but suggests that the nature and dynamics of ‘sharing’ have evolved with the evolution of the digital economy (p. 5). Therefore, while this does not rule out the potential for social implications, it does suggest that the inherent assumption that ‘sharing’ increases social ties needs to be contested. In other words, simply because it *can* trigger social responses does not automatically imply that it *will*. Likewise, simply calling something ‘sharing’ does not allow for the assumption that these behaviors align with prior (largely off-line) conceptualizations of sharing.

3.1.3 Access-Based Consumption

Several studies focus exclusively on the idea of “access” (Bardhi and Eckhardt 2012; Chen 2009; Moeller and Wittkowski 2010), in which “multiple consumers successively gain temporal, short-term access to a good” (Schaefers et al. 2016, p. 4) and “commercial sharing systems” (CSS), or “marketer-managed systems that provide consumers with the opportunity to enjoy product benefits without ownership” (Lamberton and Rose 2012, p. 109). While we believe these concepts may align, in part, with what might be considered CC, they do not fully explain the nature of the domain. This is due to the fact that both of these concepts focus on access or use and exclude the potential for ownership transfer altogether. Furthermore, in Lamberton and Rose’s (2012) conceptualization of CSS, the implications of including the word ‘sharing’ would be that no form of compensation is expected, but this is not the case with CSS. It also is misleading in that ‘commercial’ might imply a mediated or market relationship, while this is also not necessarily the case. Furthermore, they not only consider sharing behaviors such as bike- and car-sharing, but they also include exchange behaviors that require some form of compensation such as with sharing phone plans and airlines miles.

Two types of ‘access’, market-mediated access (Bardhi and Eckhardt 2012) and what might be considered non-market mediated access (Belk 2007), fall within the broader scope of the collaborative economy. Within market-mediated access consumers prefer to have use of, as opposed to take ownership of assets (Bardhi and Eckhardt 2012). For example, Airbnb acts as an intermediary between consumers by offering a mobile and web application, which allows individuals to rent lodging accommodations from resource contributors (e.g., apartment owners). On the other hand, non-market-mediated access would consider direct P2P exchanges without some form of market mediator (e.g., company). Market-mediated access has been discussed in

terms of access to experiences as a mode of consumption (Chen 2009), potential dimensions of access-based consumption (Bardhi and Eckhardt 2012), and as a form of non-ownership (Moeller and Wittkowski 2010).

Furthermore, access is thought to compete with traditional modes of consumption (e.g., outright ownership) with some research suggesting that exclusive ownership is not necessarily the most desirable option (Bardhi et al. 2012; Sun et al. 2016). For example, rather than buying goods outright, consumers can now pay either a monthly subscription service or pay-per-use to utilize these goods. When product benefits are perceived to be comparable, Lamberton and Rose (2012) suggest that consumers will likely choose the temporary (access) rather than permanent (ownership) option. Thus, access has also been associated with ‘non-ownership’. Moeller and Wittkowski (2010) propose that non-ownership models relieve consumers from the “burdens of ownership” by allowing temporary access, what might be considered an impermanent as opposed to permanent transfer of ownership (Jenkins et al. 2014).

As detailed in this section, and can be further seen in Table 3.1, a number of different terms have been used to refer to this growing exchange marketplace. This lack of precision inhibits not only the ability to clearly discuss these concepts, but it also limits the ability of researchers to gain a greater understanding of what this emerging market entails. The purpose of the brief review presented above was to provide an overview of some of the most commonly used terms to provide an initial attempt to differentiate between them. In the sections that follow, we will provide an overview of the methods used to develop a more precise delineation of what constitutes the various elements of CE.

Table 3.1: Sample Definitions of CE and Related Constructs

Term	Source	Definition/explanation
Access Based consumption	Bardhi and Eckhardt 2012, p. 881	"...transactions that may be market mediated in which no transfer of ownership takes place" "Six dimensions are identified to distinguish among the range of access-based consumptionscapes: temporality, anonymity, market mediation, consumer involvement, the type of accessed object, and political consumerism."
Access-Based Consumption	Edbring, Lehner, and Mont 2016 , p. 6	"...renting, hiring or leasing products without owning them, also called product service systems"
Access-Based Consumption	Schaefer et al. 2016, p. 3	"...market mediated transactions that provide customers with temporarily limited access to goods in return for an access fee, while the legal ownership remains with the service provider"
Collaborative Consumption	Annarelli, Battistella, and Nonino 2016, p. 1018	"Collaborative consumption is an economic and cultural model based on access to products rather than on their exclusive possession"
Collaborative Consumption	Barnes and Mattsson 2016, p. 200	"The use of online marketplaces and social networking technologies to facilitate peer-to-peer sharing of resources (such as space, money, goods, skills and services) between individuals, who may be both suppliers and consumers."
Collaborative consumption	Belk 2014, P. 1597	"Collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation."
Collaborative Consumption	Botsman 2015, no page	"The reinvention of traditional market behaviors—renting, lending, swapping, sharing, bartering, gifting—through technology, taking place in ways and on a scale not possible before the internet"
Collaborative Consumption	Felson and Speath 1978, p. 614	"...those events in which one or more persons consume economic goods or services in the process of engaging in joint activities with one or more others"
Collaborative Consumption	Hamari, Sjöklint, and Ukkonen 2015, p. 1	"...the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services" ..."we mainly consider CC to be based on access over ownership, the use of online services, as well as monetary and nonmonetary transactions such as sharing, swapping, trading, and renting (See Botsman & Rogers, 2010). We adopt the lens of intrinsic and extrinsic motivations in attitude formation and use intentions related to CC"
Collaborative consumption	McArthur 2015, p. 239	"People sharing goods and services with other people" ..."expand how we view the notion of exchange beyond the standard business-to-consumer dyad"

Collaborative Economy	Botsman 2014, 2015	<p>“An economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass traditional middlemen” (Botsman 2015, no page)</p> <p>“...a system that activates the untapped value of all kinds of assets through models and marketplaces that enable greater efficiency and access” (Botsman 2014, no page)</p>
Sustainable Community Movement Organisations (SCMO)	Forno and Graziano 2014, p. 142	“social movement organisations that have the peculiarity of mobilising citizens primarily via their purchasing power and for which the main ‘battlefield’ is represented by the market where SCMOs’ members are politically concerned consumers”
Collective-Consumption Services	Weisbrod 1964	Similar to public markets and implies ownership of assets by multiple people for benefit of all owners; also co-operative ownership (e.g., farmers’ co-op); collective ownership goods (e.g., park)
Commercial Sharing Systems	Lamberton and Rose 2012, p. 109	“...marketer-managed systems that provide consumers with the opportunity to enjoy product benefits without ownership”
Commons-Based Peer Production	Benkler and Nissenbaum 2006, p. 394	“...a socio-economic system of production that is emerging in the digitally networked environment” “facilitated by the technical infrastructure of the Internet, the hallmark of this socio-technical system is collaboration among large groups of individuals, sometimes in the order of tens or even hundreds of thousands, who cooperate effectively to provide information, knowledge or cultural goods without relying on either market pricing or managerial hierarchies to coordinate their common enterprise”
Entanglement	Banning 2016, p. 489	"Proffered as a conceptual alternative to digital sharing. This concept extends a view of the web and the Internet as a whole as a socio-technical apparatus that merges the affective, symbolic and material, and entwines human and nonhuman entities together through digital sharing to fuel neoliberal capitalism."
Ethical consumption	Huang and Rust 2011, p. 44	"Ethical consumption is buying goods and services that are produced in circumstances that meet the consumer’s ethical criteria”
Flexible and Shared Use Mobility (FSUM) Agency	Ambrosino, Nelson, Boero, and Pettinelli 2016, p. 179	“...a single co-ordination centre of different flexible services and shared mobility schemes, which requires co-ordination and cooperation among different service providers, the integration of data and platforms, technical services and systems”
Free Reuse	Martin and Upham 2016	Groups that "allow citizens, and to a lesser extent organisations, the opportunity to gift items that they no longer require to others within their local area". These are

		generally supported by local volunteers and members can post "offer" or "wanted" messages.
Interpersonal Borrowing	Jenkins, Molesworth, and Scullion 2014	"...a pervasive form of nonmarket mediated access-based consumption and a distinct form of exchange. For brevity, we simply refer to 'borrowing'. "; "Borrowing can be positioned as a nonmarket mediated form of access, based on two core principles; the temporary nature of possession (limited time with/access to an object for the borrower) and the absence of ownership (possession without ownership for the borrower)"
Mutuality	Arnould and Rose 2015, p. 14-16	"Mutuality effectively implies the giving, receiving, or ceding of value to a generalized other in an act of social recognition" (p.16). "Mutuality can also be understood as generalized exchange. It is action that entails the assumption that another party would act toward the first party in a similar, mutual, fashion if circumstances were reversed" (p. 14–15).
Non-ownership	Lawson 2011, p. 3	"...marketing transactions that lack a transfer of ownership but instead involve the acquisition and consumption of goods through service providers by consumers who forgo reasonable ownership alternatives and instead pay for temporary possession, access, or usage without the responsibilities and burdens of ownership."
On-Demand Services	Botsman 2015, no page	"Platforms that directly match customer needs with providers to immediately deliver goods and services."
Product Service Systems (PSS)	Annarelli, Battistella, and Nonino 2016, p. 1012	"A Product Service System (PSS) is as a market proposition that extends the traditional functionality of a product by incorporating additional services."
Public Markets	Visconti, Minowa, and Maclaran 2014, p. 10	"...stabilized commercial spaces located in town that sell a potentially varied and hyper-specialized selection of fresh and hand-made products (fruits and vegetables, food, crafts, and second-hand objects) primarily from local producers/retailers, and that accompany their offering with an overarching myth of resistance to, or distancing from, the dominant distribution systems."
Shared material resources	Baker and Baker 2016, p. 315	"Any form of material good or structure that members of the group perceive as jointly owned, either legally or symbolically" ... "In other words, people living in a community perceive symbolic ownership over a culturally shared landscape of material resources they can access."
Sharing	Belk 2007, p. 126	"The act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use."

Sharing Business Model	Katz 2015, p.1070	"This Note defines the sharing business model as (A) an online intermediary that (B) acts as a market for P2P services and (C) facilitates exchanges by lowering transaction costs."
Sharing Economy	Bothun 2015, p. 5	"Sharing economies allow individuals and groups to make money from underused assets. In this way, physical assets are shared as services. For example, a car owner may allow someone to rent out her vehicle while she is not using it, or a condo owner may rent out his condo while he's on vacation."
Sharing Economy	Botsman 2015, no page	"An economic system based on sharing underused assets or services, for free or for a fee, directly from individuals."
Sharing Economy	Botsman and Rogers 2010, p. 30	"Systems of organized sharing, bartering, lending, trading, renting, gifting, and swapping."
The Mesh	Gansky 2010, p. 5, 16	A type of network, "based on network-enabled sharing—on access rather than ownership" (p. 5), which "allows any node to link in any direction with other nodes in the system" (p. 16).
Thrift Shopping	Bardhi and Arnould 2005, p. 225	"Thrift shopping is shopping in second-hand settings, such as thrift or second-hand shops, estate sales, garage sales, flea markets, auctions etc., which are the domain of commercially-mediated lateral recycling."... "Thrift shopping is economic shopping in that it is an everyday activity conducted out of economic necessity" and is a type of shopping for both economic reasons (thrift) and pleasure reasons (hedonic).

3.2 Traditional Forms of Exchange

As discussed in the preceding chapter, as markets evolve, institutional arrangements (i.e., existing social norms) are not abandoned and therefore the new marketplaces that have evolved still retain many aspects of the marketplaces and exchange practices from which they evolved. Consequently, we briefly outline various types of existing exchange, which will be used to compare and contrast the dimensions developed and presented afterwards.

Commodity exchange (Belk 2014c; Bell 1991; Malinowski 1922), *gift exchange* (Giesler 2006; Mauss 1954; Sahlins 1974), and *sharing* (Belk 2007, 2010) are suggested as primary forms

of market/social exchange. Commodity exchange involves direct exchanges through bartering (Belk 2014c) or swapping (Belk 1988), which are reciprocal exchanges that generally lack a monetary interchange. Furthermore, indirect exchanges (i.e., exchanges involving products/services being purchased using money/currency) are also included within commodity exchanges.

The dichotomy between gift and commodity exchanges was first proposed by Malinowski (1922), and is suggested as being when “gift exchange must be understood as an oppositional economy to that of market exchange” (Giesler 2006, p. 284). Therefore, as opposed to the ‘market norms’ of commodity exchange, gift exchange is typically tied to social interactions. Gift giving can entail dyadic exchanges (Belk 2010) or alternately can occur more broadly through communities and networks (Giesler 2006), or rhizomatic gift systems (Debenedetti et al. 2014). Anthropological literature suggests that there is underlying reciprocity in gift giving (Mauss 1954), with some research suggesting the idea of *owing* someone a gift in return for one received contributes to a ‘dark side’ of gift giving (Emerson 1976; Sherry et al. 1993).

With a gift exchange, “there must be a thing or service for there to be a gift, and the thing or service must place one under an obligation” (Mauss 1954, p. 65). Once an initial gift is exchanged, it is considered a ‘irrevocable’ starting point that “commits the recipient to make a reciprocating gift” (Mauss 1954, p. 33). Thus, reciprocation is obligatory and the expectation is that the second gift will be equivalent to the original.

It is the presence of these three obligations, (giving, accepting, reciprocating) or ‘themes of the gift’ (Mauss 1954), that allows Belk (2007) to distinguish between the practices of gift giving and sharing. Specifically, Belk (2007) considers sharing to be “the act and process of

distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use” (p.126). The distinction here is that gifts imply a permanent transfer of ownership (i.e., the gift is either in the giver’s or the recipient’s possession), but sharing implies simultaneous ‘ownership’ or “defines something as ours” (Belk 2007, p. 126). Belk (Belk 2010, 2014d) also distinguishes between *sharing in* (e.g., feels of community or mutual ownership as one might find with sharing among family and close kin) as well as *sharing out* (e.g., no ‘sense of mutuality; Belk 2014c).

Mauss (1954) posits that the ability to have stabilized relationships in modern society (i.e., those that allow for giving, receiving, and giving in return) accounts for the whole of morality, economy, and social practices. Put differently, it is important to recognize that while economic exchange is believed to drive the distribution or allocation of goods and services, these economic systems are also embedded in social systems and relationships (i.e., society) (Granovetter 1985; Mauss 1954; Polanyi 1957). As a result, within the dichotomy between gift and commodity exchanges, this ‘hybrid’ market phenomena, as with many exchanges, likely falls somewhere “at the interstices between market and non-market economies” (Scaraboto 2015, p. 153). In other words, the collaborative economy exchange practices fall somewhere in the middle of a continuum anchored by pure sharing and pure exchange (see Habibi et al. 2016).

3.3 Research Methods for Developing a Conceptual Typology for the Collaborative Economy

As previously mentioned, this chapter has three overall objectives: (1) to analyze various conceptualizations of collaborative business models to aid in delineating the nature of the CE, (2) to identify potential dimensions within the CE and (3) to propose a conceptual typology of p2p exchange behaviors based on these dimensions.

To accomplish these objectives, first an extensive literature review was conducted in order to delineate what the collaborative economy is as well as to determine its potential dimensions. This process began with a search of the literature to find articles related to various conceptualizations/ types of collaborative exchange. This included keyword searches using Google Scholar, the EBSCO database via Scout and Web of Science. First, keywords such as “collaborative economy”, “sharing economy”, “collaborative consumption”, “access-based consumption”, and combinations of these terms (e.g., “collaborative” + “sharing” + “exchange”) were used to identify potential articles for inclusion in this literature review. For the terms, “collaborative economy”, “sharing economy”, “collaborative consumption”, which were found to be some of the more popular terms for referring to this type of exchange, a Web of Science query was conducted, which allowed for any combination of these terms within the title, keywords, or body of the manuscripts. Initial searches revealed 134 potential articles for consideration. Furthermore, as additional terms and articles were discovered through reference searches in the process of the literature review, these were added to the list of articles to review. Although the bulk of this literature review was conducted at the onset of the research process, given the timeliness and more recent interest in this topic, periodic searches of the literature were conducted throughout the process in an attempt to have the most complete information possible. Therefore, 37 additional articles were added throughout the process resulting in the final number of 171 potential articles for review. However, after an initial review of the abstracts and keyword searches, 86 of these articles were removed as they were not seen as relevant to the domain at hand. For example, a study by Ala-Mantila et al. (2016) included the terms “collaborative consumption” and “sharing”, but the research actually refers to how greenhouse gases negatively impact intra-household energy sharing off a grid, which we believe to be outside the scope of

this research. Likewise, while several terms such as “sharing economy”, “market economy” appear in Hauskellar and Beltrame’s (2016) article, they are studying the hybrid practices of public and private *cord blood banking*, which is outside the realm of interest. This left a final sample of 85 articles for review.

Following the literature review, we began the process of developing a conceptual typology to assist in classifying, describing, and evaluating different options within the collaborative economy. Such classification systems have long been used in the sciences to help make sense of many sources of granular-level information at a broader theoretical level. For example, the Linnaean classification system of species was developed in 1758 (Avisé and Johns 1999). However, the research presented here uses a specialized classification system, or typology, that has been frequently used in the psychology (Chan 1998), sociology (Hopper 1968), and anthropology (Chang 1962) literatures, among others. These typologies consist of “conceptually derived interrelated sets of ideal types” (Doty and Glick 1994, p. 232), and provide a “means for ordering and comparing” phenomena, as well as “clustering them into categorical types” (Rich 1992, p. 758).

Research in marketing (Burnham et al. 2003; Christodoulides et al. 2013; Johnson and Selnes 2004; Kirmani and Rao 2000) and management (Borgatti and Foster 2003) has often utilized typologies to link the practices or ideologies of related groups within categories, so that they can be typified or characterized. For example, Porter’s (1985) typology explains outcomes regarding creating and maintain a competitive advantage. Within marketing, typologies have been suggested as being synonymous with market segmentation (Christodoulides et al. 2013) such that ultimately these dimensions and types of practices are useful for making predictions of what might systematically affect important outcomes based on generalizations of the segments

(Johnson and Selnes 2004). Likewise, typologies look at fundamental differences across various market segments and link common characteristics or practices together in order to provide theoretically grounded and managerial useful categories. A conceptual typology is particularly helpful for this research as there is little understanding of the interrelation of various terms and practices that make up the CE domain.

Four primary steps were undertaken to methodically create a conceptual typology for the CE domain, including: (1) identifying potential dimensions, (2) grouping cases based on dimensionalization, (3) type construction, and (4) characterization of the types (Doty and Glick 1994; Kluge 2000). First, the extensive literature review revealed a number of broad themes that might be useful in forming preliminary or proposed dimensions. This occurred as the definitions/conceptualizations were recorded and commonalities began to emerge revealing parameters for various types of exchange behaviors. We were then able to determine some of the broader categories for classifying the CE, which will be discussed in the following section. In the process of gathering the many conceptualizations of these exchange models within the CE, a template of prospective questions for analyzing cases based on emergent dimensions was created (see Appendix D).

In order to complete the second step of typology construction, cases (e.g., types of exchange exhibited by business models as well as companies within this domain) were analyzed and grouped based on the preliminary dimensionalization that occurred in the first step. Cases to use for this analysis were first identified from the examples provided in the publications employed in the literature review. However, in order to get a diverse sample across various industries, additional cases were pulled at random from the Mesh Directory (Gansky 2010),

which is a compilation of over 9,000 companies within this domain across 25 different categories/industries.

The third step in this process involved the ‘type construction’ phase. Specifically, this included looking for cases that deviate from the existing attributes formed in step 2. It also involved evaluating existing attributes and determining if additional dimensions might exist. Furthermore, commonalities across these categories were assessed in order to justify the existing dimensions or make a case for collapsing some attribute categories. From these groupings of attributes, the final dimensions and consequently the basis for the “types”, emerged. While it is possible for a number of other potential dimensions and sub-dimensions to emerge, we chose only the 3 most important since previous research suggests that using more than 2 or 3 dichotomous dimensions makes the number of types “unmanageable” (Marradi 1990) for a conceptual typology that is meant to simplify categorization processes. In other words, when developing a typology, it is often best to limit the number of dimensions. It is also possible for some of the preliminary divisions originating from the literature review to be “empirically empty”, meaning that either very few instances to support this dimension were identified or the resulting dimension was “devoid of conceptual interest” and thus would only unnecessarily complicate the type construction (Marradi 1990), something that was found to be the case in this research as will be noted below.

The fourth and final step involves the characterization of the types identified in step three. This is based on the characterization of dimensions and an analysis of the meaningful relationships that emerge. In each type or “system” of exchange, a different approach or orientation is utilized and thus norms of exchange vary across the types. In effect, this allows us

to ask ‘How and why is the phenomena different?’ when compared to the other types (Biggart and Delbridge 2004).

In building a conceptual typology, also referred to as a descriptive typology, or one that “establishes property space”, the *overarching concept* is the idea or ‘concept’ that is being measured by the typology (Collier et al. 2012, p. 228), which in this case is the typology of collaborative p2p exchanges. It is important to expressly label the typology in terms of this overarching concept in order to clearly delineate the ‘property space’ or meanings that will be derived from the properties/dimensions (Barton 1955; Hempel and Oppenheim 1936). These dimensions (“component attributes of the overarching concept”) may be categorical, as utilized here, or continuous, and the *conceptual types* based on these dimensions are a “kind of” that is derived from the overarching concept (Collier et al. 2012, p. 228). In other words, each ‘type’ is a “kind of” collaborative p2p exchange that occurs. Convention suggests using matrices to diagram dimensions, particularly when more than two dimensions are utilized (Collier et al. 2012). Consequently, the dimensions identified in this research were used to form a matrix based on their dichotomous attributes, which is useful for visualizing the relationships between and across these dimensions. In the next section, we will introduce these primary dimensions followed by the visual representation of the conceptual typology and a discussion of the each of the ‘types’ identified.

3.4 Dimensionality of the Collaborative Economy

The previous sections alluded to the fact that numerous activities and exchanges might include collaborative behaviors. Furthermore, prior research has indicated that extensive variations of this hybrid economic model exist (Price and Belk 2016). Given our understanding

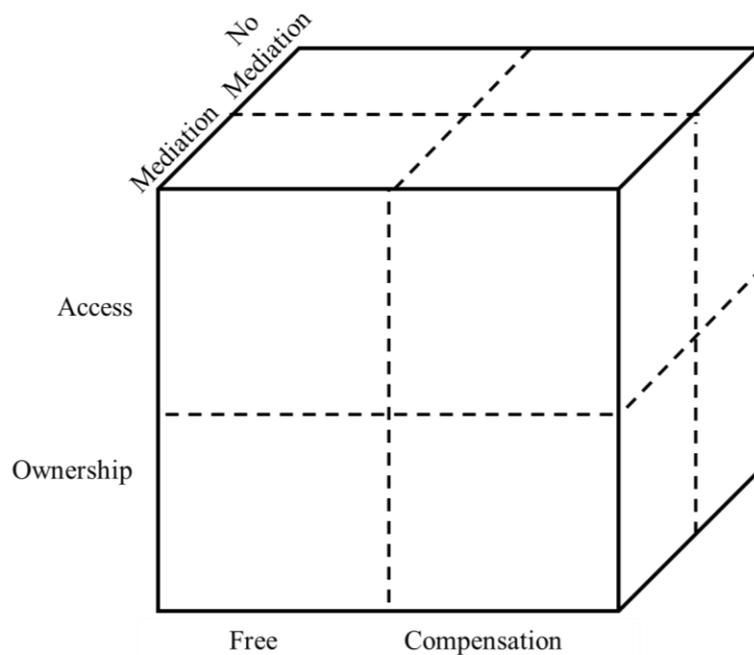
of collaborative exchange behaviors thus far, the results of the literature review revealed that within the overall collaborative economy, there might be instances of exchange behaviors similar to sharing, access, bartering, and trading, among other forms of exchange. Based on this comprehensive analysis of the literature and the processes for developing a typology described above, we initially identified the following divisions within the CC economy were recognized as occurring: (1) for some form of compensation (e.g., trade, barter, purchases, rentals) or without expectations of compensation (e.g., sharing, gifting, lending); (2) in an online (e.g., Poshmark) or offline (e.g., Flea markets, Swap Meets) context; (3) via a market-mediator (e.g., by a technological platform or application such as with Uber’s digital and mobile apps) or without mediation (e.g., p2p exchange as with garage sales); (4) can include pure service exchange (e.g., Airbnb) or ‘services’ exchange (e.g., where service facilitates exchange of goods as with eBay); and (5) via temporary access (e.g., LandShare) or a transfer of ownership (e.g., Etsy).

In order to distinguish between various types of CE exchange and determine which of the aforementioned differences constitute important divisions, we utilized the steps described in the preceding section to aid in the development of a conceptual typology of the CE. Upon further consideration and refinement of these categories, three primary dimensions emerged: (1) free exchange vs. for some form of compensation, (2) market mediated vs. non mediated exchange, and (3) access vs. a transfer of ownership.

Thus, this research proposes eight qualitatively different “types” of p2p collaborative exchanges within the CE, based on these three primary dimensions. The first dimension focuses on whether there is some form of immediate reciprocal exchange (e.g., monetary compensation, trade, etc.) or on whether no form of compensation is required in exchange for the product/service (i.e., it is “free”). The second dimension distinguishes whether the p2p exchange

is mediated by a third party (e.g., company platform), or occurs directly (e.g., p2p dyadic exchange). Finally, the third dimension considers whether the service provision includes access (i.e., service provision or temporary use of a product) or a transfer of ownership (i.e., tangible output of service provision) occurs. Types were created based on these findings and are identified along with their characterizations in Table 3.2, as well as depicted in 2x2x2 matrix in Figure 3.1. This visual representation helps to connect how the dimensions are related to one another. Each combination of attributes of these dimensions are described and given a classification within the broader collaborative economy, thus creating a conceptual typology of the p2p exchanges that exist. Each of these will be discussed individually in more detail following a discussion of the broader dimensions.

Figure 3.1: Visual Representation of Collaborative Exchange Dimensions



3.4.1 Dimension 1: Free Exchange Vs. Reciprocal Exchange

Recent research (Hamari et al. 2016; Puschmann and Alt 2016; Scaraboto 2015) maintains this form of collaborative, economic exchange is a hybrid of market and non-market based models, one which hinges on variations in traditional and alternative exchange behaviors. For example, Habibi et al. (2016) develop a conceptual model that suggests these types of exchange (e.g., CC and sharing economy models) fall somewhere between true or pure market exchange (i.e., requires reciprocal balanced exchange, monetary, perhaps impersonal) and pure sharing (e.g., nonreciprocal, network inclusion, personal, etc.). Traditional exchange behaviors might include transfer of ownership or payment for service, including some form of (typically monetary) compensation while alternative exchanges might include gift giving or donations without a payment or a financial transaction. This focus on compensation versus a lack of compensation appears to be a primary distinguishing factor between types of collaborative exchange.

Thus, within this broad “collaborative economy” we believe we can delineate two primary attributes (1 binary dimension) based on the presence or absence of some form of compensation in the encounter. When no compensation is exchanged (e.g., the item was free, donated, gifted, etc.), we believe these types of exchange behaviors fit within conceptualizations such as sharing. This includes companies such as Couchsurfing.com and Freecycle.org, where no compensation is expected and thus no mutually-beneficial service “exchange” occurs. “Free” might also imply that there was no immediate exchange, although based on foundational literature regarding gift exchange, there is likely some form or reciprocity attached whether or not there is an immediate obligation for compensation to be exchanged in some form. For example, some sharing systems operate on the principle of ‘paying-it-forward’ where the

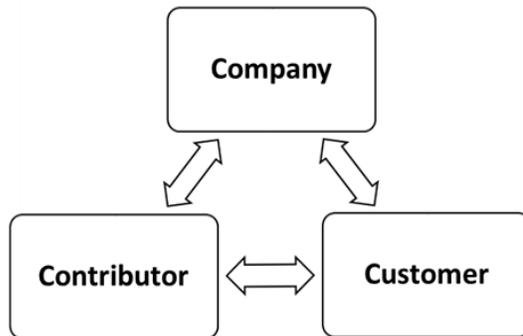
expectation is that members will take from and contribute to the system as needed and as they are able.

For exchanges where there is some form of compensation (e.g., commodity exchange whether monetary or nonmonetary as with trading, bartering, etc.), we tend to think of these as closer to traditional forms of service provision where reciprocal exchange is not only important but necessary, such as with Uber and Airbnb. Additionally, companies such as Listia allow you to sell your goods in exchange for credit to purchase goods from other users, thus indicating a reciprocal although non-monetary exchange with other individuals.

3.4.2 Dimension 2: Mediated Vs. Non Mediated Exchange

As previously discussed, the triadic nature of CC, as very simply depicted in Figure 3.2, challenges the traditional understanding of service exchange, which is most often based on dyadic relationships between customers and the firm. We first point out that collaborative behaviors *can* be dyadic (e.g., direct p2p exchange). However, we also note that otherwise (if not p2p exchange), these relationships should be at a minimum triadic and more likely than not, networked. This is true since if you consider a dyadic relationship existing without 2 ‘peers’, then essentially you have traditional market exchange (e.g., B2C or B2B).

Figure 3.2: Triadic Nature of CC Exchange



However, we also point out that in many circumstances, particularly for those companies most notable within the collaborative economy (e.g., Airbnb, Uber, etc.), exchange that occurs can generally be characterized as mediated (i.e., company facilitates relationship between the customer and contributor).

First, the “*company*” refers to actors which provide technology-based platforms or applications that allow for resource exchange or which mediate p2p or exchanged, such as Airbnb. Importantly, technological platforms themselves are considered actors (even if no direct human contact from the company is experienced). The “*customer*” refers to actors that receive resources from contributors, often via market-mediation by companies. For example, this would include an individual in need of accommodations. Finally, “*contributors*” are actors that provide resources (e.g., skills, use of goods, etc.) to consumers whether directly or via some form of market-mediation. For example, this might include an apartment owner, which provides customers with a lodging.

The triadic, and further, the networked nature of these exchanges is not only limited to the customer-company-contributor. There are other forms of mediation or facilitation that occur both within and outside of digitally-enabled market places. For example, a flea market might be

an example of a market-mediator in the absence of technology. However, there can also be mediation by technological platforms for exchange that occurs offline. For example, Freecycle helps for consumers to arrange the disposition of items they no longer need with peers that desire those items. The Facebook marketplace also serves as an example of a mediator for p2p exchanges as do platforms such as EBay and even Craigslist.

3.4.3 Dimension 3: Access vs. Ownership

In line with researchers such as Hamari et al. (2015), another key dimension that emerged early on is the idea of Access (Non-ownership) vs. Ownership. Therefore, we propose a primary division of the collaborative economy to be the extent to which the service provision involves temporary access to services and goods or whether some permanent transfer of ownership occurs.

In a collaborative exchange context, the former indicates a transfer of ownership while the latter allows for both service provision and the ability to access goods *without* ownership. Therefore, access might include service provision or use of goods, while ownership transfers would suggest only the transfer of ownership of some product. Belk (2016) distinguishes between these two by associating them with traditional forms of exchange. For example, Belk suggests that a difference in forms of exchange include whether the exchange involves “a transfer of ownership (as in gift-giving and commodity exchange) or not (as in sharing)” (Belk 2016, p. 145).

Ownership. Ownership transfers might result from purchases or trades (i.e., bartering or swapping) from secondary markets, or by collectively purchasing a good (i.e. joint ownership), but essentially involves the redistribution of an asset. For example, within a CC context, an

example of a redistribution organization that mediates the transfer of ownership of goods is Listia, an online marketplace allowing consumers to “sell” unwanted items for Listia credits that can then be used to “purchase” others’ items.

Access. Access, sometimes called non-ownership, provides temporary or limited ownership in the form of rights to use goods as well as the associated benefits for a specific period in return for some form of compensation (Bardhi and Eckhardt 2012; Chen 2009). A preference for non-ownership implies a consumer favors “temporary access to a product” with the recognition that “several different consumers [may use] a particular good during its lifespan” (Moeller and Wittkowski 2010, p. 182). Access might involve obtaining use of a product or service by paying a monthly rental fee, a single flat rate, or temporarily exchanging mutually beneficial items (Chen 2009; Jenkins et al. 2014). For example, car-sharing services allow consumers to have temporary access to a car without having to worry about the “burdens” of ownership (e.g., insurance, parking, etc.; Schaefer et al. 2016). (Schaefer et al. 2016)

Lawson (2011) conceptualizes non-ownership as “marketing transactions that lack a transfer of ownership but instead involve the acquisition and consumption of goods through service providers by consumers who forgo reasonable ownership alternatives and instead pay for temporary possession, access, or usage without the responsibilities and burdens of ownership” (p. 3). Access, or non-ownership is generally thought to be more beneficial when price, mobility, storage, and/or value are potential issues (Moeller and Wittkowski 2010). While some consumers report that there are stigmas attached to access-based consumption, the increasing popularity and pervasiveness of CC and P2P markets suggests that this is becoming a more acceptable form of exchange (Bardhi and Eckhardt 2012; Catulli et al. 2013). Furthermore, although some concepts

of sharing also fit within ‘access’, more often access is used to refer to temporary service provision when there is some form of compensation (Schaefer et al. 2016).

3.5 Types of Collaborative Exchange Practices and Collaborative Economy Marketplaces

Based on the three dimensions discussed in the previous section we propose that the characterizations of the 8 types described below refer to the marketplace *exchange behaviors* within this collaborative economy domain based on the classifications derived from the dichotomous dimensions. We realized that by analyzing the various ‘types’ of collaborative exchange behaviors that emerged and identifying commonalities between these exchange behaviors, we could describe what might be called the *marketplaces* within the CE. For example, we believe the “Collaborative Consumption Marketplace” consists of two types of exchange behaviors: Access-Based Consumption and Mediated Resource Exchange. The divisions of the four marketplaces are depicted in Figure 3.3. These types and marketplaces are summarized in Table 3.2. In the following section, we first describe the marketplace within the overall collaborative economy, and then describe the exchange behaviors that occur within it. A brief overview of the literature is presented in this section to avoid redundancy (e.g., conceptualizations of traditional market exchange behaviors are not reiterated here) as many of these forms of exchange and conceptualizations have been discussed in more detail in the previous sections.

Figure 3.3: Overview of the Collaborative Economy Marketplaces

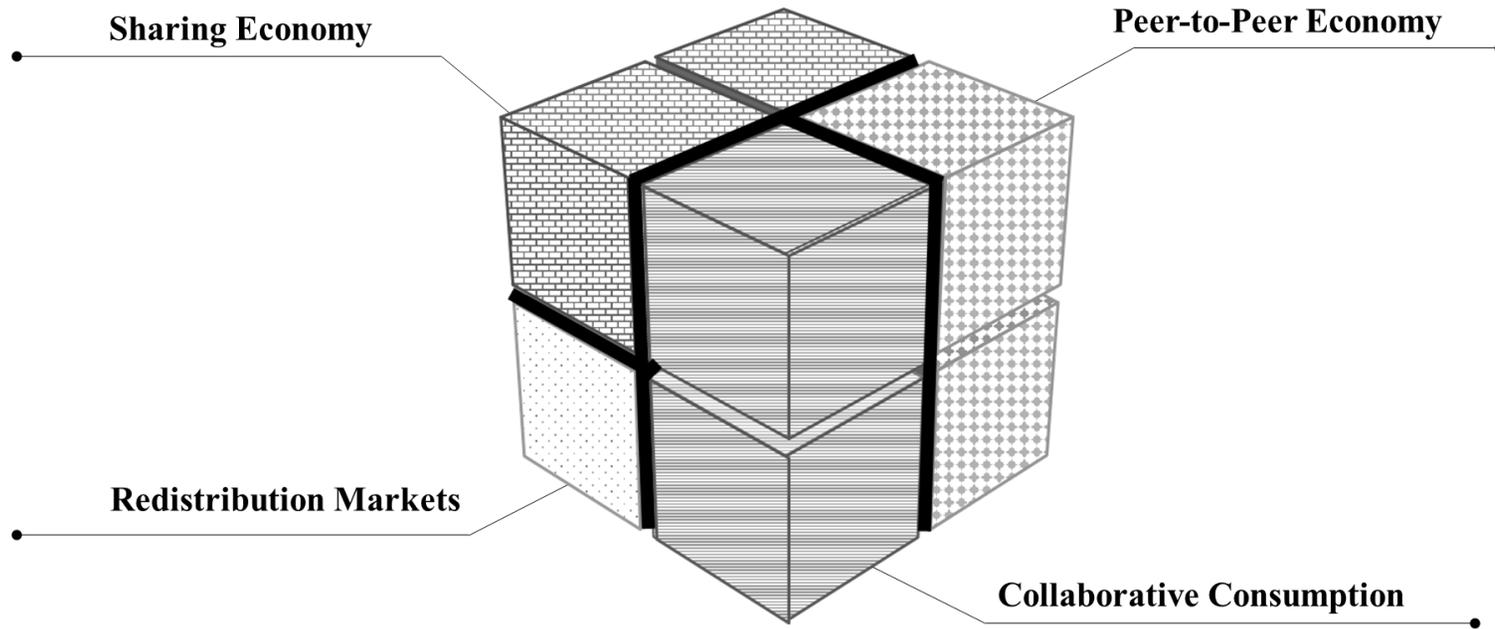


Table 3.2: Overview of Types of Collaborative Exchanges and Marketplaces

Type Name <i>(Market Exchange Behaviors)</i>	Access	Ownership	Free	Compensation	Mediated	Not Mediated	Type Characterization	Examples	Grouping <i>(Marketplace)</i>
1. Access-Based Consumption	✓			✓	✓		Peer-to-peer service provision, or temporary access to a resource, for a fee or some compensation, which is mediated by a third party (often, although not necessarily, via the use of a technological platform or application). <i>Mediated, Access, Compensation</i> Relation to traditional forms of exchange: <i>Special case of (short- or long-term) leasing or renting; Compared to Product Service Systems (PSS)</i>	<i>Service Provision as with Airbnb, Uber, TaskRabbit, BlaBlaCar DogVacay</i>	Collaborative Consumption Marketplace
2. Mediated (Permanent) Resource Exchange		✓		✓	✓		Peer-to-peer permanent resource exchange for a fee or some compensation, which is mediated by a third party. <i>Mediated, Ownership, Compensation</i> Relation to traditional forms of exchange: <i>Direct (bartering or trading) or indirect (purchasing with monetary means) commodity exchanges</i>	<i>Online, mediated p2p clothing marke (Vinted, PoshMark) as well as offline consignment stores; C2C/P2P online auction sites (EBay); Etsy</i>	
3. Localized Access-Based Consumption	✓			✓		✓	Peer-to-peer service provision, or temporary access to a resource, for a fee or some compensation, where there is no mediation by a third party.	<i>Co-ops; Neighbors purchase tools to share (e.g., lawn</i>	Peer-to-Peer Economy

							<i>Not mediated, Access, Compensation</i>	<i>mower); Timeshares</i>	
							Relation to traditional forms of exchange: <i>P2P commodity exchange; joint ownership</i>		
4. P2P Resource Exchange		✓		✓		✓	Peer-to-peer resource exchange (i.e., transfer of ownership occurs) for a fee or some compensation, where there is no mediation by a third party. <i>Not mediated, Ownership, Compensation</i> Relation to traditional forms of exchange: <i>P2P commodity exchange; joint ownership</i>	<i>Direct purchases from peers (e.g., garage sales)</i>	
5. P2P Resource Reallocation		✓	✓			✓	Peer-to-peer resource exchange (transfer of ownership occurs) where there are no expectations of compensation and there is no mediation by a third party. Note: This type involves <u>nonreciprocal</u> exchange, and must occur directly between peers. This cannot include disposition (e.g., goods which are disposed of by one consumer and then repurposed by another). <i>Not-mediated, Ownership, Free</i> Relation to traditional forms of exchange: <i>gift, donation, bequest</i>	<i>Direct (p2p) resource reallocation; Really Really Free Markets (RRFMs)</i>	Redistribution Markets
6. Mediated Resource Reallocation		✓	✓			✓	Peer-to-peer resource exchange (transfer of ownership occurs) where there are no expectations of compensation and which is mediated by a third party. <i>Mediated, Ownership, Free</i>	<i>Freecycle; Facebook marketplaces; Freogle, Youcaring</i>	

							Relation to traditional forms of exchange: <i>gift, donation, bequest</i>		
7. P2P Sharing	✓		✓			✓	Peer-to-peer service provision, or temporary access to a resource, where there are no expectations of compensation, which is <i>not</i> mediated by a third party. where there are no expectations of compensation <i>Not-mediated, Access, Free</i> Relation to traditional forms of exchange: <i>borrowing, lending, and sharing</i>	<i>Direct P2P lending/ borrowing (e.g., lending a book to a friend)</i>	Sharing Economy
8. Mediated Sharing	✓		✓			✓	Peer-to-peer service provision, or temporary access to a resource, where there are no expectations of compensation, which is mediated by a third party. <i>Mediated, Access, Free</i> Relation to traditional forms of exchange: <i>borrowing, lending, and sharing</i>	<i>Couchsurfing ShareSomeSugar Wikipedia</i>	

3.5.1 Collaborative Consumption Marketplace

Based on the dimensions and delineations of the two types exchange within this marketplace—Access-Based Consumption and Mediated Resource Exchange—we consider the first market classification to be the Collaborative Consumption (CC) Marketplace. This marketplace is believed to include p2p service provision or resource exchange, for a fee or some compensation, coordinated by a third party or mediator.

An understanding of this marketplace requires the combination of key previous conceptualizations of CC across the dimensions. It is fundamentally based on the conceptualizations of CC by Belk (2014d) as “people coordinating the acquisition and distribution of a resource for a fee or other compensation” (p. 1597). We concur with Belk (Belk 2010) that non-compensatory exchanges should be excluded from this particular marketplace. However, while it is not included in his conceptualization, we believe that a critical part of this marketplace is that these exchanges are facilitated by third parties. For example, Barnes and Mattsson (2016) define CC as “the use of online marketplaces and social networking technologies to facilitate p2p sharing of resources (such as space, money, goods, skills and services) between individuals, who may be both suppliers and consumers” (p. 200). Furthermore, as suggested by this definition, CC also includes mediation by a third party (Barnes and Mattsson 2016). This mediation most often occurs via the use of a service platform, or “a modular structure that consists of tangible and intangible components (resources) and facilitates the interaction of actors and resources (or resource bundles)” (Lusch and Nambisan 2015, p. 162), which might include websites or mobile applications. However, although mediation does largely occur through these technological service platforms, it is not required that the mediation use technology. Some of the most well-known examples of this phenomenon include Airbnb and Uber as well as Etsy and EBay.

Type 1: Access-Based Consumption

The first type, Access-Based Consumption (ABC), involves p2p service provision, or temporary access to a resource, for a fee or some compensation, which is mediated by a third party. Schaefers et al.'s (2016) concept of ABC includes “market mediated transactions that provide customers with *temporarily limited access to goods in return for an access fee*, while the legal ownership remains with the service provider” (p. 3, *emphasis added*). Schaefers et al. (2016) suggests this includes ‘access-based services’ including car sharing.

What Piscicelli et al. (2015) consider to be CC, or “a socio-economic model based on the shared usage of some kind of commodities” (p. 21), we actually believe is more in line with the conceptualization of ABC. Thus, ABC behaviors are believed to be based on collaborative behaviors within a community, and “mediated by a service provider who retains a percentage on agreed monetary transactions” (Piscicelli et al. 2015, p. 25). Furthermore, the growth of such systems is greatly exacerbated by network technologies. There are several examples with the transportation industry (e.g., Uber, BlaBlaCar) as well as service exchanges (e.g., TaskRabbit) within this economic division. This also aligns with Lawson’s (2011) idea of non-ownership.

Related to traditional forms of exchange, this is thought to be a special case of (short- or long-term) leasing or renting. While Belk (2014c) proposes that short-term rentals, as with Airbnb, are a form of “pseudo-sharing”, Habibi et al. (2016) suggests that these “contemporary forms of short-term rentals” are an “evolved version” of previous rental models (p. 283) and thus considered in this economy. Furthermore, previous research has suggested ABC is enabled by Product Service Systems (PSS), or “a specific type of value proposition oriented to fulfil needs and provide satisfaction to consumers (or ‘users’) through the delivery of an integrated system of products and services” (Piscicelli et al. 2015, p. 21).

Type 2: Mediated Permanent Resource Exchange

Mediated Permanent Resource Exchange involves p2p resource exchange for a fee or some compensation, which involves mediation by a third party. However, unlike access-based consumption, this type of exchange involves a permanent transfer of ownership from peer to peer. This is likened to commodity exchanges in that it can include direct (bartering or trading) or indirect (purchasing with money) exchanges. However, this is believed to be different than traditional commodity exchanges as the exchange is occurring *between two peers*, although it is mediated by a third party.

As previously mentioned, mediation usually does but is not required to have a technological component. Many examples of the online mediation came from their offline counterparts, which are still included in these p2p mediated exchanges. For example, auctions, thrift shopping, and public markets are all included in this type of exchange, whether or not they occur via technological mediation or a traditional format. To clarify, we provide some examples. Visconti, Minowa, and Maclaran (2014) suggest public markets are a form of collaborative exchange. These include "stabilized commercial spaces located in town that sell a potentially varied and hyper-specialized selection of fresh and hand-made products (fruits and vegetables, food, crafts, and second-hand objects) primarily from local producers/retailers" (Visconti et al. 2014, p. 10), which are also sometimes referred to as "farmer's markets." Furthermore, what Bardhi and Eckhardt (2005) call "commercially-mediated lateral recycling", provides examples of more traditional forms of mediated exchange, such as with flea markets, auctions, and consignment shops that have now been replicated online (p. 25). While some might consider thrift stores (where second-hand goods are sold) to be part of this type of exchange, we only

include forms of thrift shops, such as consignment stores, where the mediator is facilitating the exchange *between consumers*.

The technology mediated versions of these forms of exchange might include online retailers such as Etsy, which facilitates the p2p exchange of “handmade, vintage or craft supply” items between consumers ("Seller Policy" 2017). Another example might be the idea of consumer-to-consumer online auction sites, such as EBay, which are defined as "a consumer-to-consumer (C2C) marketplace, bringing together buyers and sellers who are typically ordinary citizens and end-consumers” which “extend the life of goods, maintain goods in circulation for longer periods, and have the potential to reduce consumer demand for goods from retail stores” (Abdul-Ghani et al. 2011, p. 1060-61). Mediated Permanent Resource Exchange might also include online bartering websites where assets are permanently exchanged but there is no monetary component. One example of this might be Swapstyle which allows women to “swap fashionable clothing and cosmetics with women from all around the world” ("What Is Swapstyle?" 2017). Thus, this type includes market-mediated, p2p exchange that allows for ownership transfers to occur for a fee or some compensation.

3.5.2 Peer-to-Peer Economy

The p2p economy includes p2p exchange where there is no mediation but there is some expectation of compensation. Essentially this includes neighbors, friends, community members, etc., sharing directly without any form of mediation. However, there is some expectation of compensation or reciprocal exchange.

Type 3: Localized Access-Based Consumption

What we refer to as Localized Access-Based Consumption involves p2p service provision, or temporary access to a resource, for a fee or some compensation, where there is no mediation by a third party. In essence, this is P2P commodity exchange as there is some compensation involved in the exchange. This might include neighborhood tool sharing programs or “timebanking” or the idea that “you earn time credits by doing something for someone else and then if you want something done by someone else or you want to do something with someone else, you use your time credits” (i.e., exchanging services for services/skills of other people; Light and Miskelly 2014, p. 33).

Type 4: P2P Resource Exchange

This type of exchange involves p2p resource exchange that results in the explicit transfer of ownership for a fee or some compensation that is not mediated by a third party. P2P resource exchange might be likened to p2p commodity exchange or C2C exchange. This might also involve joint ownership as with members of the same neighborhood jointly purchasing a product such as a lawnmower or boat for shared use. This might also include garage sales, co-ops (cooperatives), and buying clubs. These might be likened to shared material resources or “any form of material good or structure that members of the group perceive as jointly owned, either legally or symbolically” (Baker and Baker 2016, p. 315).

3.5.3 Redistribution Markets

The third major market identified, which we label redistribution markets, includes organized systems of asset reallocation where there are no associated expectations of compensation.

Type 5: P2P Resource Reallocation

P2P Resource Reallocation occurs when there is transfer of ownership between or among peers where there are no expectations of compensation and there is no mediation by a third party. This type of collaborative exchange involves nonreciprocal exchange and must occur directly between peers. However, this cannot simply be disposition (e.g., goods which are disposed of by one consumer). For example, if goods are donated to an agency such as Goodwill, or left out with the garbage, and another consumer acquires them, we would not consider this resource reallocation from a collaborative exchange perspective. This can be compared to one form of ‘alternative marketplace’ which Albinsson and Perera (2012) refer to as Really Really Free Markets (RRFMs), or events which are “composed of consumers who gather to form temporary marketplaces with underlying alternative consumption logic” (p. 306). These alternative forms of consumption may connote “anticonsumption,” as they were designed to “counter exploitation and domination implicit in traditional capitalist market systems by encouraging consumers to share their excess goods” (Albinsson and Perera 2012, p. 307).

Type 6: Mediated Resource Reallocation

Mediated Resource Reallocation also includes p2p exchanges that result in transfer of ownership where there are no expectations of compensation but unlike Type 5, exchange is mediated by a third party. This might include online donations through crowdfunding websites such as Youcaring.com. There is a resource (money) for which there is a transfer of ownership that is mediated by a platform (Youcaring.com). Martin and Upham (2015) propose “Free Reuse” as online exchange systems that will “allow citizens, and to a lesser extent organisations, the opportunity to gift items that they no longer require to others within their local area” (p. 3). Some of the more well-known organizations have been Freecycle and Freegle (UK based). Other

organizations/websites such as Trashnothing.com and Reuseitnetwork.org have also gained popularity.

3.5.3 Sharing Economy

Traditional sharing behaviors are very different from the activities that occur in what is referred to as the “sharing economy”. For example, Bothun (2015) defines the sharing economy, as those which “allow individuals and groups to make money from underused assets” such that “physical assets are shared as services” and uses examples of for profit car sharing (p. 5). We do not believe this is an accurate representation of this marketplace as this conceptualization completely thwarts the concept of sharing as “the allocation of economic goods and services *without calculating returns*” (Price 1975, p. 4, emphasis added). Therefore, for our purposes, the sharing economy includes types of exchange (p2p sharing and mediated sharing) where there is no form of compensation exchanged.

Type 7: P2P Sharing

For our purposes, P2P Sharing includes p2p service provision, or temporary access to a resource, where there are no expectations of compensation, and which is *not* mediated by a third party. This includes our traditional understanding of p2p sharing, lending, and borrowing. While these types of behaviors may include some form of exchange, they lack an intermediary or platform facilitating the exchange. Belk (2007) defines sharing as “the act and process of distributing what is ours to others for their use and/or the act and process of receiving or taking something from others for our use” (p. 126). There is often overlap in terms regarding the concepts of “sharing” and “access,” whereby the former is considered to fall within the latter (Bardhi and Eckhardt 2012). In other words, as previously discussed, ‘sharing’ is a non-

reciprocal form of exchange. While the phrase ‘access’ can be associated with some form of compensation, it is not required. Thus, we believe sharing can be considered as a special form of access whereby no form of compensation is expected, or what has been referred to in the literature as ‘non-market-mediated access’ and ‘p2p sharing.’ These refer to access without the exchange being facilitated by some a market platform. For example, this might include sharing which occurs among family members (Belk 2007) or directly with neighbors.

This is also related to Jenkins, Molesworth, and Scullion’s (2014) concept of Interpersonal Borrowing (a form of non-market mediated access-based consumption), that is “based on two core principles; the temporary nature of possession (limited time with/access to an object for the borrower) and the absence of ownership (possession without ownership for the borrower)" (p. 131). Furthermore, Debenedetti et al. (2014) suggest that a gift “can also be built on access and does not have to be limited to an exchange of ownership rights” (p. 907). Therefore, if we consider actors as ‘performing’ in markets, we might consider certain types of service provision to be a gift that is performed for the benefit of another.

Type 8: Mediated Sharing

Mediated Sharing occurs when temporary access is provided to a resource via a p2p relationship via third-party mediation for which there is no expectation of compensation. The primary distinction from P2P sharing is that there is a facilitator of these free exchanges. Some of the most well-known examples of this type of sharing involve companies such as Couchsurf or Neighborgoods, which provide services or temporary access to some resource. Couchsurfing claims that it “connects travelers with a global network of people willing to share” their homes across the world. There are over 12 million members in over 200,000 cities that are provide a place to stay with no form of compensation expected (or allowed) (Couchsurfing International

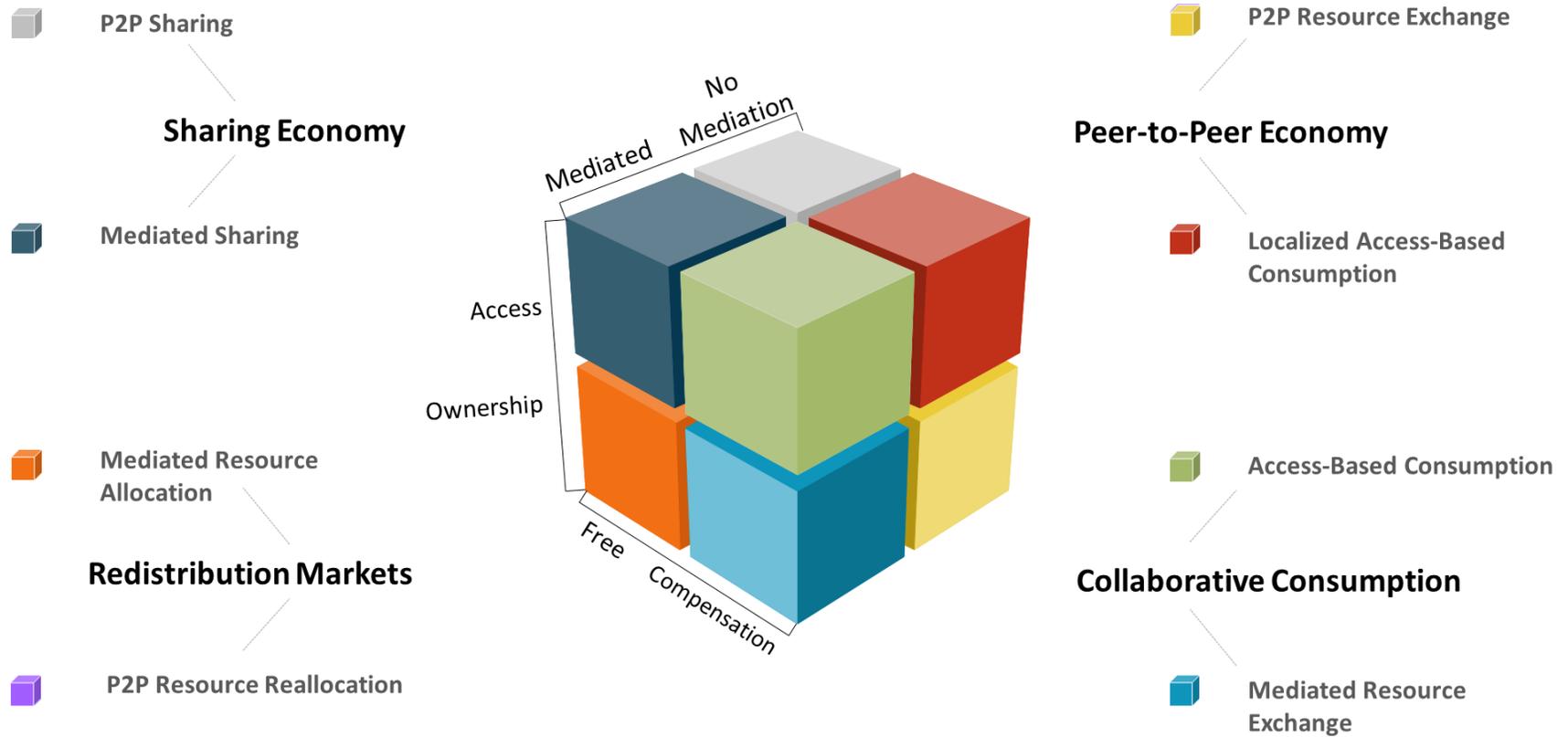
2017). NeighborGoods is a “social platform for p2p borrowing and lending” that connects members of a community to facilitate resource sharing (NeighborGoods 2013). This also includes online file sharing (e.g. Box.com, Dropbox.com) and information sharing (e.g., Wikipedia) where there is no form of compensation, or sharing within the community as with a library (Eckhardt and Bardhi 2016). This is likened to what has been referred to as the ‘commons’ or “commons based peer production” (Benkler 2004, 2006) which Benkler and Nissenbaum (2006) describe as “a socio-economic system of production that is emerging in the digitally networked environment” (p. 394). Furthermore, the authors suggest that “the hallmark of this socio-technical system is collaboration among large groups of individuals, sometimes in the order of tens or even hundreds of thousands, who cooperate effectively to provide information, knowledge or cultural goods without relying on either market pricing or managerial hierarchies to coordinate their common enterprise” (Benkler and Nissenbaum 2006, p. 394).

3.6 Summary of Chapter III

In summary, this chapter included an in-depth review of the existing literature regarding various conceptualizations of and forms of exchange considered within the broader collaborative economy. Then, a classification system of collaborative exchanges, based on these conceptualizations of various types of *peer-to-peer* collaborative exchange was proposed. Specifically, our analyses suggest there are three key dimensions of collaborative p2p exchange, namely: (1) ‘Free’ exchange vs. form of compensation, (2) mediation vs. no mediation, and (3) access vs. ownership. This was used to develop the types in the conceptual typology. Finally, how these collaborative exchange behaviors align with CE marketplaces was discussed. A visual depiction and summary of these findings is included in Figure 3.4.

We believe the findings in this chapter have a number of implications for future research in this domain and provides a basis for future theory development. Importantly, this conceptual typology developed here helps to clarify and distinguish among the numerous ambiguous terms regarding different elements of collaborative exchange. Furthermore, it provides researchers a means of classifying and making more meaningful comparisons across the proposed types of emergent exchange markets.

Figure 3.4: Summary of Types of Collaborative Exchanges and Marketplaces



CHAPTER IV

EXPLORATORY QUALITATIVE STUDIES OF DRIVERS OF CC

4.0 Introduction

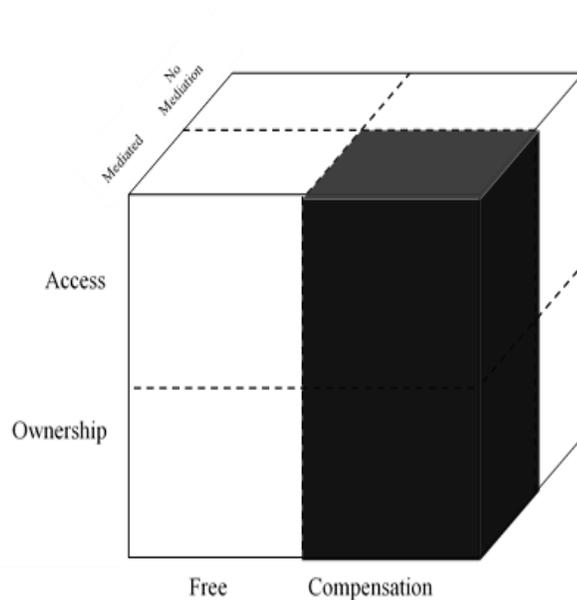
At its broadest, this emerging marketplace can be classified as the “collaborative economy”, a concept that has been suggested as one potential “umbrella” term (Botsman 2014), and which includes various models of exchange such as sharing, bartering, trading, gifting, renting, or buying. Although numerous types of exchange are considered within the collaborative economy, our interest in this research is only on those forms of exchange that are most relevant in a business context.

As previously developed in chapter III, we propose eight potential “types” of p2p exchange within the collaborative economy, based on three primary dimensions. These dimensions focus on (1) whether or not there is some form of compensation provided for the resource exchange, (2) whether the service provision includes a transfer of ownership (e.g., exchange of goods) or access to a product/service provision, and (3) whether or not the p2p exchange is mediated by a third party (e.g., company platform).

Two of these types of collaborative exchange behaviors (“Access-Based Consumption” and “Mediated Resource Exchange”), which make up the broader marketplace of collaborative consumption (CC), are of particular interest to this research. Again, we consider “collaborative consumption” to include *peer-to-peer service provision or resource exchange for a fee or some*

compensation, mediated by a third party (often via the use of a technological platform or application). Examples of this phenomenon include companies that allow for both mediated service provision (Access-Based Consumption: e.g., Airbnb) as well as mediated resource exchange (Mediated Permanent Resource Exchange: e.g., PoshMark) with the expectation that there will be some form of compensation or benefit for all actors. Key to these exchanges is that companies are facilitating p2p exchange, as opposed to offering service through our traditional understanding of ‘employees’. This classification is most interesting to us as we attempt to delineate forms of exchange within the CE domain that are most relevant to a business context. Figure 4.1 provides a visual representation (black rectangle) of the CC marketplace within the CE.

Figure 4.1: Visual Representation of Collaborative Consumption Marketplace



Thus, the overall objective of this chapter is to help identify potential drivers (themes) of CC attitudes/behavioral intentions. This objective was met by conducting two qualitative studies. As CC is a phenomenon that has received limited attention by academic researchers to date, we believe exploratory, qualitative research is appropriate and warranted (Beatty et al. 2016; Strauss and Corbin 1998). Specifically, an exploratory approach provides a better understanding of how individuals experience “events” or interactions with CC firms and the subsequent meanings given to or derived from those experiences. Given our objective to discover potential themes/drivers of consumers’ CC usage in this phase of the research (Corbin and Strauss 2008), which will be tested empirically in the next phase, we conducted two qualitative studies both of which employed the Critical Incident Technique (CIT) (Bitner et al. 1990).

The CIT, whereby individuals recount and answer questions regarding an instance where they have participated in CC, will be utilized to capture consumers' experiences with regarding CC companies (Gremler 2004) is a method that has been utilized extensively by service researchers (Gremler 2004) in part because the CIT does not restrict observations to a predetermined set of variables or force a particular framework. Rather, this method allows the researcher to obtain detailed accounts of consumers’ experiences (Gremler 2004). The objective of the CIT, according to (Chell 1998), “is to gain understanding of the incident from the perspective of the individual, taking into account cognitive, affective, and behavioral elements” (as cited in Gremler 2004, p. 66). This will provide a rich source of data which helps determine key incidents (discernable human behaviors/activities which allow for inferences about person recalling act) and themes within the CC phenomenon. Critical events are those which diverge from the general aim of the activity in either a positive or negative direction (e.g., extremely dis/satisfying; Bitner, Booms, and Tetreault 1990). This method allows us to identify specific

actions that CC companies have taken regarding service recoveries in a CC context. Such information can inform quantitative studies regarding service failure and recovery and also shape suggestions for managers regarding the most successful service recovery strategies.

The first study included over 500 CC users and aided in identifying potential themes/drivers of consumers' CC usage, while the second study, consisting of 15 in-depth qualitative interviews, provided support for these findings. The final themes that emerged were utilized to develop a conceptual research model that will be empirically tested in the following Chapter. The processes for the qualitative data collections and analyses as well as the qualitative research methods and findings and the proposed conceptual model are described in the following sections. Furthermore, an overview of the steps in the data collection process is provided in Appendix B.

4.1 Qualitative Study 1

As noted previously, to date there has not been a great deal of research devoted to understanding CC, particularly in terms of consumer-related issues. Thus, there is little in the literature that can provide guidance regarding constructs to be included in a model like the one to be tested here. In order to aid in gaining insights regarding the constructs that should be included in this model, an exploratory, qualitative study was conducted utilizing a basic form of the CIT (Bitner et al. 1990; Gremler 2004). These responses were used to determine the most important motivations relative to customer-based outcomes of CC, as well as potential mediators or moderators that might be applicable for this research.

For this qualitative data collection, the survey was created using Qualtrics Online Survey software and the data was collected using Amazon's Mechanical Turk (MTurk). A "hit" was

created in MTurk that explained the nature of the task (i.e., complete a survey), the broad topic of the survey, and the requirements and rate for completing the survey (e.g., \$.75). In addition, respondents were limited to US consumers that had a 95% approval rating by others for whom the respondent had completed previous MTurk tasks. Using MTurk for data collection has become an increasingly prevalent method (Goldstein et al. 2014; Paolacci et al. 2010; Yang and Lynn 2014), and previous studies have shown MTurk allows for the rapid recruitment of higher-quality, non-student samples for rather affordable rates relative to other panel data (Buhrmester et al. 2011).

Within the online survey, respondents were first given a definition of CC (“We consider CC to include *peer-to-peer service provision or resource exchange for a fee or some compensation, which is mediated by a third party*, often via the use of a technological platform or application.”) and examples of CC companies (“*Some popular examples of CC include travel rentals (e.g., Airbnb), car sharing (e.g., Uber), or clothing exchanges (e.g., PoshMark)*”). Next, respondents were asked if they had ever utilized a CC company. Respondents who answered “no” were sent to the end of the survey and no further questions were asked. Respondents who indicated that they had utilized at least one CC company were asked to identify a specific instance of using a CC firm. They were asked to list the name of the firm as well as indicate the duration of their relationship with this firm. Next, respondents were asked to describe the reasons why they used this company and any details surrounding the situation (e.g., other participants, the purpose of use, etc.). Finally, respondents answered a number of demographics questions and received information regarding payment. A total of 610 responses were collected.

To maintain the integrity of this data collection and to reduce response bias or falsification of responses, respondents were assured complete confidentiality and anonymity.

Respondents were given a participant code and only this code along with broad demographic characteristics will be used to identify participants in the analysis and subsequent reporting of this research.

4.1.1 Data Analysis Procedures – Qualitative Study 1

A total of 610 responses were collected. However, although use of a CC company was listed as a qualifier for participation in the study, 64 respondents (10.5%) were eliminated as they indicated they had never used a CC companies (i.e., selected “no” when asked about CC participation). The remaining 546 responses were also evaluated for completeness as well as relevance. For example, six respondents who failed to provide any explanations for the name of or reasons for using a company (e.g., “I don’t know”) or who identified that they used a traditional firm (e.g., Enterprise Rent-A-Car) as opposed to a CC company (e.g., Uber) were eliminated. Additionally, six responses that listed one company, but described usage with another (e.g., listed Airbnb but described having a driver pick them up) were also eliminated. This left 534 remaining surveys to analyze in the coding process.

The sample demographics for this study are as follows: the majority of respondents are age 25 to 44 (54%), predominately identify as white (73%) with representation from Hispanics, African Americans, and Asian Americans (7-8% each); completed some college (31%) or bachelor's degree (41%); make under \$50,000 annually (47%); identify as single (52%); and are geographically dispersed across the US with only slightly higher proportion (31%) from the south.

The open-ended responses were analyzed using the NVivo 11 Pro software. The goal of this phase of the research was to look for commonalities among the responses and identify

emergent themes (nodes) that can be associated with potential constructs for our conceptual model (e.g., potential drivers and outcomes for CC exchange). While coding with NVivo Pro can require extensive effort on the part of the researcher in terms of line-by-line coding, it is a very effective way to ensure that a thorough investigation of the qualitative data is conducted. Data from the respondents' open-ended comments were coded by two independent coders with a third researcher used to judge commonalities/inconsistencies across coding. The second independent coder was provided with the definition and context for CC as well as examples of CC companies and instructed to identify themes that motivate consumers' usage of CC companies.

This research takes a grounded theory approach that involves multiple stages of data collection, refinement, and categorizations (Corbin and Strauss 1990). Three phases of data analysis - open coding (constant comparative method designed to be an initial assessment of the data for the development of themes), axial coding (conducted to look more deeply at relationships between the themes identified in the open coding), and selective coding (identification and selection of the final themes and hierarchies) were used. This approach ensures that the themes emerge directly from the data. Each of these will be discussed in more detail in the following paragraphs.

Initial open coding followed the procedures outlined by Corbin and Strauss (2008), who suggest utilizing memos in developing emerging themes. Memos are internal "documents" that enable researchers to record thoughts and ideas to aid in getting a better understanding of the data. A benefit of using memos is that the personal thoughts and analysis recorded in memos is linked to the responses being analyzed, but can be separated from the final scientific coding and analyses. While reading the open-ended responses, memos were created in NVivo 11 Pro by the primary researcher to make notes of interesting cases or responses that could potentially become

nodes. Nodes are comparable to folders for storing information about a particular theme that emerges. Relevant selections of text are *coded at a node*. For example, if the researcher notices an interesting response pertaining to a consumer's feelings of safety related to CC usage, a memo might be created to identify this as a potentially interesting thematic node. As additional comments related to this memo are found, a node will be created to store the various responses. In other words, as safety emerges as a potential theme related to consumers' CC usage, each occurrence of content related to this theme could be coded at the node *Safety*. These research memos are helpful in identifying emerging themes, but can also be reviewed by the judge in order to have a better understanding of the logic for the development of and justifications for the nodes that emerged. This also provides a better idea of the breadth of the codes as memos contain a description of the node as well as the parameters for what was in/excluded in the analysis of a particular node.

Thus, throughout the open coding process, nodes (themes or potential classifications) that emerged were identified across cases and coded. As the analysis progressed, axial coding, which links or relates concepts/categories to one another, was also utilized (Corbin and Strauss 2008). Organizing nodes can occur in several ways. In this analysis, 'See Also' links were used to attach memos to various nodes in order to make connections or point out contradictions across multiple cases. These might also be used to identify links to existing literature. Finally, annotations were used to identify potentially surprising or novel responses, or help identify potential problems with inconsistencies, transcription issues, or make note of something to probe in additional studies. Brief summations of these memos were created for discussions among coders while the full versions of the memos were accessible to review in the case of discrepancies.

Following this line-by-line analysis of all qualitative comments, text search queries for the words/phrases most frequently associated with each node was conducted to determine if any responses were overlooked. Additionally, a query of the data for the most frequently used words and phrases overall was performed to identify if potential nodes might have been discounted. Once the queries were completed, the final stage of coding, selective coding (Corbin and Strauss 2008), involved systematically identifying “core” categories and connecting this with other themes. The nodes were reviewed to see if any additional patterns emerged and if there should be a hierarchical or family structure that had not already appeared, or if any codes should be collapsed. Finally, these nodes and sub-nodes were evaluated for the most appropriate term or descriptor for that node. However, theme names may potentially be revised to align with existing scales in the quantitative phase that follows.

The primary coder identified 11 nodes and 11 sub-nodes in phase using a hierarchical node structure (See Appendix E). The second coder, another graduate student who has had previous experience with this type of analysis in several qualitative studies, identified 12 nodes (See Appendix F). Both coders largely identified a similar classification scheme, but where discrepancies were found, the coders met to discuss the differences and reached a general consensus on the themes. In cases where consensus could not be reached, notations were made for the third researcher/judge, a marketing academic, to review. A classification schema was then created based on the themes that emerged from this discussion (See Appendix G).

The third coder evaluated this schema in addition to reading the memos related to the nodes and comparing the nodes developed by each of the original coders to judge the internal and external coherence/consistency of the nodes and the final classification schema. The final nodes (themes), which served to develop the conceptual model presented in this research, were

determined following a discussion between the primary researcher and judge. These are presented in Table 4.3.

It is important to note that while additional reasons for CC usage emerged, the volume (e.g., counts) of responses related to these issues did not appear to warrant the development of a thematic node. For example, resource conservation was mentioned by only 3 respondents in the initial qualitative study, and by only one of the interviewees. Therefore, while we acknowledge this might be a reason that some consumers utilize CC companies, we do not necessarily believe that this driver is broadly applicable.

4.2 Qualitative Study 2

In order to gain additional depth of understanding concerning the drivers of consumer use of CC, in-depth, personal interviews were conducted with consumers who have utilized CC companies such as Uber. Before conducting these interviews, several informal conversations were held with both users and contributors (e.g., Uber driver) of CC across several industries. While these conversations were informal and thus were not recorded and transcribed, in addition to information from the literature review, they did serve to help shape the formalized interview guide which was developed for the personal interviews (Appendix H).

The semi-structured interview guide was utilized to conduct fifteen in-depth interviews with a convenience sample of users of various collaborative consumption organizations (e.g., Airbnb, Uber, Lyft, Fasten, etc.) over the course of 6 weeks. Following each interview, an analysis of the guide was conducted, which resulted in periodic refinements throughout the process (Bardhi et al. 2012; Corbin and Strauss 1990). Interviews were recorded with the

respondents' permission and lasted from 20 to 60 minutes (34 minutes on average). The demographic information of the respondents is summarized in Table 4.1.

4.2.1 Data Analysis Procedures – Qualitative Study 2

Depth interviews were used to help expand upon the findings from the initial qualitative CIT survey responses, to provide stronger support for the findings, and to provide a more thorough investigation of the themes previously identified. In order to utilize the interview responses, the audio recordings from the interviews were transcribed by the primary researcher yielding 139 single spaced MS-Word documents. Each interview transcript and associated audio recording was imported into the NVivo 11 Pro Software. Case classifications were assigned to each respondent in order to identify how responses may vary across demographic variables and to distinguish between intra- and inter-case nodes. Within-case analyses allow a better understanding of each informant's experience, history, and relationship with CC.

Analysis of the qualitative interviews followed a similar process as the CIT survey data described previously regarding the development of nodes, memos, and annotations, following the schema outlined by Strauss and Corbin (1998). While no additional themes emerged that were not already identified by the initial CIT qualitative study, the nodes initially developed evolved and deeper justifications were identified due to the ability to probe interesting responses, allowing for more in-depth analysis of these nodes (Bardhi et al. 2012; Bitner et al. 1990). Thus, the second qualitative analysis largely supports and adds valuable insight to the previously established findings from the CIT surveys. In sum, the qualitative results, which are described in greater depth later in this chapter, provide a better understanding of the potential drivers and the

contexts in which they might arise, as well as a sound foundation for the quantitative research in the next chapter.

Table 4.1: Overview of Interview Respondents' Demographics and CC Usage

ID – Name*	Age	Gender	Race	Education	Income	Relationship
A01- Ike	51	Male	White	Higher than Bachelor's degree	\$100,000 - \$149,999	Married
B02- Dennis	25	Male	White	Higher than Bachelor's degree	Under \$24,999	Single
C03- Erika	27	Female	White	Higher than Bachelor's degree	\$50,000 - \$74,999	Single
D04 - Opal	56	Female	White	Bachelor's Degree	Over \$150,000	Married
E05 - Keith	33	Male	African American	Some college or associate's degree	\$30,000 - \$49,999	Married
F06 - Dean	20	Male	White	High School	Under \$24,999	Single
G07 - Stan	24	Male	White	Higher than Bachelor's degree	\$50,000 - \$74,999	Married
H08 - Camille	28	Female	Hispanic or Latino	Higher than Bachelor's degree	Under \$24,999	Single
I09 - Rita	29	Female	White	Some college or associate's degree	\$50,000 - \$74,999	Single
J10 - Marilyn	27	Female	White	Higher than Bachelor's degree	\$75,000 - \$99,999	Married
K11 - Diana	23	Female	White	Some college or associate's degree	\$30,000 - \$49,999	Single
L12 - Sandy	24	Female	Hispanic or Latino	Higher than Bachelor's degree	Under \$24,999	Single
M13 - Celia	30	Female	Two or more races	Bachelor's Degree	\$100,000 - \$149,999	Single
N14 - Carol	20	Female	White	Some college or associate's degree	Under \$24,999	Single
O15 - Lili	30	Female	White	Bachelor's Degree	\$30,000 - \$49,999	Married

*Names have been changed to protect the privacy of the individuals.

4.3 Evaluating Reliability of Qualitative Research Methods

There are several approaches that can be taken to improve the reliability of qualitative research. First, using multiple, trained coders and/or judges to independently analyze the transcripts using open coding and particularly focusing on the commonalities and differences relative to the proposed dimensions is a primary way to do so. Gremler (2004) found that the average number of coders across 85 studies in service marketing was 2.6 coders. This is in line with the present research that utilized two coders (the primary investigator as well as an experienced graduate assistant) as well as a third coder (an academic) to review the responses.

Lincoln and Guba (1986) and Wallendorf and Belk (1989) suggest several methods that are believed to be more appropriate for evaluating the trustworthiness of qualitative research in lieu of more traditional criteria (e.g., internal validity, external validity, reliability, and objectivity). This research follows these conventions in evaluating the trustworthiness of the data collection and analysis processes. For example, in order to ensure *confirmability* (the extent to which constructions or interpretations can be followed in data and records) was attained by keeping records of analysis at each phase of the research process (e.g., initial reactions of coders, interpretations after coders' discussions, etc.) in addition to memos and annotations that can be referenced. Furthermore, to achieve *research integrity* (lessen the likelihood of fabrication or misrepresentation), participants were assured of their anonymity in any use of their responses from our research. Furthermore, respondents were identified only by code and their surnames were changed for the purposes of reporting the research. Furthermore, *triangulation* (consistency across researchers and research) was attained by having multiple coders review and characterize nodes independently. In addition, open coding was used to analyze the interviews. Coders then met to discuss findings, and subsequently reanalyze the data based on these new understandings.

Any disagreements or differences that were not resolved by a meeting of the two coders were finalized by a subsequent evaluation by and meeting a third reviewer/judge and meeting between the primary researcher and judge.

4.4 Qualitative Research Results

4.4.1 Data Analysis Results – Themes

From the two qualitative studies, seven broad themes regarding consumers' motivations for engaging in the use of CC emerged: (1) Security and Trust, (2) Ease of Process, (3) Convenience, (4) Versatility & Adaptability, (5) Trendiness/Social Impression, (6) Product/Service Value, and (7) Authentic Experience. Additionally, a total of eight sub-themes were identified within some of the broader themes. The depth interviews helped to provide an even greater understanding of the nodes or themes that emerged. A summary of the themes and sub-themes as well as examples of illustrative comments from the qualitative research are included below. Additionally, Table 4.2 provides the number of times that each theme was discussed in Study 1 across all respondents. Furthermore, it provides the number of interview respondents that discussed each theme as well as the total number of times each theme or sub-theme was mentioned across all respondents from Study 2. For example, flexibility of access was mentioned by ten respondents, but discussed thirteen times throughout the conversations (i.e., this was discussed with some respondents more than once).

Table 4.2: Final Themes and Counts by Study

Theme	Dimensions	Counts – Study 1 (CIT Surveys)	Counts – Study 2 (Depth Interviews)	
			Count of Respondents ^a	Total Count ^b
1. Security and Trust				
	1a. Company Reputation	16	12	45
	1b. Trust in Ratings	18	13	46
	1c. Decisional Control	9	9	19
2. Ease of Process				
	2a. Functionality	198	12	28
	2b. Technological Integration	62	7	28
3. Convenience				
	3a. Speed and Effort	88	12	17
	3b. Flexibility of Access	55	10	13
4. Versatility and Adaptability				
		179	13	54
5. Social Impression				
		101	12	32
6. Product/Service Value				
		288	12	48
7. Authentic Experience				
	7a. Authentic Encounter	60	10	17
	7b. Authentic Environment	33	8	14

a: indicates number of respondents that discussed theme

b: indicates total number of times theme was mentioned across all respondents

1. Security and Trust

This hierarchical theme captures feelings of security or trust that drive participation in CC. For example, the fact that there is brand name association (e.g., well-known brand) and access to additional information (e.g., knowledge about service provider, costs, timing, etc.) implies there is accountability (e.g., via customer service), which provides a sense of security. This serves as a hierarchical node, or the broad “parent” theme for the related sub-themes: Company reputation, trust in ratings, and decisional control.

1A. Company Reputation. This sub-theme captures the importance of the brand name or reputation of the company for individuals. In other words, how important is it for customers that the company has a well-known brand name such as Airbnb or Uber, which suggests there a ‘fall back plan’ or some kind of protection (i.e., a sense of accountability) if something goes wrong. The brand gives customers the idea that there is a company supporting the service, and thus there is less risk involved.

When interview respondents were asked about whether or not it was important that CC companies have a well-established brand, a theme that emerged from the initial qualitative study, their responses were overwhelmingly that they preferred having a large brand backing the service exchanges. For example, responses suggest a preference for “*the brand name and the recognition of a name*” and further indicate that “*...for me it’s more of a safety side of it and the system that they use. They already have a system in place. It works so I’m good with that*” (Opal). Another respondent indicated that while a brand name was not something that was typically important for her, “*when it comes to stuff like that, yes I want an established company so I know my credit card information isn’t stolen or like I’m not going to go in like a sketchy site and just give my credit card*” (Marilyn).

Furthermore, Celia indicates that she would be more likely to use companies with greater brand recognition as:

“...it lends itself in my mind to a perceive greater reputation and probably better management. I guess keeping the right people employed, you know, that kind of thing. It would seem to me that it would be harder for a small platform to properly manage having the best people, the best service, and not having flawed technology, flawed processes, flawed individuals running the show.”

Another consumer, Stan, responded by pointing out the importance of a brand name for perceptions of trust.

“I think it's important. I think it's really important. With Airbnb, so like, I feel like a lot of people have done it/ used it/ tried it, so if I know there's been a lot of successful encounters I feel more inclined to give them a shot. So if it's a company I've never heard of, I have no idea what encounters people have had with them. That makes me not trust them as much. ... I trust that even though not every experience is the exact same, I trust that they are at least a sound corporation, a sound business that is someone I can trust.”

1B. Trust in Ratings/Reviews. Across both studies the importance of ratings and reviews as drivers for CC usage was highlighted, particularly the fact that all members can be rated and these ratings subsequently influence determinations to use (or not use) CC. This includes the evaluations of the service providers/contributors based on ratings and reviews, which is believed to engender feelings of security and comfort when making decisions about usage. For example, Erika suggests that *“...you know safety and that sort of thing is one of my number one concerns so I am a big review person for any kind of platform.”* These reviews are related to the feedback that customers give to the service providers (generating positive or negative reputation), as well as the connectedness and trust they feel with the service as a result of this form of communication. For example, Ike indicates:

“Right, putting a stake in something you really can't see or measure when you deal with a cab company because you assume cab companies were licensed by somebody, they have standards that they have to pass, they have some other, they probably have exams in certain cases drivers have to have. You know that is in the background. Somehow that is not as telling to me as that explicit, 'this is what previous passengers thought about this guy', this Uber driver. So I don't think ... the precautions taken with a cabbie, with a cab driver, seem to be as thorough or telling or specific as what you get with an Uber driver.”

Additionally, other respondents consider both the quality and the quantity of reviews. For instance, Rita indicates she was “wary” of where she might stay, but suggests:

“...what I loved about Airbnb is that it has a recommendation system that good or bad you get to see what the experience or place is like for other travelers. In my case, I will tend to pick places that had, you know, at least a hundred if not more reviews, which is really easy to come by now that Airbnb has been around so long. And kind of go off of

what the star rating is and what people had to say about how welcoming that place was, how safe it seemed, how private it was....

Other respondents like the equity and reciprocal nature of the rating systems. As Marilyn indicated, *“They rate you and you rate them, and so you can see you're not getting in a car with a two-star person that was just horrible. and they know that they're not getting in a car with a two-star person either.”* Moreover, generally respondents seemed to like not only the summary “star” ratings, but also greater variety in terms of which aspects of the service were desirable. For example, in addition to being able to rate overall performance (e.g., *“thumbs up or thumbs down”*), respondents appreciated reviewing systems which were *“more discernable”* due to their including various features (e.g., *“if it's the driver that's the good thing or the car that's a good thing or is it something else”*) (Celia). Additionally, Dean provided the following example, likening these platforms to the trust you might find in another established system, such as with Amazon.

“I think it's a good thing just because it works the same way as buying something from Amazon. Both the customer and the seller get the rating for meet other and it helps you to know who not to sell to or not to buy from. It works the same way as that if they know don't pick this person up, they have really bad ratings or whatever and vice versa don't let, don't use that driver if they have bad ratings. So it's a helpful system.”

Even within CC usage, the presence of negative reviews can harm consumers' behavioral intentions because *“that uncertainty is high so it would be a big deal to me if there were negative reviews”* (Stan). Furthermore, a lack of reviews or ratings altogether can prohibit some consumers from usage. For example, consider the following response from Dennis:

“What I try to do with Airbnb is that I never go for an Airbnb that somebody's never used before and I tend to try and not go for ones that have one or two reviews because we have instances where people just fake their own review for the first one or second one and I wouldn't feel good knowing that no one has been there before me. So that sounds a bit bad that I'm putting someone out there at risk first but I'd rather go somewhere that

had at least two bits of feedback before mine and they have to be positive if there's any negative feedback, it's sort of less than three people providing feedback than I'd feel uncomfortable going to that Airbnb."

Another respondent proposes that,

"being able to have that sort of transparency that HomeAway that Lyft, Uber, all of those things have, you can see your driver how many stars they have and if you're going to an Airbnb or HomeAway you can read the reviews that other people left." Furthermore, she suggests that consumers "read all the facts and verifications on something", but that ultimately they "just want to know that someone else had a great experience" and were "happy with the purchase" (Celia).

1C. Decision Control. Another benefit of CC is that it provides additional information to the consumer beyond what they might expect from traditional firms. For example, they are given information regarding the projected price of an Uber and when it will arrive as well as information about the driver. This knowledge empowers the consumer by giving them more control and allowing them to plan accordingly. But more importantly, it offers them greater security and comfort in their decisions to use CC largely as a result of the information provision (e.g., *"you can kind of track when they're going to be there and it lets you know exactly when they're going to pick you up and kind of give you that safe feeling whenever you have a stranger pick you up"* - Keith).

Specifically, respondents indicate that having the information to make decisions up front is valuable to them. For example, Rita suggests transparency is one of the things she finds essential when using these CC services so that she is never *"caught by surprise with anything [she] didn't agree with."* Others echo this appreciation for transparency, specifically suggesting increases in feelings of control associated with the information provision.

"All of a sudden you're not picking up the phone with a taxi cab company and getting some random person sitting in a call center or somewhere and telling them you need a car at this time. It's almost like you are in control, you're looking at it, you see where they

are on the app. I mean who doesn't like that control? ... all in all it's a way better service and it seems like there's so much smoke and mirrors with taxi cabs and like "how is my fare based?" Like I don't even know" (Celia).

2. Ease of Process

Ease of Process, another theme that emerged, is related to how simple the process of utilizing these firms, platforms, or applications is for the consumer. This serves as a “parent” theme and includes the technological aspects (e.g., payments) and the functionality (e.g., uncomplicated and overall simple to use) of the *process*. In general, “easy” and “easier” were some of the more commonly used words and therefore, it was not surprising that one respondent would indicate “*accessibility, ease of use, payment, I would say those are the main things for me as far as advantages [of using CC] go*” (Erika). Ease of Process had a bearing on many individuals’ choices to use CC companies. For example, respondents made comments such as “*I actually had a good experience because it was just so easy to get through the process*” (Dennis).

2A. Functionality. This sub-theme captures people simply saying that it is “easier to use” or “easy” regarding the functionality of the process. For example, consumers appreciate the ease of communication (e.g., ability to contact others), as well as to provide feedback (e.g., reviews). Furthermore, the ability to track information, such as when a driver might be arriving, makes it easier for customers to make arrangements and manages expectations. Many other responses highlight the practicality or efficiency of the service provision as with the following: “*It's just easy, it's a good point A to point B, you know. Better than a taxi, a little easier to get because there's always people around and it's a nice little designated driver in certain circumstances*” (Dean).

Other respondents focus on the reliability and efficiency of the companies. For example, Lili suggests, *“I would say most of my experiences with Uber have all been really good. They're always really efficient and it's easy the way they let you pay and the pickup and all that is good.”* Another respondent enjoys the simplicity of the process as opposed to traditional services as with Carol who indicates:

“Well, Uber it's like really easy because you just tell them like what time you want them to be there and then they tell you when they're there so you don't have to like go outside and chase them down like with a taxi.”

Another respondent focuses on how helpful and reliable that CC companies make the process of using these services. For example, Celia suggests:

“...when we got to the airport from Santorini we were kind of coming up with the language barrier that you come up against and you're trying to get a taxi so we were really excited to use Uber because it's just the same app, and the same payment terms and use your credit card. And they do the conversion for you so it seemed a really good fit.”

2B. Technological Features/Integration. This sub-theme captures the ease of using the platforms, particularly associated with the technological applications and seamless technology integration provided by these platforms. For example, it improves the way that people can order these services, pay for them, and complete transactions, thus making the process of using these services easier for consumers. This also deals with the ease of booking/reserving these services.

Some respondents cite the main reason for using CC companies over traditional services is due to the ease of use from the *“well-functioning app,”* referring largely to the smart phone applications (Rita). Likewise, Diana indicates that *“the apps and everything are so easy to use, like user-friendly and so fast. That's why I prefer Uber and Airbnb over maybe taxis or hotels”*.

Finally, the ease of the process relative to traditional services is highlighted by Celia in the following description:

“...I like using an app, I like being able to track it, you know requesting the service from your apps on your phone, and then having that sort of tracking mechanism, almost like documentation if who you rode with and where they are, and like if you need to contact them for any reason, like if you left if you dropped something in the car or whatever, whatever it would be easier to find or if that person made a mistake or said something maybe they shouldn't have, you would be able to report them adequately, we're as it would be much more difficult from a cab perspective.”

3. Convenience

This is the broad “parent” theme for the topics that emerged relative to the convenience of CC options, particularly regarding the usage and benefits that result. Specifically, these results suggest that convenience is a critical factor in determinations to use CC. These findings entail the convenience associated with time (e.g., responsiveness saves time) and flexibility of access over ownership and the benefits that entails (e.g., do not need to own car to have convenient transportation). This theme deals more with the convenience of the *fulfillment* part of the service rather than the *process* (as with Ease of Process). This is best summed up by one respondent, Celia, when she says:

“...In today's day and age I think if you are going to create a product or service, you must create convenience. That's what everybody wants to buy. It's the one thing everybody has difficulty monetizing, but if you can create a product or service that essentially creates convenience, and almost gives the illusion that you are giving someone time, they are going to buy it. That is exactly what Uber is.”

3A. Speed and Effort. This captures the convenience associated with time and effort involved in utilizing CC exchanges. For example, consumers indicate that this is saving them

time, or is not as complicated as many alternatives. In other words, they used CC due to it being quicker, requiring less effort, etc.

The interviews perhaps revealed that convenience, while less frequently mentioned than price, could actually be a key determinant of CC usage. For example, Keith indicates *“I am looking for the convenience versus anything else so if that's what I have to pay, that's what I have to pay”*, while Erika suggests, *“...so price for me, that wouldn't really be the determining factor because it was just more that I think of Airbnb for large groups - that's the convenience factor for me there.”* The reduction in effort required leads many consumers to choose CC offerings even at the expense of costs they might incur.

Furthermore, the speed with which these offerings can be accessed, and the potential time savings resulting from CC usage was very attractive to respondents. For example, in regards to a food delivery service, Stan states, *“It's just very convenient and that's appealing if you really don't have the time. Maybe I don't have any time to travel even 3 miles.”* Another respondent explains the importance of the speed and convenience for her choice to use CC by saying:

“I absolutely love it. It's quick, I don't have to, like in [name of town] the town is just horrible trying to find a cab, just horrible, like when you call, they are either like way too expensive to take you home or they just take forever.... Well, with the Uber app, you can see it right down the street. They're there, you know they're going to be there in 5 minutes. You can keep up with them” (Marilyn).

3B. Flexibility of Access. Based on the exploratory studies, many individuals are optimistic about the added efficiency and flexibility in their daily lives offered by CC companies. Specifically, this includes consumers' beliefs that it provides them improved mobility, improved quality of life (e.g., freedom), and removes the potential “burdens” of ownership or even the necessity of utilizing resources they do own. This primarily focuses on how the convenience of CC offerings results in benefits such as improved quality of life for users. For example,

(emphasis added), one respondent suggests, “*I use Uber for maximum flexibility... [Uber] gives me more information to track the driver, the specific car, drivers phone number, etc. in case of a problem...*” and another indicates, “*since I do not own a car, the accessibility of Uber and the price offers me mobility that I usually do not have...*”. Furthermore, Dennis implies that if services such as Uber would “*provide the same sort of flexibility that I had when I had with my car*” that he “*could get rid of my car tomorrow and purely rely on Uber.*”

One consumer shared the following story, which provides a narrative of how consumers are using CC companies (e.g., Uber) in lieu of more traditional companies (e.g., taxi) in order to meet their needs, regarding CC optimism.

“My best friend and I had gone downtown with other friends on the weekend to see a street event. The friend who drove needed to go home and took one friend home at the same time. My friend and I stayed until later and ate dinner nearby. When we wanted to go back home, I used the Uber app to contact a driver to take us home. The rates were decent and a driver would arrive quickly. That's what I like about Uber most of the times I used it. It's more convenient than calling a taxi, and it lets me or multiple people have more flexibility when doing things. Taxis are a mess, by being late and expensive, so I would avoid it. Without Uber, we probably would have gone home at the same time as our friend who drove left.”

In addition to focusing on the feelings of personal freedom that many consumers felt, other consumers emphasize the improved conditions from using CC companies by suggesting things such, “*we stayed in like Manhattan with my aunt, like me and my cousin and a pretty good apartment and we shared the cost but we were just living better*” (Camille).

4. Versatility & Adaptability

This dimension refers to the versatile options provided by CC companies and the idea that needs can be met by these companies that cannot be met by traditional companies. For example, Airbnb offers options to accommodate a large group that wants to have a communal space or the ability to cook meals together, or offers a parent with a special needs child the ability to make a vacation feel “more like home” for the family. For instance, Dennis says, “*the reason that I went for an Airbnb over a hotel, the reason, there were six of us, so ...when the Airbnb would house all 6 of us for the price of one room, whereas with the hotel we would need more than one room so it'd be more expensive.*” Similarly, Marilyn pointed out:

“It was really hard to accommodate I think we had 15 people and we didn't want to all the end hotel rooms and separate so being and hotel was not really one of the options that we wanted... so VRBO was like the best way, or Airbnb, to find like a big enough house for all of us as opposed to everybody having to be in separate hotel rooms.”

Finally, Celia shares this logic and says, “*I'm going to stay in Airbnb because I can fit more of my family members under one roof and we actually can share collective space and to me that holds more value.*”

The abundance of options is particularly attractive to some respondents such as Camille who suggests “*it's so good and you have a bunch of options. But when you have only one or two options and reviews, I don't like that.*” Thus, this gets at all the options or alternatives provided as a way to have a customized experience that may have been limited in a traditional setting.

This also has to do with the fact that CC companies are chosen because they are the most attractive option relative to what is available for them. This is indicated by suggestions such as:

“...we can rent for just a few hours if needed and it is always so easy to pick up and return the car. Sometimes when we need to use car seats we appreciate that we only have

to lug them a block or two rather than to a rental place a mile or two away. We also appreciate not having to worry about the cost of gas or insurance. It's just EASY.”

This also seems to be address the idea that this is a convenient fix for short-term solutions. Largely, responses highlight the fact that there are options, which are not available with traditional firms. One respondent stated, “*Airbnb what I like as well is that you can have the option that you can choose whether you just take a room or take the whole house. And there’s a few other options as well*” (Dennis). Likewise, Stan said, “*[CC users] are not pressed into renting a car anymore. They are not pressed into going to hotel. There is this other, there are these alternative options that are becoming more and more legitimate*”. Thus, the accessibility and multitude of options were emphasized as factors which drove consumers to use CC options.

5. Trendiness/Social Impressions

Another theme that emerged was the trendiness of a using CC companies or the social impressions (e.g., social acceptance) of such options. This theme considers how consumers are influenced to use these services based on their social networks and what is perceived as ‘trendy’ or ‘popular’ at the time. This has to do with conforming to what peers are doing as well as a desire to try something that is new and socially accepted. For example, Lili said, “*I think it's probably a general consensus I mean cheaper, easier, People are generally nice. I think that your ease factor is maybe... and I think because it is new too, it's like fun and cool. But I think everybody kind of thinks so.*” Others predicted that these businesses will be around for some time given their widespread acceptance currently, and potential staying power (e.g., “*... they seem to be pretty popular and ...I can't really think of anything that would like make them less popular*”

(Carol). Still, other individuals point out that they expect continued growth and popularity of these business models, suggesting:

“I think then you will really see these sort of business models take off and be accepted. Because even know I look at taxis and think they’re outdated and I wouldn’t be surprised if that disappears in ten years’ time. And especially when stuff like autonomous vehicles come along, that’s really going to change how things work” (Dennis).

“I think at this moment we are only using them for like hotels or like renting spaces are renting houses or sofas because there is one with sofas, and like with Uber, but I think that we are going to start using this model for other stuff. I don’t know what kind of stuff but I think for other purposes” (Camille).

While some suggest there might just be “hype around the platform” (Erika), others respondents believe the acceptance of CC is much more widespread. For example, Marilyn provided the following illustration of the widespread use and acceptance of these types of exchanges:

“I think people are doing it all the time now. I mean I’ve had so many people like telling me about how they use this, I don’t even know what it’s called but they use pocketbooks and then return them as they are done or they’re out of season. They don’t want to buy it. Or that I’ve had even age groups from freshman in college to seniors in high school or Juniors going to prom up to my mother’s age who is in her fifties ...”

Others indicate the social aspects in that they either recommended this service to others as with Erika who indicates, “I’ve kind of gotten [my fiancé] hooked on Uber so now when he travels that’s kind of all he’ll use because he used it with me for the first time and kind of saw how easy and convenient it was and I even have like my 55 year-old uncles using Uber.” Others are looking for recommendations in selecting CC options to try. For example, Dean remarks, “I’ll hear them from family thing they use them or you know see them on Facebook or have one of my friends say “Hey, try this.” You know, I’ll usually give it a try afterwards.” Finally, some

respondents, such as Rita, see and appreciate CC as “*a societal trend because I feel like it cuts down on the use of resources and with an increasing population it's a great option.*”

6. Product/Service Value

Perhaps not surprisingly, consumers in both qualitative studies identified value as a significant driver of CC usage and suggest that the value of the product or service is important for consumers in driving use of CC companies. In fact, the ‘worth’ or ‘value’ of the experience was something that came up quite frequently, particularly as it related to costs, in the qualitative responses from Study 1 as evidenced by the frequency of words such as “cheap/er” (Times mentioned = 131), “price” (49), “cost” (40), “in/expensive” (37). For instance, one consumer suggested, “[Uber] also seem[ed] a better value than renting a car for a week.” This theme includes individual’s feelings that CC companies provide the greatest economic benefits and best value, referring to both the cost (e.g., monetary value – “*I think they’re more affordable for consumers*” - Opal) as well as the value for what they get out of using a CC firm (e.g., “*I think the value and how you spend your time isn't necessarily monetary and actual money. sometimes it just has to do with the actual benefit that you get from whatever it is that you're doing*” - Rita).

Regarding the latter, many consumers suggested they did not always pay less, but what they received for their money in terms of amenities, options, opportunities, etc., were far more valuable than what they might have experienced with more traditional firms. In performing a cost-benefit analysis, many consumers find that the value of renting or utilizing second hand goods is likely greater than that of purchasing the same products/services outright or new. Likewise, many feel the value of the services in terms of offerings are better than what they might get from ‘traditional’ firms. As one respondent says:

“Airbnb I know is a huge difference in financial value. I always find it much cheaper. And a better value for money to go for Airbnb because the facilities are generally better with Airbnb than they are with a hotel for me personally because I quite like to cook for myself” (Dennis).

Another respondent mentioned the added benefit of using these services in addition to getting these services “better” and “cheaper” is that these models are “*keeping the prices more competitive for the hotels*” for when she does have to make use of them (Diana). Finally, some consumers suggest that price or value is the *only* reason for utilizing these options. For example, Sandy suggests “*I think that would be the only reason is like price wise. Money, whatever. Honestly I mean me not having a job because I don't get paid for my internship, I'm kind of always going like the cheaper route*” (Sandy).

7. Authentic Experience

Authentic experience is a hierarchical theme that has to do with individuals having access to a local or more personal experience. In other words, experiencing a “real” location with “real” people. It also involves feeling of experiencing local culture and avoiding what might feel commercial. As Camille indicates, “*sometimes you get location, sometimes you get friends because you have a lot of good things that you get out of these experiences just using Airbnb and Uber.*”

7A. Authentic Encounter. The idea of an authentic encounter encompasses personal connections with service providers (e.g., nicer, friendlier). Thus, they believe they get better recommendations and a better sense of/are more in touch with the local community through these connections. Furthermore, many believe there are mutual benefits to engaging in this type of business venture. For instance, Erika says:

“So I have some goal in mind and it's not just me purchasing it from this person or this person selling it, we're kind of working together and figuring out a solution and it kind of fits both what I'm looking for and what they need.”

What consumers appear to be searching for in many cases is a ‘personal touch’ or more authentic interaction. Dennis says that he prefers Airbnb *“simply because you’re getting to chat with the person you’re actually going to go and stay with at their place because it feels like it's a bit more again personal and I like the personal touch I guess”* as opposed to the more *“scripted”* feelings he gets with a hotel. This also appears to include individual’s desire to utilize expenditures in a more personal way. For example, Opal offers, *“I like to actually spend the money more personal, rather than just a company or corporation.”*

Another advantage of CC is that consumers can decide the type or level of contact they want to have with the service provider (they can choose whether or not to interact with them). It can also be that they choose the level of encounter (e.g., *“And because I was so tired I was pretty much asleep in the back and the driver didn't really force any conversation on me. And so my experience was quite pleasant”* - Dennis). Furthermore, getting a better idea of the ‘inside’ information regarding the best local places appears to be important to many respondents.

Consider the following examples:

“... in a different country or a place I've never been I would maybe prefer Airbnb because I feel like you can, it makes you feel more like a local. Because then you're staying in like neighborhoods when you are meeting with your Airbnb host, or talking to them they can tell you things that they do or their friends do. if you are staying in a hotel, although they have like concierge, it is just different” (Diana).

“It’s quite interesting dynamic for them to learn about the town and so on from the people that live there. They’ll often have more of a personal insight of the town whereas if you go to a hotel, I find that a lot of people that work in a hotel actually live quite far away from the hotel so they don’t really know anything about the local area and when they do, they just refer to like information sheets which is like again, to me, quite scripted and if I was traveling, what I would imagine is that I would prefer the persons who would

actually live in the town center so that they could tell you where the best bars are and where the secret spots are and stuff like that.” (Dennis)

7B. Authentic Environment. This involves feelings of experiencing a “real” local culture and avoiding what might feel ‘touristy’ or commercial and speaks more to the atmosphere or environment. Consumers also cite a less sterile feeling (e.g., “feels like home”), and a desire to connect with the local community as with Camille who maintains that, *“for me it was with almost better than hotel experience could have been because it allowed me to get a better idea of what the community was like and all in all it was a very satisfactory experience.”*

This often includes consumers indicating the experience is opposite to the parallel traditional business model. For example, for Airbnb, people want less of the traditional hotel feeling which might be sterile and impersonal and more of an authentic “homey” experience. On the other hand, for Uber, they want the cleanliness that cabs often lack. So while they standards/expectations aren’t the same across CC companies, the idea that they want an experience different from the traditional/existing models is clearly expressed.

“Another instance that I can think of is maybe I really just wanted to hone in on the local experience so maybe the fun of staying with an Italian family going to Italy maybe would be somewhat more appealing to me for Airbnb because I really want to get that Italian experience. That sounds really authentic as opposed to a touristy Hotel” (Stan).

“I had never been to the country so I thought it would be like intimidating but I stayed at two different places there and everyone was very accommodating and I just think it's a really good app because it's someone's home it makes you feel like you're really staying in the environment that you're going to. So it's not like harsh like a hotel or something. So I like it more” (Diana).

Finally, some respondents even considered reciprocating use of particular services *“for the same benefit that I get out of them I would like others to have the benefit of being in a home instead of a hotel” (Opal).*

Table 4.3: Description and Support of Final Themes and Sub-Themes

Theme	Sub-Themes	Description	Illustrative Comment/Support
Security and Trust		This hierarchical theme captures feelings of security or trust that drive participation in CC. For example, a strong brand name or company reputation, and access to additional process-related as well as consumer review information about the service implies there is accountability, which provides a sense of security.	
	<i>Company Reputation</i>	This sub-theme captures the importance of the brand recognition or reputation of the company for individual’s perceptions of reliability and trust. The brand recognition gives customers the idea that there is an infrastructure supporting p2p exchanges, and thus there is less risk involved.	<ul style="list-style-type: none"> • “Uber is the most recognizable of all the companies.” • “We picked VRBO because it was a reputable site that we knew had been around for a while.” • “...I like the idea of the driver being a neighborhood person, and that at the same time they are linked to a big company” • “I chose Uber because it is cheaper than a cab and a safer way to get from point A to B if I choose to drink while I am out. It also feels nicer and more comfortable to use an Uber than a taxi. I also feel I have more recourse if something goes wrong with an Uber over a cab. I also feel safer in an Uber than a taxi.”
	<i>Trust in Ratings</i>	This sub-theme includes the trust in and connectedness with the service providers (i.e., contributors) based on ratings and reviews, which is believed to engender feelings of security and comfort when making decisions about usage.	<ul style="list-style-type: none"> • “This way I read real reviews and can talk with the owner prior to and during my stay.” • “I also trust lyft more than cabs because I know how the driver has been rated before I get into the car, and I didn't feel like I had to bring cash with me.” • just seemed easier more trusting than using a taxi since they have reviews of the driver.”
	<i>Decisional Control</i>	This sub-theme captures consumers’ feelings of greater security in decisions and control over their exchanges with CC companies based on the companies’ transparency and provision of additional information (often specifying that it is relative to traditional firms).	<ul style="list-style-type: none"> • “I feel a greater sense of security with Uber as there is an electronic record of who picked me up and where they picked me up at. Traditional taxi companies do not provide traceability as Uber does for safety and/or lost items.” • “I liked that I was able to review the property and the owner ahead of time, and that I was able to check on the price and availability. It helped that there were photos and also information on the surrounding area.”

Ease of Process	This hierarchical theme relates to the simplicity for the consumer of the <i>process</i> of utilizing CC firms, platforms, or applications, and includes the functionality of and the technological integration with the exchange process.	<ul style="list-style-type: none"> • “Uber also gives me more information to track the driver, the specific car, drivers phone number, etc. in case of a problem and I need to follow up.” • “And since we could pay electronically and could know the fare ahead of time, we felt more comfortable than if were to take a taxi and potentially get scammed as tourists.”
<i>Functionality</i>	This sub-theme captures customers’ beliefs regarding the functionality of the process, and includes the ease and effectiveness of utilizing CC companies.	<ul style="list-style-type: none"> • “I first used Uber while visiting Thailand because it was the simplest and most efficient way to arrange for us to be picked up and show where we needed to go with minimal hassle” • “I did not need and a car and decided to get Uber because it was cheaper, easier, cleaner and less hassle.” • “Taking Lyft was easy to organize” • “Uber is cheaper and more efficient than a traditional cab service.”
<i>Technological Integration</i>	This sub-theme captures the ease of the process of using CC companies associated with the applications and the level of technological integration provided.	<ul style="list-style-type: none"> • “Their app also allows you to see where the driver is so you don’t have to stand in the cold for too long.” • “... now I don't want to bother looking at taxi apps. not only that but Uber lets me keep track of my driver and I like that we pay in the app and the system for paying is awesome.”
Convenience	This hierarchical theme relates to the convenience of using CC options. Specifically, this entails the convenience associated with time/ responsiveness, and flexibility of access over ownership. This deals more with the convenience of the <i>fulfillment</i> part of the service rather than the <i>process</i> (as with Ease of Process).	
<i>Speed of Fulfillment</i>	This sub-theme takes into account the convenience associated with the time, effort, and complexity involved in utilizing CC companies.	<ul style="list-style-type: none"> • “It is quick to use because there is an app on my phone, and I know about how long I have before they will come and pick me up. So there is a lot of convenience, from booking the ride, to knowing when it will actually arrive.”

*Flexibility of
Access/
Optimism*

This sub-theme includes consumers' perceptions that CC usage offers improved flexibility, mobility, and quality of life (e.g., freedom).

- “Uber is not only fast and reliable, but they have very low cost services compare the traditional cab services. It is also easy to use application with just a few touches and you will have your Uber driver heading to your location in no time. I also realize that I do not have to spend money on gas so overall using collaborative consumption is efficient and time saving.”
 - “The driver was there in minutes and promptly took me home. Very fast and simple.”
 - “I choose Uber because of availability and their prices were competitive. It took them less than ten minutes to be at my doorstep. I was amazed how fast they were, and now it was them waiting for me to finish what I was doing.”
 - “Uber is a quick and cheap alternative to traditional taxis. I like to use them because of how fast they are.”
 - “CC gives me a freedom to go anywhere I want to; it feels me like a boss. / I cannot take my car everywhere for long distance so that's the reason why I choose CC”
 - “Since I do not own a car, the accessibility of Uber and the price offers me mobility that I usually do not have...”
 - “I was getting ready to move to a new state and have a lot of allergies that make staying at hotels and motels difficult at times. So, since I was looking for a new home in a more rural area, I chose to stay in someone's home instead.”
 - “I no longer drive due to a combination of vision issues and finances. I use public transportation, but it has limits where and when I can use it. For example, I have a mile walk to the trolley from my home, and I often take Uber (or more recently, Lyft as well) when it is late and/or dark. I chose Uber over taking a taxi because it is far less expensive, [t]he drivers are vetted better, and the service is more prompt and personalized. Almost all the drivers are exceptionally courteous and helpful. Also, Uber and Lyft allow me to work shifts I wouldn't
-

Versatility & Adaptability

This theme captures the versatility of CC options and the idea that needs can be met by these companies that cannot be met by traditional companies. This includes the availability of options or alternatives as a way to have a customized experience that may have been limited in a traditional setting.

Social Impression

This theme considers how consumers are influenced to use these services based on their social networks and what is perceived as desirable and socially acceptable.

otherwise be able to work as the buses and trolleys only run certain hours (and less on weekends). The cost of a taxi would be so prohibitive it would be pointless to work the shift. These CC services improve my mobility, productivity, and life.”

- “It was cheaper than the alternative (getting a hotel room), and offered a superior product for our needs (having a kitchen).”
- “The place I wanted to go was not in a place where hotels were located”
- “I chose Airbnb because the I was able to stay in someone's private guesthouse, which was equipped with a full kitchen, bathroom, private hot tub, and beautiful view for about 1/2 to 2/3 the price of a hotel room in the town I was staying.”
- “I was going to the beach with my Grandmother and we wanted something directly on the ocean that she could access. Personal homes were the only thing that would get us close to the water and I found a condo on Airbnb that worked to meet our needs.”
- “I chose Uber because everyone was talking about it. It is like a cool thing to do. I honestly enjoyed it but if it wasn't because people kept talking about it, I would not have done it myself.”
- “Maybe taxis have apps too but Uber was recommended by my friends and boyfriend so it is the app that I chose to install...”
- “Because my license is suspended and I don't want my neighbors to know”
- “I used Uber for the first time because I was curious about the service. My friends have used it, and they raved about it.”
- “I had heard by word of mouth how much cheaper the services were than traditional cabs, ... I was very fascinated by the whole process, so my friends and I decided to try Uber

Perceived Value

This theme captures individual's feelings that CC companies provide economic benefits either in terms of low cost or in terms of greater amenities, options, or opportunities offered for the amount paid.

as our ride home one night, and I have been using it ever since.”

- “The dresses they offer can be rented for a fraction of the price of the retail value of the dress. ...Renting special occasion dresses allows you to spend less on clothing overall, and increase the variety of special occasion dresses you can wear.”
- “We're broke college students and the listing was cheap. It was the only way we could afford to go and being thrifty always makes me happy.”
- “It's well known that Uber costs less than a comparable taxi ride. At the end of the day, this is why I use these services. To me they are commodities and I choose the cheapest option for a similar product. If that's not available, better product for the same price.”
- “Using the Zipcar was the most economical choice - when compared with the cost of owning a car or renting from other established firms.”

Authentic Experience

This hierarchical theme has to do with individuals having access to a local or more personal experience. In other words, experiencing a “real” location with “real” people. It also involves feelings of experiencing local culture and avoiding what might feel commercial. This often includes consumers indicating they desire experiences that are in opposition to the parallel traditional business model.

Authentic Encounter

This sub-theme encompasses consumers' personal connections with service providers (e.g., nicer, friendlier), and a sense that they will get better recommendations, service, and customization by using CC options as well as the ability to choose the type and level of the encounter.

- “Better prices, good way to meet people, locals are good at giving tips”
- “the owner(s) provided an abundance of knowledge and expertise in the area we stayed in (good local restaurants and stores.)”
- “Uber is my vacation car service of choice. I loved the drivers I met when vacationing in Ft. Lauderdale. I find Uber to be more convenient, cheaper and personable than taxis and cabs.”

***Authentic
Environment***

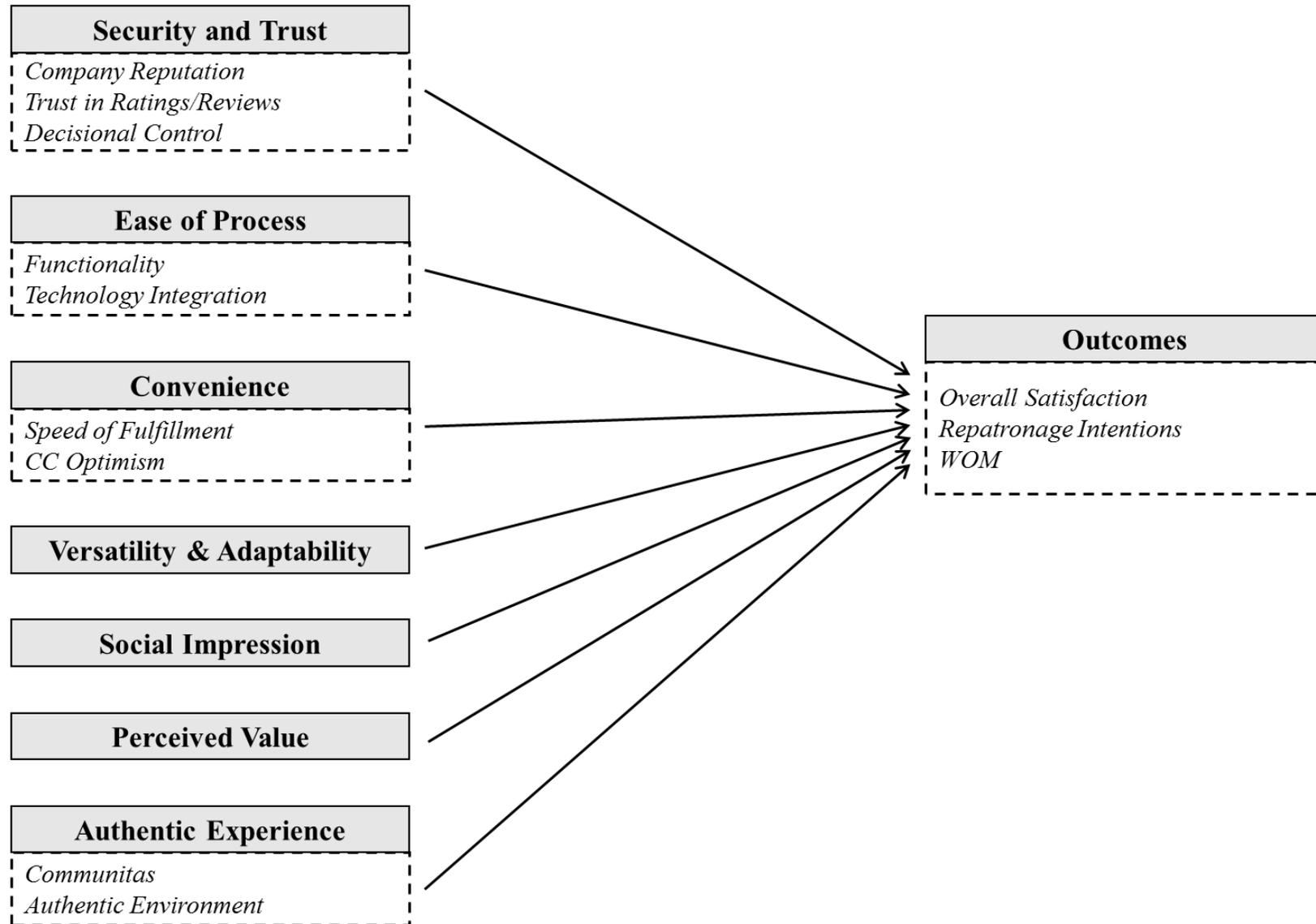
This sub-theme involves feelings of experiencing a “real” local culture, supporting the local community, and avoiding what might feel ‘touristy’ or commercial relative to the atmosphere or environment.

- “Having contact with the owners is also helpful in case you need and information about the area like how to best get around, directions, best places to shop or eat, lesser known tourist stops, etc.”
- “We decided to use Uber for a more personal experience. We wanted a local person who was willing to give us recommendations that weren’t too touristy. You can’t always get that kind of personal service with a regular taxi service.”
- “A hotel seems so impersonal. Staying in an actual home feels right and it had better accommodations and privacy.”
- “I prefer to have more of a local experience than be cushioned in a tourist oasis.”
- “We wanted to really experience city living in a way we didn’t feel we’d get from staying in a regular hotel. Using Airbnb gave us a different flavor to our stay -- we felt more like natives than like tourists.”

4.5 Conceptual Model

The themes and sub-themes that emerged from the qualitative studies, which were described in detail in the preceding section, led to the development of the conceptual model of drivers of CC behavioral intentions as summarized in Figure 4.2. In the next chapter, they hypotheses will be developed based on support from the literature review as well as the foundation provided by the qualitative studies conducted in this chapter. Additionally, Chapter 5 will lay out the methodological approach for quantitatively analyzing these relationships and subsequently tests of the hypotheses will be carried out.

Figure 4.2: Conceptual Model of Drivers of CC Behavioral Intentions



CHAPTER V

QUANTITATIVE ASSESSMENT OF RESEARCH MODEL

5.0 Introduction

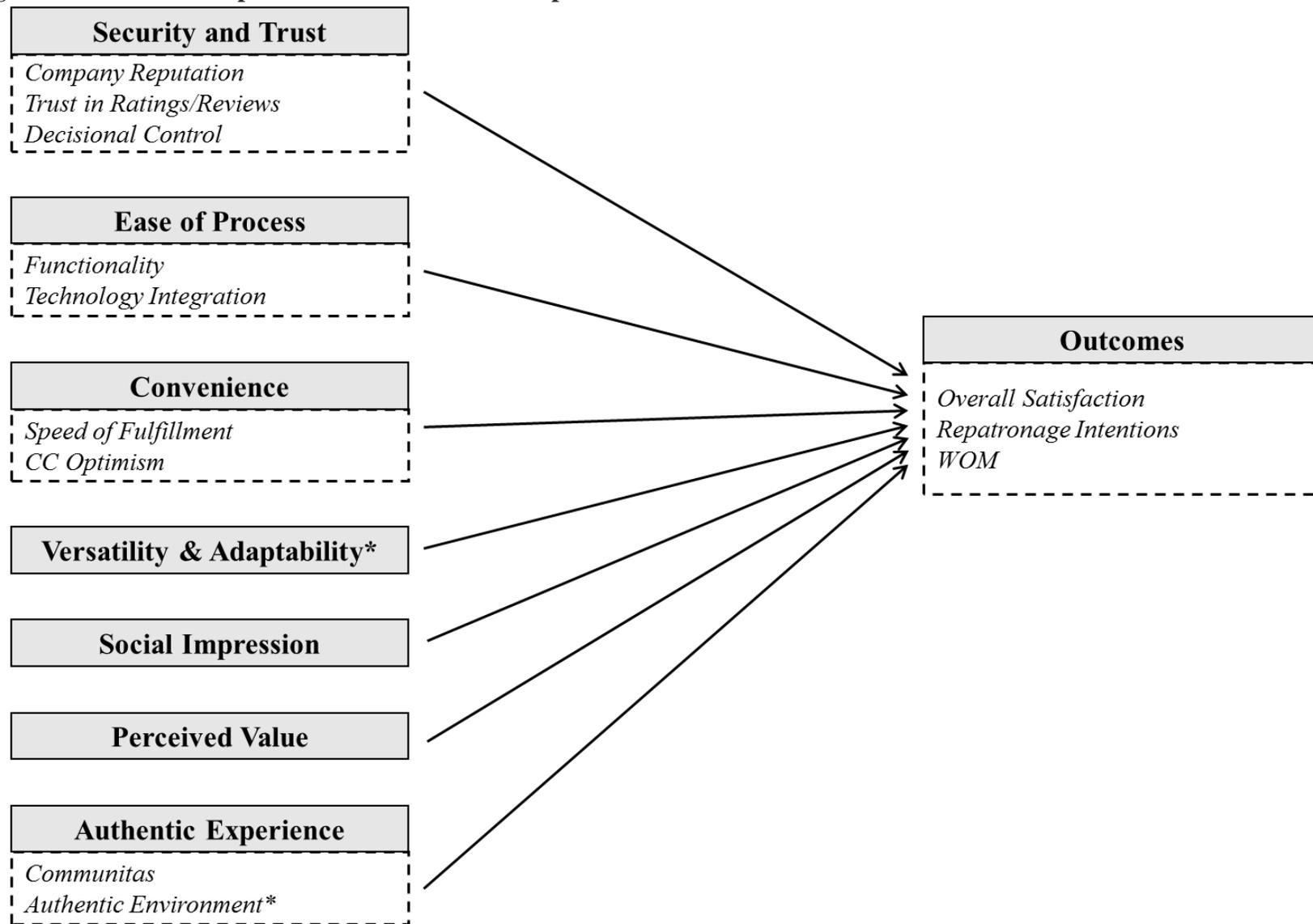
The previous chapters attempted to lay the foundation for discussing collaborative exchanges. To recap the previous chapters, Chapter I broadly introduced the Collaborative Economy and set up the goals for this research. In Chapter II, the theoretical framework for this research, service-dominant logic, was presented. Chapter III then introduced the dimensionality of the Collaborative Economy and presented a conceptual typology based on market practices and existing marketplaces. In chapter IV, we provided initial, qualitative investigations into one particular collaborative ‘marketplace’, Collaborative Consumption. In this chapter, we provide additional support for support for the themes that emerged in Chapter IV and develop formal hypotheses for potential drivers of collaborative consumption (CC) exchanges. Thus, the goal of this chapter is to develop and empirically test a model of the drivers of CC for consumers.

Recall that CC is considered to include two types of collaborative exchange which makes up the broader CC marketplace. In particular, we consider CC to include p2p service provision or resource exchange for a fee or some compensation, coordinated by a third party or mediator such as a technological platform or mobile application. Examples of this phenomenon include companies which allow for both mediated service provision (e.g., Airbnb) as well as mediated resource exchange (e.g., PoshMark) with the expectation that there will be some form of compensation or benefit for all actors. This classification is most interesting to us as we attempt

to delineate forms of exchange within the CE domain that are most relevant to as well as causing drastic changes within a business context.

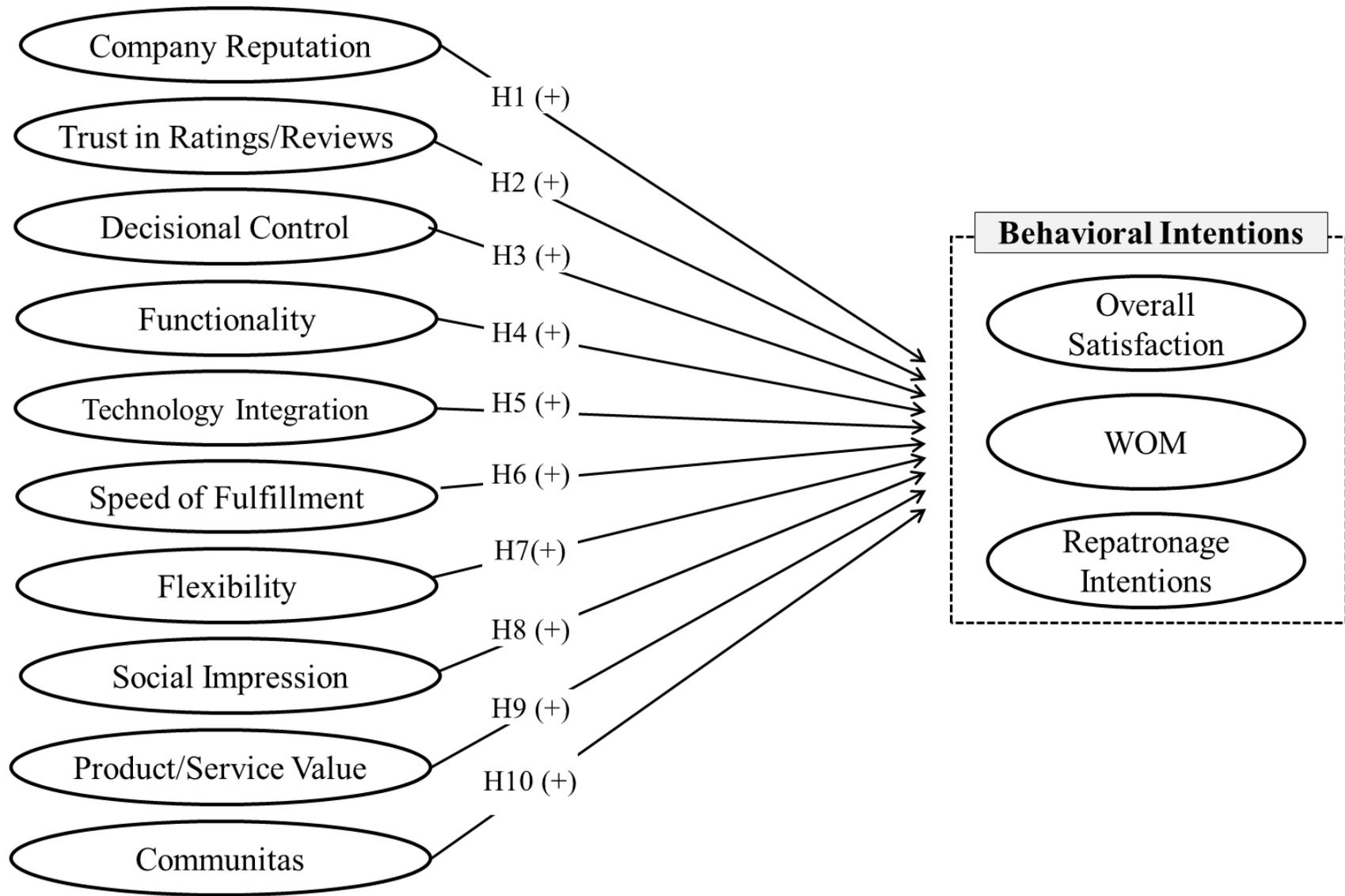
Figure 5.1 depicts the figure presented in Chapter IV with one exception, that certain relationships, which are outside of the scope of this research (e.g., due to issues of scale development), are noted. Therefore, based on the initial conceptual model (Figure 5.1), we develop the following conceptual model of the relationships that will be proposed and tested here, and which is shown in Figure 5.2.

Figure 5.1: Initial Conceptual Research Model – Chapter IV



*Indicates constructs which are not tested in the model.

Figure 5.2: Proposed Research Model – Chapter V



As suggested, Figure 5.2 represents the proposed conceptual research model to be tested in this chapter. Formal support, from both our qualitative findings and the literature, for the paths suggested here will be provided in the following sections. The constructs that will be considered in this research include: (1) company reputation, (2) trust in ratings and reviews, (3) decisional control, (4) functionality (5) technological integration, (6) speed of fulfillment, (7) CC optimism (8) social impression/trendiness, (9) product/service value, and (10) *communitas*. These drivers are hypothesized to impact important outcome variables: satisfaction, word-of-mouth (WOM), and repatronage.

5.1 Dependent Variables – Positive Word-of-Mouth, Satisfaction, and Repatronage

The dependent variables for the current research consider consumers' attitudes regarding and intentions towards CC exchange experiences. Previous marketing research has utilized various positive consumer outcome measures, including loyalty (Lam et al. 2004), positive WOM (Cronin and Taylor 1994; de Matos and Rossi 2008; Zeithaml et al. 1996), willingness to pay a price premium (Netemeyer et al. 2004), and satisfaction (Ennew and Binks 1999; Gremler and Gwinner 2000; Gutek et al. 1999 and Cherry 1999; Oliver 1980), among others. This study uses overall satisfaction, WOM, and repatronage intentions as dependent measures as these are considered to be 'key marketing objectives' (Price and Arnould 1999). Such intentions are thought to be good indicators (Ajzen 1991), or "proximal cause[s]" (Jang and Namkung 2009) for subsequent behaviors. We subscribe to the logic that consumers' current evaluations of their affective intentions (e.g., positive thoughts) may indicate predispositions for future behaviors (e.g., loyalty, word of mouth; (Hightower et al. 2002).

Satisfaction, which can be defined as “a global evaluative judgment about product usage/ consumption” (Westbrook 1987, p. 260), reflects on discrepancies between expectations and outcomes (Oliver 1980). Satisfaction is believed to arise when consumers’ expectations about an experience are met or exceeded (Oliver 1999). Thus, feelings of satisfaction are generally indicative of encounters whereby normative behavior is upheld (Giebelhausen et al. 2014). Specifically, we look at cumulative or overall satisfaction, referring to “overall performance of a product or service provider to date” (Gelbrich and Roschk 2011) as opposed to transaction-specific satisfaction.

Numerous studies (e.g., Blodgett et al. 1993; Day 1980; Singh 1990; Zeithaml et al. 1985) also identify positive WOM, defined as positively-valence “informal communications between private parties concerning evaluations of goods and services” (Anderson 1998, p. 6), as important for service outcomes. This is perhaps because WOM has proven to be a significant indicator of other positive brand outcomes (Baker et al. 2016) such as whether or not consumers will re/patronize a firm (Maxham 2001), and can therefore influence brand switching as well as trial behaviors. Additionally, WOM is believed to be more important in services as they are not standardized and are often intangible (Sweeney et al. 2014). Furthermore, the advent of digital or electronic word-of-mouth (eWOM), as a result of the internet, has allowed for c2c communications to be shared on a much larger scale (Dellarocas 2003).

Finally, repatronage intentions, or the extent to which consumers believe they will continue to have a relationship with and support an entity (e.g., firm) in the future. Repurchase intentions are influenced by attitudes resulting from previous experiences with firms. Previous research (Rose et al. 2011) suggests that intentions to repurchase from firms can be influenced directly or indirectly (as through satisfaction). Additionally, recent studies have proposed

(Lawson 2011) and found support for (Tariq 2017) the relationship between access (e.g., non-ownership) and repatronage intentions.

5.2 Independent Variables

5.2.1 Security and Trust

Within the broad theme of trust, three sub-dimensions were identified from the qualitative study that we propose drive consumers' attitudes regarding and intentions towards CC experiences. These themes involved the company reputation, the ratings and reviews from other consumers, and the level of controllability that consumers have in these interactions. Two well-accepted dimensions of trust regard the benevolence (expectance of interest in trustor's welfare and of mutual gain) and credibility (expectancy of reliance on exchange partner) of the trustee (Doney and Cannon 1997).

Trust involves an exchange partner's confidence in the reliability and integrity of another exchange partner, and it is a key determinant of cooperative behaviors (Morgan and Hunt 1994). This is critical for overcoming perceived risk and subsequent product adoption (Catulli et al. 2013) especially in markets which utilize mobile and social technologies (Dimoka 2010; Verhagen et al. 2006) where perhaps trade partners' intentions are even harder to guess. In an online or digital context, where risk and uncertainty can be higher, intermediaries or facilitators of exchange, can reduce risk, complexity, and uncertainty with transactions by engendering feelings of trust and security. And such confidence or positive attitudes regarding and trust in e-commerce systems increases purchase intentions as well as perceived reputation (Pennington et al. 2003).

5.2.1a Company Reputation

There are number factors that contribute to consumers' overall evaluations of satisfaction, trust, service quality, and credibility, but one mechanism which is especially important is that of corporate or company reputation (Cretu and Brodie 2007; Walsh and Beatty 2007), as reputation is believed to enhance credibility and thus opinions of trust. Whetten and Mackey (2002) define corporate reputation as "a particular type of feed-back received by an organisation from its stakeholders, concerning the credibility of the organisation's identity claims" (p. 401).

As a company's reputation is linked to their organizational 'values, vision and purpose' (Cretu and Brodie 2007), the company reputation is likely even more important in a service or experiential setting given the intangibility often associated with service provision. For example, Greer, Lusch, and Vargo (Greer et al. 2016) suggest that brand reputation is one of the ways in which companies like eBay are able "to facilitate exchange between firms and their suppliers and customers" (p. 1). Another collaborative exchange entity, TaskRabbit, operates off the premise of 'neighbors helping neighbors', something that this research has suggested is occurring more frequently. However, in order to commoditize these actions and expand them beyond individuals' personal networks, it requires another level of security, one that firms are diligently attempting to use various channels (e.g., advertisements, reminders through social media platforms) to communicate that they are "safe" and "reliable" options. Additionally, TaskRabbit clearly communicates that skilled professionals are vetted and trained prior to being allowed to operate as "taskers", and then provides a "\$1 million insurance policy" on every task, something that individual contract laborers would hardly be able to provide (Blog 2014), thereby reducing risks and making consumers more willing to try the services and ultimately gain more confidence in and satisfaction with these purchase decisions (Harris and Goode 2004).

Previous research has shown that consumers value associations with companies that have a strong company reputations and thus are more likely to attract and retain customers (Walsh and Beatty 2007; Walsh et al. 2015). This is perhaps even more true in a mediated context as with online or mobile applications as company reputation is something that is thought to significantly influence perceptions of trust (Bart et al. 2005).

Previous studies indicate that it is possible for consumers to develop trust in an online entity just as they might develop trust offline (Bart et al. 2005), but consumers' likelihood of using digital firms and ultimately forming relationships with them is in large part determined by perceived system safety, (Grabner-Kraeuter 2002) and highly dependent on the seller's reputation (Shankar, Urban, and Sultan 2002). When consumers have less reasons for concern over the security and privacy of their information, they are more likely to be satisfied with the operator (Szymanski and Hise 2000). Furthermore, due to the sense of security provided by CC companies having a well-known brand association, it is likely that company reputation will have a significant impact on customer's satisfaction with the service provision as well as their likelihood of patronizing firms in the future.

H1: CC company reputation has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.1b Trust in Ratings and Reviews

A second element of trust has to do with ratings and reviews, that is the extent to which potential users have trust in information provided by other users. Consumers might assess the potential credibility and believability of these CC services by consulting the experiences of previous users of the same products and services (i.e., peer reviews). In an online context, a

feedback or reputation system, which is generally aimed at protecting buyers and sellers from potentially fraudulent behavior from other users (Abdul-Ghani et al. 2011), provides source credibility and increases consumers' trust (Zhou et al. 2008).

For example, CC entities such as Airbnb are able to decrease ambiguity with the platform by requiring that users create profiles and verify their identities by providing social media account information and proof of governmental identification. These rating systems and performance evaluations protect consumers (Morgan and Hunt 1994) and boost platform credibility (Leal et al. 2014). In this way, reviews, which initially appear to be an outcome of a service experience (e.g., post-service evaluation) are actually resources that are utilized by other consumers to make future purchase decisions. Prior research has suggested that a general consensus (i.e., significant number of reviews or overwhelmingly positive reviewer agreement) with reviews as well as personal agreement with the reviews from consumers leads to higher purchase intentions (Jiménez and Mendoza 2013). Moreover, reading about other's experiences has been suggested as a driver of (e)WOM (Liang et al. 2013).

When customers are able to be more confident in their decisions, they are more likely to be satisfied with their experience, as they have perceptions of decreased 'work' associated with 'reduced complexity' (Harris and Goode 2004). Furthermore, inter-customer communication (e.g., mutual reviews of service experience) increases feelings of connectedness with the platform (Luo 2002), which is likely to increase consumers' desires to reengage with them as well as feelings of control. Thus, we propose:

H2: Trust in reviews and ratings has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.1c Decisional Control

Many CC services have enabled widespread communication, interaction, and the ability for service provision across boundaries that were not previously possible. However, with these market innovations came technical complexity as well. The ability to reduce such complexity and provide greater perceptions of control, enables consumers to more effectively reach positive ‘affective experiential state[s]’ (Rose et al. 2012, p. 311).

Perceived control is a “consumers’ feelings about the degree to which they have control over their own access, search and evaluation of the content of an organization’s website” (Rose et al. 2011, p. 311). Individuals generally have more positive feelings towards and about their environment when they perceive that they have control over it (Ghani and Deshpande 1994). Mathwick and Rigdon (2004) suggest that control “seems to operate as a precondition for consumers to approach, explore, and manipulate retail environments” (p. 325). For example, achieving a sense of control allows individuals to focus on and divert their mental resources to other processes. Moreover, perceptions of control can be influenced through various web app designs that provide tools to more efficiently and effectively manage tasks. Consumers level of satisfaction is believed to be greater when they perceive positive affective states such as a feeling control and more empowered to make purchase decisions (Rose et al. 2011).

In CC, a sense of security comes in the way that users are able to control and manage their own experiences in the degree to which they want to use these new services (e.g., using Airbnb, HomeAway, etc. over traditional hotels) and their ability to control elements of the experience (e.g., staying with a host family or renting their entire place). This gives consumers the ability to ‘own’ their actions (Ozkara et al. 2016) which is proposed to increase positive

behavioral intentions. In line with previous research (Dabholkar 1996; Malhotra et al. 2006), we suggest that intentions to purchase and use these services depends on their perceptions of control.

H3: Perceptions of control positively influence consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.2 Ease of Process

The simplicity of the process is believed to be key for users in determining satisfaction with and intentions to use these services. This is evidenced by the overwhelming number of responses in the qualitative studies to this effect. However, there are two areas where we believe this is most true in the case of CC that are related to the sub-themes of functionality and technological integration. According to Lusch and Nambisan (2015), “the easier it is for actors to access platforms and resources therein, the richer the opportunity for resource integration.” (p. 167).

5.2.2a Functionality

Specifically, this refers to a person's attitude regarding the effort that is required in the process of learning to use and in utilizing something. The goal of utilizing CC in order to better attain functionality is not altogether different from what Ozanne and Ballentine (2010) describe in their discussion of anti-consumption. They suggest that individuals who are “exiting the conventional marketplace” have done so in order to find better functional and structural ways of meeting their needs (Ozanne and Ballantine 2010). Although functionality in a utilitarian sense is also believed to be key in determining consumers' decisions to use these platforms, previous research has suggested that when an enabling platform is perceived as easy to use, consumers are not only more likely to use it, but they are also more likely to overlook other potential

complications or problems and engage in trial behaviors (Manning et al. 1995). In addition, functional design is shown to increase the willingness to return to a platform (e.g., website) (Francis and White 2002; Rice and Webster 2002). Thus, we believe:

H4: Functionality has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.2b Technological Integration

Early research on service technology emphasized its importance for consumers' perceptions of "outstanding service quality" (Lytle et al. 1998). Furthermore, research regarding the Technology Acceptance Model by Davis, Bagozzi, and Warshaw (1989, 1992) suggests that 'ease of use' of technology is a driver of behavioral intentions. More recent research echoes this sentiment, both in the sense of using technology as an operand (driver) as well as an operant (acted upon) resource. Technology is believed to be crucial for driving service exchange as it helps to codify behaviors (e.g., set the rules and terms of exchange), and facilitate the service exchange (Lusch and Nambisan 2015). In the case of CC, we believe consumers are more likely to use and be satisfied with the CC options when there is a high level of technological integration increasing the ease of use.

H5: Technology Integration has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.3 Convenience

A primary factor that is believed to drive consumers' intentions to use CC and share favorable WOM about CC is the perceived convenience of these offerings. Dabholkar (1996)

indicates that consumers often more satisfied with experiences as a result of timing and convenience issues. The qualitative research presented earlier suggested two potentially important elements of convenience, those being speed of Fulfillment and the flexibility of access.

5.2.3a Speed of Fulfillment (Quickness)

Waiting time has been shown to cause consumers to devalue service experiences (Hui and Tse 1996). Consequently, options that allow consumers to bypass, for example, waiting in long lines or facing delays and inconveniences are more likely to be positively received and utilized (Dabholkar and Bagozzi 2002). CC is believed to offer such options to bypass traditional means and increase the expediency of consumer's ability to get things done.

According to S-D logic, all actors are 'performing jobs' for one another (Greer et al. 2016). A potential advantage of CC companies is that many consumers have found that these options provides the ability for others to perform some of the same jobs that we might have had traditional firms perform, in a more efficient way (e.g., ability to get access to Uber more quickly and easily than finding or calling an available taxi cab). For consumers that value time and convenience, greater satisfaction is likely to result from such performances. Other research (Dabholkar 1996) finds intentions to use are influence by "speed of delivery". Therefore, we propose:

H6: The speed of Fulfillment has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.3b CC Optimism

Many consumers see CC options as giving them more flexibility in, as well as control over, their daily lives. Although traditionally ownership was believed to grant a sense of freedom

(Chen 2009), more recently consumers, especially those with more nomadic tendencies, do not want to be “attached” to possessions, which may increase responsibility and limit flexibility (Bardhi, Eckhardt, and Arnould 2012). Even within access (e.g., renting), we are seeing that some consumers are backing away from the ‘ties’ of ownership or even contractual agreements which limit mobility (e.g., rental agreements). Thus, firms’ abilities to provide flexibility in service provision contributes to higher satisfaction with and longer term relationships between the entities (Chen et al. 2009). Therefore, we suggest:

H7: Flexibility has a positive influence on consumer’s (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.4 Social Impression

Social impression is seen as the extent to which something is seen as acceptable or socially desirable (Lam and Mukherjee 2005). The need for social approval, or the “extent to which a person is driven by his or her desire to be accepted by his or her peers” has powerful implications for determining consumer behavior (Brady et al. 2012, p. 93). Given the potential for a high degree of interaction between buyers and sellers in CC, these service encounters can be considered a social exchange (Chan et al. 2010). As social settings are perceived as more informal environments, which increase understanding of mutual needs and foster greater interpersonal relationships (Doney and Canon 1997; Zhou, Dresner, and Windle 2008), we look at the social influences that drive consumers’ participation in CC.

Individuals having this “trend orientation,” in that they are more receptive to new and innovative ideas, implies not only an affinity for new and stimulating experiences (Moeller and Wittkowski 2010), but also suggests the likelihood of continually seeking out these types of

activities/exchanges in the future. Furthermore, these individuals are more likely to look for new ways to approach existing problems (Dabholkar and Bagozzi 2002) and be earlier adopters, co-creators, and drivers of innovation. Therefore, it is believed that the emergence of CC marketplaces allows for social expression. However, it is also equally likely that these exchanges are a way of communicating to others what is considered to be socially acceptable or desirable. These types of exchanges have mass appeal for those who want to innovate and create new markets due to their own social ideals, as well as those who attempt to follow what is popular or socially acceptable from others.

This is evidenced by some of the qualitative comments in the previous chapter regarding individuals hearing their friends or close contacts ‘raving’ about CC services which then prompted them to try these services as well as their trying these based on social media recommendation or other forms of non-traditional (business to consumer) communication. The changes in socialization and communication practices that indicate desirable behaviors “profound impacts on consumer decision making” (Wang et al. 2012 p. 198).

This desire to engage in socially acceptable practices (i.e., peers approve of such behaviors) has in part come about as a result of socialization at much broader level (Wang et al. 2012). While in the past, many socialization practices occurred in one’s immediate network, with the advent of digitization and the Internet of Things (IoT) (Ng et al. 2015), these practices are significantly expanding both the ability and reach of people to socialize in ways they never thought possible. CC often provides an opportunity to access the latest products and services, or a ‘try before you buy’ type model. It also allows for access of resources on numerous occasions for oftentimes less than the cost of ownership. Therefore, it is likely that as long as ‘collaboration

is socially acceptable from a consumer trend standpoint, consumers will likewise continue patronizing these types of firms. Therefore, we propose:

H8: Perceived social impression has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.5 Product/Service Value

Value has been conceptualized as evaluations of product and service quality given the price (Parasuraman and Grewal 2000), and perceived value has been studied from the perspective of “overall assessments of product and service utility based on what is exchanged” (Harris and Goode 2004, p.125; See also Brady and Cronin 2001; Zeithaml 1988).

Product/service value has been suggested as a focal area of research in services marketing (Cronin et al. 2000; Karpen et al. 2015) both in online (Anderson and Srinivasan 2003) and offline contexts (Parasuraman and Grewal 2000). We conceptualize product/service value as “an overall assessment of the trade-off or net benefit associated with customers’ experiences” (Karpen et al. 2015, p.95) given perceptions of what was exchanged (e.g., “what is received and what is given”; Zeithaml 1988, p. 4). Prior academic work makes the connection between perceived value and satisfaction (e.g., Bolton and Lemon 1999; Harris and Goode 2004; Mathwick and Rigdon 2004) indicating that when greater value is perceived following service exchanges, customer satisfaction is higher (Chan et al. 2010). This can be true regardless of the actual ‘price’ or transaction costs (Benkler 2004). Additionally, studies find positive associations between perceived value and positive word-of-mouth (Babin et al. 2005WOM; ; Hartline and Jones 1996).

This corresponds to the conceptualization of value from a S-D logic perspective that considers exchange to be reciprocal, with all actors benefitting as well as with the idea that value-in-use is contextual (i.e., looks at the whole of the experience in determinations of value). There are several potential reasons that consumers, contributors, and companies all find value in utilizing or providing service through CC exchange. Utilizing CC options is oftentimes perceived as being more affordable than outright ownership, purchasing new, or making use of traditional companies (Botsman and Rogers 2010). And for some consumers the increased affordability of many CC options is enough to drive purchase behaviors as it allows a greater number of consumers the ability to access or participate in various options. However, product/service value, in terms of cost relative to what is received) is often an important factor for consumers in evaluating service outcomes (Lawson et al. 2016). There are also instances where consumers are willing to pay a price premium in these markets to meet their needs consequently providing mutually beneficial and satisfying exchange. Likewise, when consumers perceive mutually beneficial economic benefits, repatronage intentions are proposed to be greater (Keiningham et al. 2015). Thus, we propose:

H9: Product/Service Value has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

5.2.6 Authentic Experience - Communitas

Another element derived from the qualitative research has to do with what might be considered having an authentic experience, or Turner's (1969, 1979) idea of *communitas*, which is used here. Belk, Wallendorf, and Sherry (1989) propose that *communitas* is "a social antistructure that frees participants from their normal social roles and statuses and instead

engages them in a transcending camaraderie of status equality” (p. 7). Such an experience is said to occur, for example, in countercultural experiences, among teams, or through practices such as those related to religion. In other words, it occurs when there is the ability to transcend “self-serving” experiences or practices and facilitate camaraderie.

While CC experiences might not seem like spiritual or ‘sacred’ behaviors to some, (McGinnis et al. 2008) suggest *communitas* experiences can occur in both “everyday and not-so-everyday consumption activities” (p. 79). While it is understandable that not all exchanges are seen as having such properties, consumers do see some CC exchanges as having the potential to provide these type of benefits, and allow for a sense of community, and belonging, as shown by many of the responses in the qualitative studies in Chapter IV. Furthermore, Relph (1976) suggests that feelings of either being an ‘outsider’ or ‘insider’ is important for determining initial purchase behaviors and subsequent repatronage intentions. In addition, simply given the communal nature of these experiences, it is likely that those who do experience these authentic experiences (Schouten and McAlexander 1995) will be more likely to share these experience and encourage collaboration with others.

MacCannell (1973), in discussing authentic tourist experiences, suggests that “some tourists do make incursions into the life of the society they visit” and that a deep desire to see what was ‘real’ motivated many travelers. This is something we see resonating today with many CC users. However, this can occur not only with travel experiences, but in their general interactions, as consumers look for more “real” or “genuine” experiences rather than more superficial or ‘outsider’ encounters. These feelings are believed to increase their attitudes towards and likelihood of (re)using these firms. It might be that what was previously thought to be caused by accident (these authentic “experiences”) can be created with firms such as with CC

firms by increasing the consumers' feelings that they are a part of and have "real" relationships with others in their usage of these services. Therefore, we suggest:

H10: Perceptions of *communitas* has a positive influence on consumer's (a) overall satisfaction, (b) positive WOM, and (c) repatronage intentions.

The preceding discussion was designed to provide support for the research model represented in Figure 5.2 and was created based in part on the qualitative research discussed previously. In the rest of this chapter we will detail the methods that were followed in order to empirically test the model.

5.3 Methods

5.3.1 Data Collection

Data used to test the hypotheses was collected using Amazon's Mechanical Turk (MTurk). Using MTurk for data collection has become an increasingly more prevalent method of data collection (Goldstein et al. 2014; Paolacci et al. 2010; Yang and Lynn 2014), and previous studies have shown MTurk allows for the rapid recruitment of higher-quality, non-student samples (Buhrmester et al. 2011).

The survey was created using Qualtrics Online Survey software. Then, Amazon's Mechanical Turk (MTurk) online labor market was used to obtain broad-based consumer survey data. A "hit" was created in MTurk which explained the nature of the task (i.e., complete a questionnaire), the broad topic of the questionnaire, the estimated time to complete the questionnaire (in minutes), and the rate for completing the questionnaire (e.g., \$.60). In addition, respondents were limited to consumers that had a 95% approval rating by others for whom the respondent has completed previous MTurk tasks. The survey was pretested on 175 respondents

via MTurk. No issues were found with scale reliability (Cronbach's alpha $\geq .70$, ranging from .70 to .88) or with the scales selected.

5.3.2. Questionnaire Overview

Respondents were first provided with a definition of CC (“We consider CC to include *peer-to-peer service provision or resource exchange for a fee or some compensation, which is mediated by a third party*, often via the use of a technological platform or application.”) and examples of CC companies (“*Some popular examples of CC include travel rentals (e.g., Airbnb), car sharing (e.g., Uber), or clothing exchanges (e.g., PoshMark)*”). Respondents were also notified of their rights as participants and assured of the confidentiality of their responses. Those who did not provide consent were asked no further questions and were promptly directed to the end of the survey. Respondents who consented to participation were directed to the following screen where they were asked whether or not they had previously utilized any CC companies. Respondents who indicated that they had not utilized any CC companies were directed to the end of the survey without compensation as this was listed as a pre-requisite for participation. Of the 751 original respondents, 82 (approximately 11%) responded “no” to the question about having utilized a CC company and were removed from the study.

Respondents who indicated they had used at least one CC company were directed to the next page where they were asked to list examples of the companies they had utilized followed by the frequency of usage (less than one time per year to daily). Next, respondents answered questions regarding the independent and dependent variables. Finally, a number of demographic questions were presented. A copy of the full questionnaire can be found in Appendix J.

Additionally, in order to assure attentiveness from respondents, attention filter questions were utilized throughout the questionnaire. Inattentive respondents were eliminated due to failing the first (10.9%), second (7.6%), third (11.2%) or fourth (6.8%) attention filters. Individuals terminated from the survey for the aforementioned reasons received no payment. The final sample consisted of 446 usable surveys.

5.3.3 Sample Characteristics

The sample demographics for this study are provided in Table 5.1. The demographic characteristics of the sample seem to be in line with previous research in this area. For example, Tussyadiah (2015) and Olson (2013) found that demographics of CC users are typically younger and many have slightly higher income and education levels on average. These demographics also adequately represent typical samples from MTurk (Paolacci and Chandler 2014). Therefore, we believe that this sampling method is satisfactory for addressing the research objectives.

Table 5.1: Sample Demographic Information

Demographic Characteristics	Percentage of Sample
AGE	
19 to 24 years	17.1%
25 to 44 years	71.6%
45 to 64 years	10.4%
65 years and over	9%
GENDER	
Male	47.8%
Female	45.8%
ETHNICITY	
Non-Hispanic White	76.2%
Black or African American	8.5%
Hispanic or Latino	4.5%
Asian	7.0%
American Indian or Alaska Native	1.6%
Native Hawaiian and Other Pacific Islander	2.2%
EDUCATION	
High school	7.2%
Some college or associate's degree	27.8%
Bachelor's degree	45.7%
Higher than bachelor's	19.3%
TOTAL HOUSEHOLD INCOME	
Under \$24,999	9.9%
\$25,000 - \$29,999	10.1%
\$30,000 - \$49,999	22.6%
\$50,000 - \$74,999	25.1%
\$75,000 - \$99,999	17.7%
\$100,000 - \$149,999	10.1%
Over \$150,000	4.5%
GEOGRAPHIC LOCATION	
West	21.1%
Midwest	22.9%
Northeast	20.0%
South	36.1%
MARITAL STATUS	
Married	45.5%
Divorced	8.7%
Widowed	1.6%
Separated	1.8%
Single	42.4%

5.3.4 Measures

Based on the qualitative research in Chapter IV and a review of the literature, constructs related to the emerging themes were developed for the purposes of the quantitative study. The survey instrument included measures that assessed: (1) company reputation, (2) trust in ratings/reviews, (3) decisional control, (4) functionality (5) technological integration, (6) speed of fulfillment, (7) CC optimism, (8) social impression/trendiness, (9) product/service value, and (10) komunitas.

5.3.4a Independent Variables

All scales used for this research were adapted from existing measures in the literature and were measured using 7-point Likert-type scales anchored by strongly disagree and strongly agree with the following exceptions. Social impression and speed of fulfillment were measured using semantic differential scales (7-point) and company reputation was measured on a Likert-type scale anchored by “far below average” (1) and “far above average” (7).

Company reputation is “a particular type of feed-back received by an organisation from its stakeholders, concerning the credibility of the organisation’s identity claims” (Whetten and Mackey 2002, p. 401). Company reputation was measured using five items from Cretu and Brodie’s (2007) scale, which was adapted from items used previously in marketing and management research (e.g., Doney and Cannon 1997; LeBlanc and Nguyen 1996). Cretu and Brodie (2007) used a 10-point scale from “poor” (1) to “excellent” (10).

Bart et al.’s (2005) 3-item scale was used to measure trust in ratings/reviews, and specifically the level of trust that consumers have with a particular website or platform regarding the information that it provides. Trust in ratings in considered to be the extent to which potential

users have trust (perceived credibility and benevolence) in information provided by other users. Thus, this scale attempts to highlight both the benevolence and confidence dimensions of trust.

Decisional Control with CC platforms was measured using Rose et al.'s (2012) 4-item scale, which was not specific to a particular website or platform, but rather to websites/platforms in general. This relates to feelings of control over the access to, as well as the search and evaluation of the information provided by, the company or platform (Rose et al. 2012). Therefore, this measure considers consumers' beliefs that they are able to control internet shopping websites in terms of getting info needed to make purchase decisions.

We measured functionality with the use of four items by Davis et al. 1989. Functionality refers to attitudes regarding the effort that is required in the process of learning to use and the functionality in utilizing something (Davis et al. 1989). This scale was also used by Nysveen et al. (2005) for measuring use of mobile services, but is considered to be acceptable for ascertaining beliefs regarding both "goods" and service.

Technology Integration was measured using Seiders et al.'s (2007) 3-item scale. Technology integration is the perceived ease of using platforms and applications particularly associated with the technological applications.

Speed of Fulfillment regards how quickly the service *process* appears to have occurred (Gorn et al. 2004). Specifically, this addresses the "perceived quickness" of the service encounter process. Gorn et al. (2004) used three, nine-point semantic differentials items which were adapted for this research to ascertain how consumers viewed the speed of service.

A 4-item scale by Parasuraman and Colby (2015) was used to measure CC Optimism. CC Optimism reflects a positive view towards CC and "a belief that it offers people increased control, flexibility, and efficiency in their lives" (Parasuraman and Colby 2015, p. 18).

Social Impression or trendiness was measured with four items from Lam and Mukherjee (2005). Semantic differentials are utilized to capture the degree to which a person believes a particular entity (e.g., person, place, object) is socially acceptable. Essentially, this measure considers the popularity and social desirability of using CC companies.

Value of the product/service was assessed using four items adapted from Harris and Goode's (2004) scale. This scale was adapted from previous measures in the literature (Brady and Cronin 2001; Mathwick et al. 2002) and has been conceptualized as "overall assessments of product and service utility based on what is exchanged" (Harris and Goode 2004, p.125).

Finally, *communitas* was measured using a 4-item scale by McGinnis et al. (2008). *Communitas* is "a social antistructure that frees participants from their normal social roles and statuses and instead engages them in a transcending camaraderie of status equality" (Belk et al. 1989, p. 7). All items can be found in Appendix J.

5.3.4b Dependent Variables

Overall satisfaction and word-of-mouth (WOM) were measured using Maxham and Netemeyer's (2003) 3-item scales to gauge the overall satisfaction with the service encounter and the likelihood of spreading positive WOM, respectively. This captures satisfaction with the experience, the quality, the service provided, etc. WOM has to do with the idea of willingness to spread positive WOM about the company as well as to recommend the service to others.

Repatronage intentions were measured using Hess, Ganesan, and Klein's (2003) 4-item scale. Seven-point Likert-type statements are used to measure the degree to which a customer expects to visit a particular business in the future and continue the relationship indefinitely. All items can be found in Appendix J.

5.3.5 Analysis

5.3.5a Measurement Model

As we have 446 usable surveys and 49 original items, we meet the minimum conventions for conducting a confirmatory factor analysis (CFA) regarding our sample size (i.e., at least five times the number of observations as items with a minimum of 100 observations; Bentler and Chou 1987). Given the sample size, normality assumption violations (e.g., excessive kurtosis) are essentially mitigated (Hair et al. 1998). Prior to testing the hypotheses, we conducted an assessment of measurement validity and reliability. First, items used to measure all constructs were submitted to a CFA in Mplus 7 (Muthén and Muthén 2010) utilizing full information maximum likelihood estimation (Enders 2010). This study follows Hu and Bentler's (1999) recommendations to utilize a combinational approach to assess model fit. Hu and Bentler (1999) suggest the following fit indices and cutoff values help to minimize Type I error: (1) a value below .06 for the root mean square error of approximation (RMSEA), a non-centrality based measure; (2) values equal to or greater than .95 for the Comparative Fit Index (CFI) and Non-Normed Fit Index (NNFI), both measures of relative fit; and (3) a value of .08 or less for Standardized Root Mean Square Residual (SRMR), a measure of absolute fit.

The fit of the initial measurement model was adequate ($\chi^2 = 1810.04_{(1002)}$, $p = .00$; RMSEA = .04; CFI = .93; NNFI = .92; SRMR = .05). While taking into account the substantive impact of each item on the overall construct, we performed an analysis of the standardized residuals and modification indices, which assisted in identifying poorly performing items. Poorly performing or insignificant items were dropped and the model was re-estimated. Although, the χ^2 is significant, other fit statistics indicate excellent model fit for the final measurement model (χ^2

=1139.962₍₇₄₁₎, $p = .00$; RMSEA = .03; CFI= .96; NNFI= .95; SRMR = .04), falling within the appropriate cutoff values for RMSEA, CFI, NNFI, and SRMR (Hu and Bentler 1999).

Following this, we assessed convergent and discriminant validity. As shown in Table 5.3, all factor loadings are significant at the $p < .01$ level, thus providing evidence of convergent validity. In addition, the AVE values ranged from .53 to .81, which is above the acceptable threshold (.50) for evidence of convergent validity (See Table 5.2 for AVE for each construct). We assessed discriminant validity following the procedure by Fornell and Larcker (1981). For each pair of constructs, we compared the square root of the AVE to the correlation between those two constructs. Discriminant validity is assured when the square root of the AVEs are larger than the correlations between the pair of constructs. As shown in Table 5.2 there is an adequate level of discriminant validity. Finally, we assessed reliability using composite reliability (CR). All values were above .70 (ranging from .77 to .93) indicating an acceptable level of reliability (CR values provided in Table 5.2). Based on these analyses, we feel comfortable moving on to the hypothesis testing phase of our research.

Table 5.2: Correlations, Square Root of AVE, and Descriptive Statistics

Variable	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>
<i>Reputation (1)</i>	0.754 ^b												
<i>Ratings (2)</i>	0.523 ^c	0.906											
<i>Control (3)</i>	0.486	0.502	0.727										
<i>Function (4)</i>	0.515	0.520	0.589	0.875									
<i>Technology (5)</i>	0.474	0.492	0.554	0.781	0.883								
<i>Speed (6)</i>	0.365	0.379	0.464	0.617	0.536	0.933							
<i>Flexibility (7)</i>	0.489	0.451	0.438	0.527	0.518	0.447	0.787						
<i>Trend (8)</i>	0.409	0.463	0.438	0.636	0.630	0.537	0.451	0.828					
<i>Value (9)</i>	0.545	0.532	0.523	0.625	0.627	0.498	0.564	0.570	0.899				
<i>Communitas (10)</i>	0.448	0.384	0.372	0.309	0.271	0.291	0.493	0.236	0.453	0.912			
<i>Satisfaction (11)</i>	0.534	0.531	0.577	0.740	0.726	0.517	0.524	0.631	0.746	0.389	0.880		
<i>WOM (12)</i>	0.498	0.477	0.448	0.594	0.567	0.452	0.523	0.567	0.711	0.478	0.769	0.870	
<i>Repatronage (13)</i>	0.527	0.528	0.466	0.646	0.598	0.502	0.605	0.563	0.734	0.478	0.740	0.773	0.834
CR ^d	0.839	0.932	0.769	0.929	0.913	0.953	0.830	0.867	0.927	0.952	0.912	0.903	0.873
AVE ^{a,e}	0.568	0.821	0.529	0.766	0.779	0.871	0.619	0.686	0.808	0.832	0.775	0.757	0.696
Mean	5.329	5.357	5.150	5.902	5.949	5.852	5.336	6.138	5.456	4.702	5.821	5.776	5.681
SD ^f	0.984	1.090	1.012	0.960	0.977	1.214	1.026	0.989	1.085	1.364	0.944	1.035	1.020
N ^g	446	446	446	446	446	446	446	446	446	446	446	446	446

(a) AVE = Average Variance Extracted

(b) Square root of AVE italicized on Diagonal

(c) Correlations Off-Diagonal

(d) Composite Reliability for each construct

(e) AVE for each construct

(f) N = Sample size

(g) SD = Standard Deviation

5.3.6 Test of Hypotheses

To assess the hypotheses, we estimated the direct-effects model in Mplus 7. We fit an initial structural model including the relationships between the independent and dependent variables proposed in H1_{a-c} to H10_{a-b} to the data resulting in good fit to the data. ($\chi^2 = 1139.96_{(741)}$, $p = .00$; RMSEA = .04; CFI = .96; NNFI = .95; SRMR = .04). However, as there were no significant paths for company reputation, trust in ratings, and timeliness, we reran a ‘trimmed’ model removing these constructs. According to the aforementioned criteria (Hu and Bentler 1999), the trimmed structural model is indicative of a good fit to the data ($\chi^2 = 631.33_{(428)}$, $p = .00$; RMSEA = .03; CFI = .97; NNFI = .96; SRMR = .04). The results pertaining to each of the hypotheses regarding the direct effects are shown in Table 5.3 and discussed further in the following section. Standardized parameter estimates with corresponding standard errors are presented in Table 5.4.

Table 5.3: Items, Parameter Estimates, Standard Errors, and CR for Trimmed Model

Scale and Items	Estimate	S.E. ^a
Decisional Control (<i>Rose et al. 2012</i>)	AVE ^b = 0.529	CR ^c = 0.769
I feel in control of what I am doing when I purchase from CC companies.	0.766	0.036
I can easily control the information that is provided on CC companies' websites/applications.	0.629	0.038
The level of information provided by CC companies' websites/applications helps me to feel in control of my purchase decision.	0.777	0.029
Functionality (<i>Davis, Bagozzi, and Warshaw 1989</i>)	AVE = 0.766	CR = 0.929
Learning to use CC companies is easy to me.	0.888	0.017
With CC companies, it is easy to do what I want to do.	0.822	0.025
My interaction with CC companies is clear and understandable.	0.903	0.014
It is easy to use CC companies.	0.886	0.016
Technology Integration (<i>Seiders et al. 2007</i>)	AVE = 0.779	CR = 0.913
The technology makes it easy for me to conclude my transactions with CC companies.	0.884	0.018
I am able to complete my purchase with CC companies quickly with the technology provided.	0.891	0.016
It takes little time to pay for my purchase because of CC technologies.	0.872	0.018
CC Optimism (<i>Parasuraman and Colby 2015</i>)	AVE = 0.619	CR = 0.830
CC contributes to a better quality of life.	0.782	0.031
CC makes me more productive in my personal life.	0.78	0.026
CC gives me more freedom of mobility.	0.798	0.025
Social Impression (<i>Lam, Yin, and Mukherjee 2005</i>)	AVE = 0.686	CR = 0.867
socially unacceptable / socially acceptable	0.852	0.025
disapproved by others / approved by others	0.765	0.033
unpopular / popular	0.864	0.022
Product/Service Value (<i>Harris and Goode 2004</i>)	AVE = 0.808	CR = 0.927
CC products/services are excellent value for the money.	0.915	0.016

CC products/services are an excellent value.	0.923	0.013
The products/services I purchase from CC companies are worth every cent.	0.858	0.018
Communitas (<i>McGinnis et al 2008</i>)	AVE = 0.832	CR = 0.952
...I feel a sense of harmony with the others using these products/services.	0.884	0.013
...I feel a sense of sharing with the people involved.	0.901	0.011
...I feel a sense of camaraderie.	0.92	0.01
...I feel a sense of belonging with others involved	0.942	0.008
Overall Satisfaction (<i>Maxham and Netemeyer 2003</i>)	AVE = 0.775	CR = 0.912
I am satisfied with my overall experience with CC.	0.892	0.018
As a whole, I am not satisfied with CC.	0.886	0.02
I am satisfied with the overall quality of the CC service.	0.862	0.021
Word-of-Mouth (<i>Maxham and Netemeyer 2003</i>)	AVE = 0.757	CR = 0.903
I am likely to spread positive word-of-mouth about CC.	0.853	0.021
I would recommend CC services to my friends.	0.886	0.022
If my friends were looking for a recommendation, I would tell them to try CC.	0.87	0.016
Repatronage Intentions (<i>Hess, Ganesan, and Klein 2003</i>)	AVE = 0.696	CR = 0.873
I expect to be using CC for a long time.	0.836	0.019
I expect my relationship with CC to be enduring.	0.798	0.024
It is likely that I will support CC companies in the future.	0.868	0.017

(a) S.E. = Standard Error

(b) AVE = Average Variance Extracted

(c) CR = Composite Reliability

Table 5.4: Standardized Parameter Estimates and Goodness-of-Fit Statistics

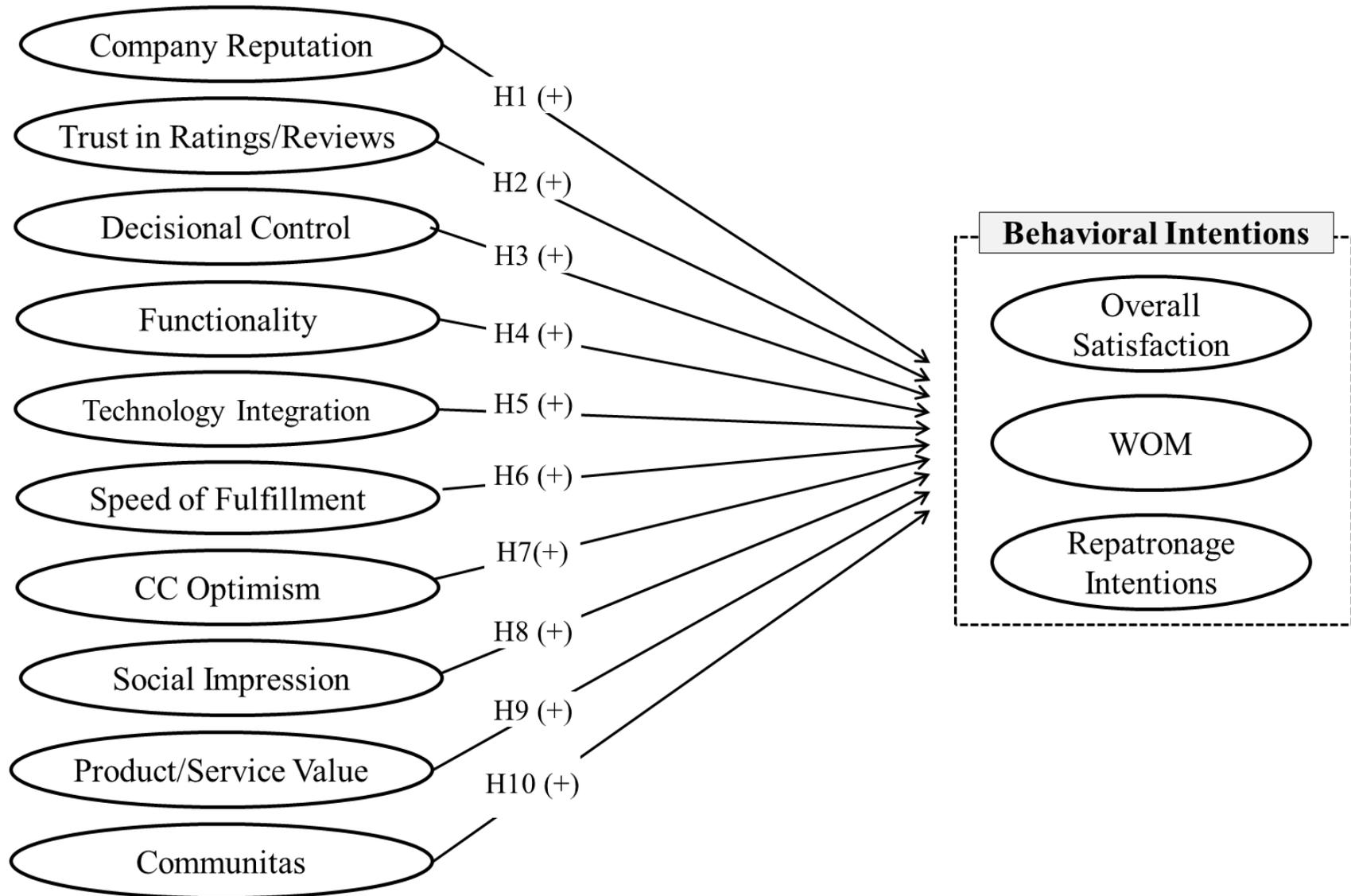
	Hypothesized Relationships	Standardized Coefficient	Standard Error	Not/Supported*
H1a:	Company Reputation → Overall Satisfaction	0.044	0.049	not supported
H1b:	Company Reputation → WOM	0.052	0.061	not supported
H1c:	Company Reputation → Repatronage	0.037	0.057	not supported
H2a:	Trust in Ratings → Overall Satisfaction	-0.015	0.047	not supported
H2b:	Trust in Ratings → WOM	-0.002	0.049	not supported
H2c:	Trust in Ratings → Repatronage	0.069	0.055	not supported
H3a:	Control → Overall Satisfaction	0.103	0.052	supported
H3b:	Control → WOM	-0.069	0.061	not supported
H3c:	Control → Repatronage	-0.105	0.058	not supported
H4a:	Functional → Overall Satisfaction	0.305	0.068	supported
H4b:	Functional → WOM	0.181	0.086	supported
H4c:	Functional → Repatronage	0.306	0.073	supported
H5a:	Technology → Overall Satisfaction	0.154	0.066	supported
H5b:	Technology → WOM	-0.011	0.075	not supported
H5c:	Technology → Repatronage	-0.068	0.070	not supported
H6a:	Timeliness → Overall Satisfaction	-0.063	0.036	not supported
H6b:	Timeliness → WOM	-0.046	0.039	not supported
H6c:	Timeliness → Repatronage	0.000	0.037	not supported
H7a:	Flexibility → Overall Satisfaction	-0.052	0.045	not supported
H7b:	Flexibility → WOM	0.023	0.063	not supported
H7c:	Flexibility → Repatronage	0.185	0.052	supported
H8a:	Trend/Social Impression → Overall Satisfaction	0.134	0.059	not supported
H8b:	Trend/Social Impression → WOM	0.227	0.056	supported
H8c:	Trend/Social Impression → Repatronage	0.096	0.056	not supported
H9a:	Value → Overall Satisfaction	0.375	0.046	supported
H9b:	Value → WOM	0.442	0.067	supported
H9c:	Value → Repatronage	0.432	0.053	supported
H10a:	Communitas → Overall Satisfaction	0.050	0.034	not supported
H10b:	Communitas → WOM	0.194	0.045	supported
H10c:	Communitas → Repatronage	0.095	0.040	supported

Note. $N = 446$; “Supported” indicates items significant at $p < .05$.

5.4 Results and Discussion

Results indicate that the ease of use regarding the process of using CC companies and the functionality of the platform as well as consumers' perceptions of controllability positively influence their level of overall satisfaction. Likewise, technology integration and product/service value of the offerings influenced overall satisfaction. Intentions to spread positive word-of-mouth about CC companies are influenced by the functionality of the platform, the social acceptability or perceived 'trendiness' of use and by perceptions of value. Similarly, the ability to share in a sense of community or connection with others influences word-of-mouth intentions. Finally, the functionality of the platform, the flexibility and mobility provided by these services, the perceptions of value regarding what you receive for what is owed, and a sense of belonging or community that can be achieved are potentially influential for repatronage intentions. The final model including only the significant paths is presented in Figure 5.3. Chapter VI will provide, among other things, a discussion of the results.

Figure 5.3: Final Research Model – Chapter V



Not surprisingly, both functionality and product/service value, two constructs most often mentioned in the qualitative research, were positively related to all three outcomes. However, while we anticipated company reputation might be a particularly important feature, we did not find support for this in the present research. However, we now realize that it is possible that the statements from respondents in the qualitative studies regarding reputation that we believed to be couched within remarks about safety and security, could also have had underlying social implications. In other words, the importance of having a well-known brand might have been less influential in assuaging their security concerns than it was in increasing their perceptions that its use was more socially acceptable or trendy to do so.

What was somewhat surprising in our findings was related to the results on trust in ratings and company reputation. Although these were heavily cited as drivers in our qualitative studies, the final quantitative results indicated they were not significant drivers of CC satisfaction, WOM, or repatronage intentions. It is possible, however, that these drivers are more important for consumers' initial usage of these services rather than for continued usage. As many respondents reported being frequent users of these CC services and it is therefore possible that reputation management systems (reviews) and dependability on the reputation of these platforms themselves could become less important as these users have a better understanding of the institutions (norms and practices) for exchange in these markets. Furthermore, it may be that consumers have different feelings for various organizations within this marketplace (e.g., different feelings towards Uber vs. Lyft). Potential implications of these results and avenues for future research will be discussed further in the following chapter.

CHAPTER VI DISCUSSION AND FUTURE RESEARCH

6.1 Summary of Research and Contributions

The overall objective of this research is to gain a better understanding of the domain of the collaborative economy, which we consider to involve direct or mediated p2p resource exchanges, which can occur with or without compensation, and that allow for ownership transfers as well as access to goods, services, and experiences. The potential importance of this research is highlighted by MSI's research priorities for 2014-2016, specifically with regard to how companies can utilize technological innovations, within novel industry structures (Tier 2) and to the enduring importance of consumers (Tier 1; MSI 2014). In addition, developing a better understanding of value co-creation in collaborative contexts and the importance of mobile and digital technologies are all stressed as ongoing services research priorities (Ostrom et al. 2015b).

Consequently, this dissertation has the potential to contribute to the service marketing literature in a number of ways. First, Chapter II advances our understanding of S-D logic as a meta-theoretical framework for analyzing alternative marketplaces in conjunction with other important theories that underlie various types of exchange. Specifically, utilizing an S-D logic lens helps to deepen our understanding of innovative, collaborative ecosystems such as the collaborative economy, and the value co-creation via service resource exchange that occurs within them.

Second, fulfilling calls for research that requests a more explicit understanding of what CC is and entails (Price and Belk 2016; Rudmin 2016) and how factors may vary across contexts (Lamberton and Rose 2012), Chapter III expands our understanding of the collaborative economy (CE) in several ways. First, as something that currently poses problems to researchers is the abundance of conflated and overlapping terminology, in Chapter III we provide an extensive review of existing conceptualizations of the collaborative economy domain. From this, a classification system (i.e., dimensionality of CE) is proposed based on these conceptualizations. The key dimensions identified include: (1) whether or not there is a form of compensation exchanged, (2) whether there was access to a product/service or a transfer of ownership, and (3) whether or not the exchange was mediated. By delineating the nature of collaborative business models and identifying various dimensions within the CE, a 2x2x2 matrix including associated cases could subsequently be developed. This conceptual typology has the potential to assist in classifying, describing, and evaluating different CE exchange practices as it can help answer questions regarding what these new business models are and how they can be organized (Puschmann and Alt 2016). This should provide greater depth to future research into CC as it will offer researchers a systematic approach to categorize these firms and look at fundamental differences across types to make meaningful comparisons.

Third, this research explores one important delineation of the CE conceptual typology, collaborative consumption (CC), which is comprised of Access-Based Consumption and Mediated Resource Exchange. CC is conceptualized as p2p service provision or resource exchange for a fee or some compensation, coordinated by a third party or mediator. CC is the focal area of interest for Chapters IV and V, given its important implications for business and marketing practices. This subset of the CE is thought to have the greatest implications for

business practice as it involves mediated exchange and includes some form of compensation. Chapters IV and V take a mixed-methods approach including two qualitative and one quantitative study, offering rich insights into the motivations for consumers' behavioral intentions regarding CC companies.

Thus, this “new” or re-institutionalized economic market challenges our current understanding of service provision, and therefore has significant theoretical and managerial implications for the future of service delivery as well as future research in this area, which will be discussed in the following sections.

6.2 Managerial Implications

This research suggests that even if firms are not directly competing with companies in the CC marketplace (yet), that technology integration in general has changed customers' expectations such that on-demand, customizable services are not only desired, but expected. Firms must adapt to a changing consumer mindset as well as reflect on opportunities and potential competitors from alternative market places.

Furthermore, while many consumers consider use of CC to be ‘trendy’, our qualitative research reveals that most consumers do not see this as a passing trend and expect CC options to remain an important element of their choice set for in the future. This is particularly true given the number of options and benefits that consumers feel CC provides. While previous studies (Bardhi and Eckhardt 2012; Hamari et al. 2016; Mohlmann 2015) have indicated that consumers utilize CC options for altruistic or environmental reasons, this research suggests that these desires, if present at all, appeared to be secondary to other factors. For example, both the qualitative and quantitative analyses suggest primary driving factors are associated with the ease

and convenience as well as the perceptions of increased value that consumers derive from use of these alternative services. To reiterate what was said by one consumer, Celia, “*...In today's day and age I think if you are going to create a product or service, you must create convenience. That's what everybody wants to buy. It's the one thing everybody has difficulty monetizing, but if you can create a product or service that essentially creates convenience, and almost gives the illusion that you are giving someone time, they are going to buy it. That is exactly what Uber is.*”

Firms that are unable to create the flexibility and convenience that consumers desire and have come to expect will likely struggle to compete with these innovative and efficient collaborative business models.

Our results suggest that “brands” still matter and are important in customers’ determinations of which companies to choose. While many customers may be looking for more diverse, affordable, or authentic experiences, it is also important to consider consumers’ risk perceptions. When asking which services consumers used in our qualitative studies (Chapter IV), 71 different CC companies were listed in the first study; however, Uber, Airbnb, and Lyft were mentioned 349, 221, and 146 times, respectively (each participant could list several companies). Although, according to *The Mesh* (Gansky 2010), there are over 9,000 companies with the CE, customers are still selecting the largest and most well-known of these services. This perhaps occurs as a result of the perceptions that larger, more well-known companies will be better able to manage (and insure) service experiences. In other words, the fact that large company platforms provide a sense of accountability and safety behind these p2p exchanges is likely important for increasing consumers’ willingness to try these options. Additionally, the likelihood that more ratings and reviews from other consumers have been collected contribute to the appeal of using more established companies. Finally, in this regard, the amount of information provided

to customers (i.e., the perceptions of transparency) makes choosing well-known brands seem like a better, safer option for consumers as they feel they have less risk and more control.

On a practical level, this research suggests that in the future, managers will need to continue to focus on the value of co-creating service experiences with consumers and on acting as agents or intermediaries for consumers (Achrol and Kotler 2012), in order to be perceived as authentic, customer-oriented brands. Existing (non-CC) brands can likely leverage this power. As some forward thinking organizations have demonstrated, there are options for existing companies to take advantage of the growing interest in CC. This might involve offering access to products/services rather than selling them outright. For example, companies can create their own secondary markets through customer buy-back programs or through short- and long-term leasing options. Patagonia encourages its customers to donate, recycle, and reuse their goods in order to promote a more sustainable lifestyle, a hallmark of their brand. This secondary market does not typically interfere with loyal customers purchasing Patagonia items, but does create a market for consumers without the means or desire to purchase the products outright. Similarly, by offering various leasing options, BMW is essentially committed to selling transportation rather than the vehicle itself.

Another example includes Nordstrom recently adding products from Etsy into retail stores. Rather than competing with this new market, Nordstrom integrated this marketplace into the current business model. Another 'traditional' firm, Avis Budget Group, purchased car-sharing company Zipcar (for approximately \$500 million), which operates as a subsidiary. Moreover, existing organizations can leverage their competencies to partner with or foray into their own CC business models. For example, hotels like Marriott can combat the rise of Airbnb by offering services that complement those of Airbnb. In other words, as Marriott is known for

its exceptional customer service, it could provide services to train/certify hosts (contributors) to indicate the stay will have the same mark of excellence, but perhaps with a more personal feel (in someone's home), as consumers are undoubtedly looking for more 'authentic' experiences. Furthermore, hotels may offer cleaning and maintenance services, or provide toiletries or amenities to complement Airbnb offerings (e.g., access to gym, pool, or spa facilities for a nominal fee). Additionally, Hyatt has introduced Hyatt Centric, a boutique hotel experience offering rooms that include "touches of local artistry to add unique, individual character to your stay" ("Hyatt Centric" 2017) to attempt to give consumers a more unique or authentic feeling. CC is changing the way in which we exchange products/services, innovate, and market offerings, and both CC and non-CC firms must continually innovate to maintain a viable marketplace. This is not the first instance of new innovations changing market practices as there was no market for cars, televisions, the internet, iPods, etc., prior to their introduction. However, like these new markets, the collaborative economy markets make better use of technology (knowledge) to meet consumers' needs and demands in new ways to reengineer consumer experiences.

As mentioned in earlier sections, the scale of some of these resource integration networks provides additional advantages and perhaps is a distinguishing factor for usage. For example, the fact that users can access Uber from the same phone application throughout many places across the world offers simplicity to the consumer *and* provides the companies with benefits of leveraging Big Data as well. Further, there is the fact that many of these platforms have designed 'protocols' to ensure greater controls in the system. For example, the Uber application prevents consumers' from booking another ride until they have rated the previous ride. Therefore, they receive data from each and every customer interaction that allows to not only have a better understanding of the service experience (and weed out poor 'performing' actors in the network),

but it also allows them to boost the perceptions of scale by the volume of ratings that can be presented. In other settings, providing feedback would likely not happen as frequently if there was not a requirement for reuse for consumers to do so.

Finally, the coexistence of traditional and collaborative economy business models does not imply that they are not affected by each other. For example, studies by (Zervas et al. 2014), which assessed the extent to which Airbnb stays impacted hotels' bottom lines, find evidence that rise of the collaborative economy (at least in the case of Airbnb) is "significantly *changing* consumption patterns, as opposed to generating purely incremental economic activity" (p. 30). Zervas et al. (2014) provide empirical evidence for the negative impact on hotels posed by Airbnb (hotels collectively experienced a .05% decrease in quarterly revenues for every 1% increase in Airbnb listings). The authors also point out that Airbnb has diminished hotels' ability to capitalize on low supply vs. demand in peak periods (e.g., by utilizing surge pricing in times of high demand) by increasing the supply of alternative options. The situation described here regarding Airbnb and traditional hotels may serve as a case study for businesses in other industries. There will likely be negative implications for firms that do not adapt to prepare to compete with CC companies.

6.3 Theoretical Implications

S-D logic (Vargo and Lusch 2004) serves as the theoretical framework of this research for several reasons. First, by taking a network or service ecosystem approach (Vargo et al. 2008) grounded in S-D logic provides a more holistic picture of how value co-creation and resource-integration practices occur from the perspective of various actors/stakeholders. Second, taking this perspective, which focuses on the social and environmental contexts that shape both actors'

current behaviors and the evolving nature of networks, justifies the need for looking at the dimensionality of CC given the overlapping and evolving nature of ‘markets’ in S-D logic. Third, taking this approach, value propositions are offered to match “haves” (e.g., apartment) with “needs” (e.g., accommodations) and all actors (e.g., the company—Airbnb, consumer—seeking accommodations, and contributor—apartment owners) benefit from the exchange.

We also expand on previous research (Luca et al. 2016) which utilizes S-D logic (Vargo and Lusch 2016a) as a framework for helping us understand how complex, social processes and interactions lead to the development of collaborative ecosystems/networks, which helps us gain a better understanding of value co-creation. Related to this, our research takes a deeper dive into how value is co-created in collaborative networks from the perspective of one actor (the “consumer”), which has been suggested as a recent service research priority (Ostrom et al. 2015a).

As has been identified previously, S-D logic depicts the archetypal relationships of multiple actors or stakeholders, which are proposed to occur within networks (Brodie et al. 2011b), and how these actors engage in resource exchange and value co-creation. By centering on the key principles of this framework and other related literature streams that inform these axioms, S-D logic potentially improves our understanding of how social and cultural changes, as well as resource-integration (e.g., re-combination of knowledge, skills, and even tangible “services” outcomes) allowed for the evolution of collaborative exchange on a global scale. Importantly, the application of new technological innovation (i.e., operant resources such as knowledge, skills, and abilities) and an influx of new service offerings (i.e., new value propositions) do not automatically lead to market creation. Rather, market formation occurs when these practices are (re)institutionalized (Akaka et al. 2017). In other words, as consumers’

social values change (institutional arrangements evolve) and new value propositions (e.g., technological innovations) are offered and accepted by actors, these practices (ways of assigning meaning to norms) are institutionalized, leading to the formation of new markets (institutionalized solutions) such as those that have emerged within the CE (Wieland et al. 2016).

The triadic, and more so networked, nature of the CE is particularly interesting from an S-D logic perspective. The traditional view of “companies” providing value to “consumers” as a one-way exchange rather than a dialogue is clearly being disrupted. Furthermore, our understanding of “employees” is also being challenged with a greater emphasis being placed on the role of numerous actors engaging in mutually beneficial (i.e., service-for-service) exchange.

These new collaborative “companies” are largely charged with facilitating the resource exchange process for multiple actors (Vargo and Lusch 2016a). Thus, this research especially focuses on the primacy of operant (over operand) resources, as operant resources (e.g., actors, knowledge, skills) have the ability to act on operand resources in the process of value cocreation. For example, an Uber driver (operant resource) has a vehicle (operand resource), which can provide transportation to another consumer. Therefore, this actor can provide his or her skills (driving) and resources (car) in order to co-create value with other actors (consumers and companies). However, taking into account other contextual factors, the value created may go above and beyond simply providing a means of transportation. For example, our qualitative studies revealed that many consumers utilize companies such as Uber due to an increased sense of security and safety. Over 45 respondents suggested they use this and similar services in order to prevent drinking and driving after socializing. Therefore, the benefits derived from this service exchange (i.e., the value-in-use) may go beyond the service—transportation—that was provided. The consumer also contributes a resource desired by the other actors (e.g., payment). Given that

contributors may also choose to participate in these service exchanges for a variety of reasons (e.g., to obtain a source or an additional source of income, to socialize with others, to potentially explore new parts of the environment, etc.), perceptions of value for the contributor can also extend beyond the transaction value. Finally, the company facilitates this service exchange for a share of the payment. However, by enabling GPS tracking systems via the mobile applications of both the customer and the contributor, the company is able to collect vast amounts of data that, through mining can reveal (valuable) information regarding when and where people are traveling or create blueprints for traffic patterns. This enables these firms, for instance, to better tap into the practices of other network actors in order to create even more desirable value propositions. As demonstrated above, all actors are beneficiaries in these collaborative ecosystems and the co-created value that is derived from these resource exchanges is shown to be highly contextual.

Thus, S-D logic is an important theoretical framework for discussing the development of this CE domain and increases our understanding of these “new” business models (e.g., “sharing/collaboration economy”), a research objective highlighted by MSI’s Research Priority 5 (MSI 2016). Additionally, Vargo (Vargo 2007) proposes that S-D logic might lay the groundwork for a “theory of the market.” We believe that the explanatory power of this meta-theory can be increased through practical application as with the quantitative study conducted in Chapter V. This has the potential to make a significant contribution to the advancement of S-D logic, and addresses issues noted in recent calls for research by *Service Science* (Ng and Vargo 2016a) and the *Journal of Service Management* (Ng and Vargo 2016b).

In conclusion, S-D logic supports the relational nature of service interactions. In fact, this is particularly important as in order to build, successfully performing, collaborative networks, there must be trust as this is one necessary mechanism for the exchange of knowledge and other

resources. Shared practices and norms (institutions) in conjunction with this relational structure are necessary for innovation to occur (Greer et al. 2016). Put more simply, if ‘service’ involves applying resources for the benefit of another, and knowledge (e.g., technology) is considered to be one such operant resource, then service can be considered as applying knowledge for the benefit of other actors. This is largely how many of the most successful firms were able to get a foothold in the collaborative domain (and how those that have survived have been able to do so). As markets are dynamic, the continual integration (or recombination) of resources is necessary in order to sustain incremental innovations as well as to achieve an atmosphere which allows for radical or disruptive innovation to also occur. Greer et al. (Greer et al. 2016) argue that “resources are not, they become” (p. 8, emphasis original). In other words, having resources simply isn’t enough. Performing service requires the application of these resources in ways that benefit others.

6.4 Limitations and Avenues for Future Research

We would be remiss if we did not note the limitations of the research. First, this study only looks at a limited number of antecedents and outcomes related to one sub-division of the CE, collaborative consumption. Future research might investigate the extent to which the drivers identified and tested here differ across different types of the CE. Results from this dissertation might also suggest and open the door for further research on type-specific marketing strategies as well as indicate potential strategic benefits (e.g., business solutions) for companies in this realm.

Another limitation is that the empirical study presented in Chapter V looked at three commonly utilized, albeit important, outcome measures. Future research might include other outcome variables, such as customer experience and customer engagement. Furthermore,

potential conditional effects and controls should be incorporated into future research. Moreover, this study utilizes self-reported measures and therefore, biases or falsification of responses are possible. Future research may want to incorporate experimental designs to augment path analytic research approaches. Likewise, future research might use company-level purchase data in conjunction with customer surveys in order to measure actual purchases behaviors against intentions. As this study focuses only on the perspective of individuals who act as consumers of CC, future research could take a more systemic approach to understanding this phenomenon and capture insights from various members within and across different levels of the network. While in this research we are exclusively considering p2p resource exchange practices, truly taking a systems perspective requires looking even more broadly at collaborative exchanges that occur among all actors at various levels. Therefore, intra- and inter-firm collaboration and sharing (B2B collaborative resource integration) is also something that should be considered in future research. For example, Cohealo.com claims to have brought the CC model to the healthcare industry (as they mediate b2b exchange of medical equipment).

One potentially significant limitation of this research is that even within the collaborative consumption marketplace, there are various types of organizations and exchange practices that might occur, each having potentially different relationships with and institutions adopted by consumers. Therefore, it is completely possible responses might vary based on consumers' feelings with a particular firm. For example, if a consumer previously had a really positive or negative experience with one CC firm, but the opposite experience with another firm, it might have been challenging to respond to the items based on these differing feelings. Therefore, extensions of this research might include results only from those respondents who selected "somewhat agree" (5) to "strongly agree" (7) on a 7-point scale for items such as "It was easy to

answer the questions in this survey across different CC companies” and “My feelings are generally the same towards all CC companies.” We included these checks in our data collection as well as frequency of usage that might be used to probe the findings as we move forward with this research. Alternately, this could be used as a moderator (high consistency vs. low consistency) that might explain some of these relationships.

6.4.1 Potential Mediation and Moderation of the Proposed Relationships

While other studies have started to consider some of the potential drivers of CC usage (Hamari et al. 2015; van de Glind 2013; Wittkowski et al. 2013), limited studies to date have considered the potential boundary conditions and intervening mechanisms between these drivers and outcomes relative to CC. Therefore, we propose an extension of this research include a potential moderator (involvement) and mediator (reciprocity) of the aforementioned proposed relationships.

Involvement with a product or service, which implies a perception of personal relevance, such that the value of the product or service is dependent on the extent to which it is believed to be self-relevant (Baker et al. 2009), is proposed as a potential moderator of the direct relationships proposed here. Moreover, involvement comprises the ways in which consumers link products or services to their own life situations and develop key ‘themes’ as a result. Thus, the more self-relevant a product or service is to a consumer, the greater is his or her level of involvement (Coulter et al. 2003)). Moreover, prior studies have shown that consumers’ high involvement with a product or service leads to more positive behavioral outcomes (e.g., brand experimentation and commitment) and increased receptivity to related information, which has significant implications for the success of marketing endeavors (Malär et al. 2011).

Consequently, for our purposes, involvement refers to the extent to which an individual finds involvement with CC to be important, interesting, and personally relevant (Coulter et al. 2003). It follows that consumers who view CC as personally relevant would be more likely to engage in such behaviors.

Additionally, given that some form of mutually beneficial exchange is a prerequisite for participation in the CC marketplace, it is believed that reciprocity might be a potential mediator of these exchange relationships. Consistent with SET, CC requires bi-directional exchange, whereby each person's actions are contingent on the other exchange partner's actions. Such a relationship relies on reciprocal interchange, or reciprocity (the extent to which a mutually beneficial exchange relationship exists; (Brady et al. 2012)). Reciprocity has been shown to enhance commitment and collaborative intentions as it reflects an obligation to both the community and its members (Chan and Li 2010), especially in an online environment. However, individuals differ in the degree of importance of reciprocity depending on their exchange orientation (Cropanzano and Mitchell 2005). Social norms and fear of sanctions increases a sense of reciprocity and cooperation, even among self-interested individuals (Perugini et al. 2003). For those lower with a lower sense of reciprocal interdependence, rating systems via enabling service platforms (e.g., website or applications) (Karpen et al. 2012) hold members accountable and prevent retaliation (Perugini et al. 2003). Research has also shown that individual's beliefs in reciprocity influence cognitive and behavioral decisions (Perugini et al. 2003). The nature of this relationship is encompassed by SET in that individuals participate in CC in anticipation of both parties contributing something that is perceived to have equal value. Thus, as mutually beneficial exchange forms the basis of CC behaviors, future research could look at reciprocity as a potential mediator of the relationships proposed here.

6.4.2 Unexplored Research Themes

We also want to highlight that some of the themes, while important for developing a more complete understanding of this marketplace, are not tested in this framework. For example, we do believe that understanding more about an authentic atmosphere is important for service research, especially given the contextual relevance. However, to date, there is not an existing scale that captures this aspect of collaborative exchanges. While constructs that are somewhat similar do exist, for instance, in terms of the creation of an ‘environment’ for patrons (e.g., servicescapes; (Nilsson and Ballantyne 2014) or in the case of a longer-term context, sense of place. However, these do not really capture the underlying sense of a place, experience, or access in making consumers feel that they are ‘local’ or experiencing something authentic and true. There is limited research in the area of short-term, experiential access (Chen 2009), and while this is potentially more in line with consumers’ understanding of ‘real’ experiences, that the previously listed works. However, as much of this work is conceptual, it does not provide us with a mechanism for testing such theories. As this is something we see as driving consumers’ usage of this CC marketplace, we believe this will be especially interesting to consider in future research as there are considerable implications for understanding all aspects, and in particular this cultural and contextual relevance of the service exchanges.

6.4.3 The Dark Side of Collaborative Exchanges

Despite the widespread interest in CC, these entities are also facing legal and social controversy, and thus the “dark side” of CC (Malhotra and Van Alstyne 2014) also provides several avenues for future research. For example, there are a number of negative CC encounters including service failures (e.g., Uber drivers attacked by intoxicated passengers, rating systems

preventing participation, homes being ruined via inappropriate usage during short-term rentals), which might be explored in greater depth. Furthermore, researchers might explore potential issues regarding consumer safety (Bischoff 2012), the legal and economic implications of using personal property for commercial use (e.g., tenants being kicked out of rent controlled apartments for operating a business) (Economist 2013), the downside of operating a business utilizing contract labor (e.g., battles over benefits for ‘independent contractors’ as well as limited control over ‘branding’) and the potential negative outcomes associated with discrimination (e.g., the ability to view profiles including pictures and ratings might lead to potential discrimination based on race, sexual orientation, etc.) (Nobel 2014). Moreover, from a company perspective, the prevalence of sharing behaviors may disincentivize companies from building durable products for which they do not control the secondary markets (Sun et al. 2016). Therefore, the impact of these new business models on service quality is also something that might be examined in future studies.

6.4.4 Engagement in Service Networks

Future research might also respond to suggestions posed by Bolton (Bolton 2011) to explore how services experiences and social influences interact to build relationships among actors and influence customer engagement, and further, how customer engagement might then impact important service outcomes (e.g., perceptions of quality, satisfaction, etc.). For example, many CC platforms provide not only interactions between contributors and customers but also provide information from previous customers in the form of rater/reviewer systems. Because of the nature of the relationships occurring between actors at various levels (triadic interactions), but also the influence of other reviewers, participants, stakeholders, etc. in the process, it will be

important to understand how customer engagement evolves over time, as well as impacts perceptions of the brand.

Moreover, taking a service ecosystems perspective and looking at the inter-related exchanges which occur not only within a particular service platform, but across various ecosystems might provide greater insight into the contextual relevance of these platforms. Various social norms and sanctions largely govern consumer behavior. However, given environmental or contextual changes outside of the service for service exchange within a particular platform, might cause spillover effects in other service ecosystems. In other words, “Do specific [customer engagement]-based interactive experiences within a particular service network transcend and/or replicate in other (e.g., broader) service networks?” (Brodie et al. 2011b, p. 263). For example, factors such as the economic recession, and consumer values such as sustainability likely contributed to the rise of CC usage. How might businesses adapt to withstand future disruptive changes to both the CC-related and traditional industries?

Finally, future research may not only focus on customer engagement, but also on engagement of the contributor as well. The latter likely has an equally strong effect on the triadic relationships which exist within these market-mediated CC companies (e.g., Airbnb) as all the actors contribute to value co-creation. This might contribute to a better understanding in answering the question, “How does a customer’s interactive experience with multiple objects concurrently (e.g., [customer engagement] with personal sales agent/service brand, or online community/service brand) affect [customer engagement] intensity within particular contexts?” (Brodie et al. 2011a).

6.4.5 The Future of “Mediated” Collaboration?

So much of what is happening in this (new) area is based on the emergence of technological platforms, and the ability to ‘scale’ traditional exchange behaviors to in a broader context. It is also possible that the necessity to have a firm or third party as a mediator will not be the case moving forward. For example, beyond the existing business models, expectations are such that innovation will continue to allow p2p exchange to expand and develop. Current technology prototypes are already attempting to connect the Internet of Things (IoT) and block chain technologies (how all interactions/transactions in a network are accounted – e.g., Bitcoin) to leverage existing resource competencies not only across individuals, but for our own personal resources and within and across our ‘networks’ (Huckle et al. 2016). In effect, this would allow for individuals to more efficiently use and share resources among those in their network by providing a ‘scale’ that could not be achieved by individuals otherwise. Importantly, as with Bitcoin, there would not be a third party mediating exchanges, but rather a technological system that is managed and controlled by the actors.

Although this still requires further development, it would likely require “embedding sensors and network connectivity that enable our things to collect and exchange data” (Huckle et al. 2016). This would require synchronization between individual’s own personal devices (technology in their cars, on their phones) in conjunction with secure payment processing systems, as well as inventory management-type systems of what is ‘owned’ as well as what might be shared would allow for the (1) recognition of what operand ‘resources’ are available, (2) perhaps also identify operand resources through mining this data, (3) the ability to expand resource sharing to individuals’ ‘networks’ (e.g., if a family wants to share, or expand to community, etc.), and (4) it allows for potential control at the individual level, but with the scale of larger organizations. In effect, this could bring direct p2p exchange from needing to be

mediated by a platform for large scale to being able to connect through this type of open innovation.

This is just one example of what *could* be possible in the future. However, if these types of systems are created, it would take acceptance of these practices and diffusion of the innovation for this to become a new ‘market’ (Greer et al. 2016). However, keeping a ‘pulse’ on the movement of the existing networks can allow for better recognition and understanding of how and why ‘markets’ are changing and evolving.

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APPENDIX A: EXAMPLES OF THE SPAN OF THE CE ACROSS INDUSTRIES

Industry	Type of CC activity	Example of Brand or Organization
Hospitality	Peer accommodations	Airbnb.com
Publishing	Used book markets with point based exchange systems, book swap, textbook rentals	Hpb.com Chegg.com Market.Swap.com
Grocery	Farmers' markets	Localharvest.org
Real Estate	Home rentals, co-ops, office space, casual co-working	Swapyourshop.com Sharemyoffice.com Roomorama.com
Home Repair, Construction, and Concierge Services	Rent equipment and tools for do-it-yourself projects, organizational tools, and ability to outsource errands and tasks	Bettermeans.com TaskRabbit.com Domystuff.com Borrowtools.org Toolswapusa.org
Transportation	car-, ride-, and bike-sharing	Uber.com Zimride.com Lyft.com Blablacar.com Fasten.com
Financial Services	Micro lending, microfinance, p2p social lending, crowd-funding	Paypal.com Zopa.com Lendingclub.com Kickstarter.com BitCoin.org
Gift and goods exchanges	Exchanging unused gift cards and higher-end items (e.g., car, yacht, or land)	Giftcardrescue.com Goswap.org
Land and Agriculture	Garden and land sharing as well as online forums for trading plants, seeds, and other gardening products	Sharedearth.com hyperocavore.ning.com seedypeople.co.uk urbangardenshare.org
Retail	Clothing exchanges, monthly access fees for memberships, temporary clothes rentals	Swapforgood.org TheSwapaholics.com
Luxury goods	Designer clothing rental	TheRealReal.com
Existing Secondary Markets	Consignment shops	Craigslist.com Poshmark.com Vinted.com

<i>Energy</i>	<i>Member-owned solar cooperatives</i>	<i>Soarenergy.org</i> <i>Energycoop.com.au</i>
Online Retail stores	P2p marketplaces	Ebay.com Swap.com (SwapTree) Etsy.com
Food and Beverage establishments	Platforms to host or share meals and to buy, sell, and find local food	EatFeastly.com
Arts, Information, and Entertainment	Platforms for gifting, renting, leasing, and exchanging artwork and entertainment, as well as exchanging information	Artrentandlease.com Modernartforrent.com Deviantart.com Wikipedia.org
Pet Services	Peer dog boarding and kenneling services	Dogvacay.com Rover.com
Political consumerism	Global justice movements Ecovillages	Transitionus.org gen.ecovillage.org

APPENDIX B: OVERVIEW OF DISSERTATION RESEARCH PROCESS BY CHAPTER

CHAPTER II: THEORETICAL FRAMEWORK

Process	Description
<p>Step 1 - Literature review: Collect and review existing literature</p>	<p>In order to develop a stronger theoretical lens, and determine if this is a new or re-institutionalized form of exchange, a brief literature review was conducted regarding the various types of exchange. Specifically, this included a basic overview of foundational literature regarding: anthropological exchange, the importance of actors' relationships for influencing market behaviors as with structural holes, the nature of transactions, as well as systems of exchange.</p>
<p>Step 2 - Discussion of Relevant Theory: Introduce focal theories and relationship with CE</p>	<p>The previous step was used to provide a foundation for presenting Service-Dominant Logic (S-D logic; Vargo and Lusch 2004, 2016), which is believed to explicate the nature of collaborative resource exchange. Additionally, as mutually beneficial exchange forms the basis of collaborative exchange behaviors, this research utilizes Social Exchange Theory (SET; Emerson 1976). Both theories are presented and discussed for their relevance to CE exchanges.</p>

CHAPTER III: LITERATURE REVIEW AND DIMENSIONALITY OF CE

Process	Description
<p>Step 1 - Literature review: Collect and review existing literature</p>	<p>Conducted extensive literature review regarding the collaborative economy (CE) including related literature streams (e.g., sharing economy, collaborative consumption, etc.).</p>
<p>Step 2 - Analysis and Conceptual Typology Construction: Dimensions identified via literature review</p>	<p>Reviewed existing conceptualizations of the CE and associated domains (See Table 3.1) Identified potential dimensions which might be utilized for conceptual classification system for CE based on these conceptualizations.</p>
<p>Step 3 - Analysis and Conceptual Typology Construction: Grouping cases on dimensions</p>	<p>Grouped Cases (e.g., functions of companies within collaborative economy) based on proposed dimensionalization/attributes (See Appendix A for examples of the span of CC across industries).</p>
<p>Step 4 Analysis and Conceptual Typology Construction: Type construction</p>	<p>Evaluated existing attributes to determine if additional attributes existed. Cases deviating from these attributes formed in step 3 and commonalities across categories were analyzed to help make a case for either creating new or collapsing existing dimensions. From these groupings of attributes, the "types" emerged.</p>

Step 5 - Analysis and Conceptual Typology Construction: Type characterization

Step 6 - Results and Implications: Results and

A characterization (i.e., describe “typical” cases that emerge) of each of the types identified in step four was created based on the dimensions and an analysis of the cases. This was used to form a matrix for visualizing the relationships between types (Figure 3.1). Summarized results from literature review and conceptual typology and provided suggestions for how the proposed framework provides a basis for future research and theory development are proposed.

CHAPTER IV: DETERMINANTS OF CUSTOMERS’ AFFECTIVE INTENTIONS TOWARDS CC: QUALITATIVE STUDIES

Process	Description
<p>Step 1 - Qualitative Study 1: Online qualitative data collection</p>	<p>Primary researcher conducted online qualitative data collection (utilizing CIT) with consumers of collaborative business models (Final N = 534) via MTurk. Responses to open-ended question regarding reasons for usage of CC company were entered into the NVIVO 11 Pro software. Two researchers (primary researcher and trained graduate assistant) utilized grounded theory approach including open coding, axial coding, and selective coding.</p>
<p>Step 2 - Qualitative Study 1: Data Analysis – open coding</p>	<p>Two researchers independently open-coded the data looking for potential themes related to consumers’ usage of CC.</p>
<p>Step 3 - Qualitative Study 1: Data Analysis – axial coding</p>	<p>Nodes/themes organized via axial coding to links or relate concepts/categories to one another. Memos created as potential nodes emerged. Additionally, ‘See Also’ links and Annotations were utilized. Primary researcher conducted text search queries for the most frequently used words and phrases to identify if potential nodes might have been overlooked or discounted.</p>
<p>Step 4 - Qualitative Study 1: Data Analysis – selective coding</p>	<p>Final stage of coding, selective coding, involved systematically identifying “core” categories and connecting this with other themes. The nodes were reviewed to see if any additional patterns emerged and if there should be a hierarchical or family structure that had not already appeared, or if any codes should be collapsed. The primary coder identified 11 nodes and 11 sub-nodes in the initial coding using a hierarchical node structure (See Appendix E). The second coder, another graduate student who has had previous experience with this type of analysis in several qualitative studies, identified 12 nodes (See Appendix F).</p>
<p>Step 5 - Qualitative Study 1: Data Analysis – Theme identification</p>	<p>Primary coder and secondary coder met to discuss coding scheme and determined commonalities and inconsistencies across schemes, ultimately producing suggested themes for drivers of CC usage. In cases where consensus could not be reached, notations were made for the third researcher/judge to review.</p>
<p>Step 6 - Qualitative Study 1:</p>	<p>The final themes, which served to develop the conceptual model presented in this research, were determined following a discussion</p>

Data Analysis – Theme verification	between the primary researcher and judge. These are presented in Appendix G.
Step 7 - Qualitative Study 2: Interview data collection	Primary researcher conducted depth interviews (utilizing CIT and semi-structured interview format: See Appendix H for interview guide) with consumers of collaborative consumption business models (N = 15 respondents); Interview guide was refined following a preliminary analysis of each of the first interviews.
Step 8 - Qualitative Study 2: Transcriptions	Each interview audio recording was imported into the NVivo 11 Pro Software and the primary researcher transcribed each of the interviews. The demographic information of the respondents is summarized in Table 4.1.
Step 9 - Qualitative Study 2: Data Analysis and final theme development	Analysis of the qualitative interviews followed the same coding process as with Study 1 (with the exception that each of the existing nodes from Study 1 were available for coding already). While no additional themes emerged that were not already identified by the initial CIT qualitative study, deeper justifications were provided due to the ability to probe interesting responses. Finally, these nodes and sub-nodes were evaluated for the most appropriate term or descriptor for that theme.
Step 10 - Results of Qualitative Studies: Development of Conceptual Model	Based on the themes which emerged, a conceptual model was developed for the drivers of CC (See Figure 5.1,5.2).

CHAPTER V: QUANTITATIVE STUDY TO TEST PROPOSED DRIVERS

Process	Description
Step 1 - Quantitative Study: Developing Research Model	Conceptual model from Chapter IV associated with existing measures from the literature.
Step 2 - Quantitative Study: Literature Review	Completed literature reviews to support hypothesized relationships.
Step 3 - Quantitative Data Collection: Pilot and MTurk Samples IV – Step 4 - Data Analysis: Results from data collection	Collected data in pilot study utilizing students followed by pre-test on MTurk. Repeated with broad-based MTurk sample (Final N = 534). Analyzed data from quantitative data collection utilizing Mplus. Reported results from quantitative data collection (MTurk).

APPENDIX C: GLOSSARY OF TERMS RELATED TO SERVICE-DOMINANT LOGIC

Architecture of participation “Provides a road map for the different actors to come together and engage in service exchange” and “provides the mechanisms for participants’ contributions to be coordinated, integrated, and synchronized in a coherent way” and thus is “largely determined by shared institutional logics or the means and rules that actors use to coordinate their actions” (Lusch and Nambisan 2015).

Ecosystem: “community of interacting entities—organizations and individuals (including customers)—that coevolve their capabilities and roles and depend on one another for their overall effectiveness and survival” (Lusch and Nambisan 2015). *Note: This is different than ‘service ecosystems’ conceptualization.*

Innovation: Innovation is conceptualized as “the co-creation or collaborative recombination of practices that provide novel solutions for new or existing problems” (Akaka et al. 2017), and thus is about “developing systems for value creation” (Vargo and Lusch 2016b).

Institutions: “humanly devised rules, norms, and beliefs that enable and constrain action and make social life predictable and meaningful” (Vargo and Lusch 2016a) by acting as “routinized, coordinating mechanisms” (Vargo and Lusch 2016a).

Institutional Arrangements: the combination or interrelation of institutions which act as “foundational facilitators of value co-creation in markets” (Vargo and Lusch 2016a).

Institutional Logics: “Socially constructed, historical patterns of cultural symbols and material practices, including assumptions, values, and beliefs, by which individuals and organizations provide meaning to their daily activity, organize time and space, and reproduce their lives and experiences” (Thornton et al. 2012).

Institutionalized Solutions: “Well established or mature markets” which can be thought of as “socially constructed, normative solutions nested or embedded within a particular service ecosystem” (Vargo and Lusch 2014). These “relatively durable and repetitive resource integration and value cocreation practices” are “often made up of diverse subsystems, including submarkets” (Vargo and Lusch 2016a).

Institutional Work: “the creation, maintenance, and disruption of institutions” (Lawrence et al. 2009 2009, p. 1) which is responsible for both transforming institutions as well as repairing tensions and conflicts within them (Vargo et al. 2015).

Market: See *Institutionalized Solutions*.

Operand resources: “resources that an actor acts on to obtain support (i.e., they enable or facilitate)” which are “often tangible and static (e.g., natural resources)” (Lusch and Nambisan 2015).

Operant resources: “resources that act on other resources to produce effects—that is, they act or operate on other things rather than being operated on” (Lusch and Nambisan 2015).

Practices: “Doings and sayings” which “implicitly coordinate the different interactions from which value emerges” by serving “as an important way of assigning meaning to signs and signifiers” (Akaka et al. 2014). Practices can include “bodily activities, mental activities, objects, background knowledge, know-how, emotions, and so on” (Barrett et al. 2015).

Service (*singular*): “the process of one actor using its resources for the benefit of another” (Vargo and Lusch 2008a).

Services (*plural*): Largely physical or tangible outputs of exchanges (e.g., goods), also called “units of output” (Vargo and Lusch 2008b).

Service ecosystems: “A relatively self-contained, self-adjusting system of resource-integrating actors connected by shared institutional arrangements and mutual value creation through service exchange” (Vargo and Lusch 2016a).

Service Innovation: “Service innovation can then be considered the *rebundling of diverse resources that create novel resources that are beneficial (i.e., value experiencing) to some actors in a given context*; this almost always involves a network of actors, including the beneficiary (e.g., the customer)” (Lusch and Nambisan 2015).

Service Platforms: “A modular structure that consists of tangible and intangible components (resources) and facilitates the interaction of actors and resources (or resource bundles)” (Lusch and Nambisan 2015).

Service Systems: “service system, which is a configuration of resources (including people, information, and technology) connected to other systems by value propositions” (Vargo et al. 2008).

Shared Practices: “develop as agents (human and nonhuman) are oriented to each other in an interdependent manner, constantly modifying their habituated individual responses as they interact with others” (Barrett et al. 2015, p. 144).

Strategy (Informed by S-D logic): “A successful S-D logic-informed strategy is dependent on a firm's ability to develop ongoing, dynamic, cooperative relationships that enable access to and integration of resources resulting in new resources” (Vargo and Lusch 2016b).

Symbols: Interconnected “signs (representations of things), and practices (doings and sayings)” (Akaka et al. 2014).

Signs: “Representations of things” which “explicitly coordinate interactions within service ecosystems” (Akaka et al. 2014).

Technology: “An institutional phenomenon” which “in the general sense of its meaning, is applied, useful knowledge” that is “part of the institutional structure we call society” (Vargo and Lusch 2016a). It is believed to refer to both hardware (e.g., physical devices, operand resources) and software (e.g., processes, operand resources), and when considering the latter can be conceptualized as “*potentially useful knowledge* that may provide solutions for new or existing problems,” (Vargo et al. 2015).

Value: “The comparative appreciation of reciprocal skills or services that are exchanged to obtain utility” (Vargo and Lusch 2004).

Value Co-creation: “The processes and activities that underlie resource integration and incorporate different actor roles in the service ecosystem” (Lusch and Nambisan 2015).

Value Co-Creation Practices: “sets of overlapping and interlinked bundles of integrative, normalizing, and representational practices through which actors make sense of and integrate public, private, and market-facing resources” (Wieland et al. 2016).

Value-in-context: “the evaluation of an experience based on a particular set of resources, at a specific place and time” (Akaka et al. 2017).

Value-in-exchange: “Negotiated measurement offered and received (e.g., money and value proposition) among exchange partners” (Vargo et al. 2008).

Value-in-use: Regards the “nature of usage and value” (Lusch and Nambisan 2015) such that it indicates “when the offering is useful to the customer or beneficiary” (Lusch and Nambisan 2015).

Value Proposition: “Invites actors to serve one another in order to attain value, whether it is economic, financial, or social value or some combination of these” (Chandler and Lusch 2015).

APPENDIX D: TEMPLATE OF QUESTIONS TO IDENTIFY EMERGENT THEMES IN CASE-BASED ANALYSIS

(Based on themes and conceptualizations that emerged in the literature review to aid in classifications and dimensionality; *To consider: What are the characteristics of some of these different exchanges? What are the commonalities among and difference between them? Are there expectations or things that can't be accounted for?*)

- 1. Is this p2p exchange in some form? (If not, do not continue).**
- 2. Do users have to pay anything for service/resource? (Reciprocal exchange)**
 - a. If *yes*, is it indirect (e.g., monetary payment) or direct resource exchange (trade, barter, swap)?
 - i. If *indirect*, is it 1-time fee, pay-per-use, subscription, etc.?
 - ii. If *direct*, how is exchange value determined?
 - b. If *no*, is there an expectation of reciprocity or “paying-it-forward” in the future?
- 3. How might this type of exchange be classified? (Note: Can be hybrid of multiple)**
 - a. Commodity exchange
 - i. Purchase (indirectly with monetary payment)
 - ii. Barter/Auction
 - iii. Swap/Trade
 - b. Gift exchange
 - i. Gift
 - ii. Donate
 - iii. Bequest
 - c. Sharing
 - i. Share (Lend/Borrow)
 - d. Disposition (*no direct exchange – getting rid of item, e.g., leave chair by curb for trash and neighbor picks up*)
- 4. Do all parties benefit from the exchange?**
 - a. If *yes*, how does each party benefit?
 - b. If *no*, who does not benefit?
- 5. Can anyone use product/service (e.g., open access or commons) or is use restricted?**
- 6. Can resource be used again after initial exchange? (e.g., can p/s be used for others or am I ‘consuming’ it completely?)**
 - a. Would this user have to pay for access/use/ownership? (e.g., once Wiki information ‘resource’ is out there, it doesn’t cost anyone to access/use)
- 7. Is there a product or tangible good exchanged?**
 - a. If *yes*, is it temporary (access) or permanent (transfer of ownership)?
 - i. If *access*, is it short- (e.g., temporary rental) or long-term (e.g., lease) access?
 - ii. If *permanent transfer*,
- 8. Is there a service performed?**
 - a. If *yes*, by which entity is it performed?
 - i. Is this entity a person, or company/company service platform?

1. If *person*, is entity providing service an official employee of a company or an independent contractor/another consumer? (Note: There are some B2B “Sharing” companies for medical equipment, office space, etc.)
 2. If *company*, do you interact directly with an employee or a platform?
- b. Is this service performed by more than 1 entity?
- i. If *yes*, by which entities?
- 9. Does facilitator/service mediate the transaction/exchange?**
- a. If *yes*, is exchange facilitated between multiple actors – e.g., consumer and 1+ other non-company actor(s)?
 - b. If *yes*, does facilitator/service receive any compensation?
 - i. If *yes*, from who? (from 1 party, multiple parties, advertising, etc.)
 - ii. If *yes*, how? (indirect/direct exchange)
- 10. Is technology used to facilitate exchange?**
- a. If *yes*, what kind of technology was used? (e.g., phone app, internet, or otherwise, reapplication/ recombination of knowledge)
 - b. If *yes*, was technology operated by company or community?
 - c. If *no*, how was exchange facilitated?
- 11. Is there a social/communal element to the exchange?**
- a. If *yes*, what kind? (ratings/review systems, user profiles, forums/newsletters, etc.)
 - b. Do/can users interact with peers? With the company?
 - i. If *yes*, how?
 - ii. If *no*, how does exchange occur?
- 12. Is there a contract among users?**
- a. If *yes*, what kind? (social/implied, legal, etc.)
- 13. Are there other companies that offer the same products/services?**
- a. If *yes*, what are some examples? (trying to determine if ‘traditional’ or ‘new’)
- 14. How might the industry or product/service category be classified (e.g., hospitality, transportation, etc.)?**
- 15. Is exchange pro-social or environmentally sustainable?** (Note: RE: actual p/s offering – this is different from *perceptions* of being eco-friendly)
- 16. Are other users required to make purchase/make use of service in order for focal customer to?** (e.g., crowdfunding/group purchasing)

APPENDIX E: CHAPTER IV, STUDY 1: ORIGINAL NODES (PRIMARY RESEARCHER)

Node	Node Name	Description	Key words/ Potential query words
1	Convenience, availability	This is the broad “parent code” for many of the subjects that came up relative to convenience and availability of options.	See sub-nodes below.
1A	Ease of Use	This captures people simply saying that it is “easier to use” or “easy” rather than giving specific outcome or purpose for convenience.	Easy, ease, easiest, easier, simple, easy of use, easy to operate, uncomplicated, painless, effortless
1B	Flexibility, mobility	This has to do with the flexibility given to individuals by CC usage including improved mobility, improved quality of life (e.g., freedom), and removes burdens of not having or necessity of ownership of certain items, such as a car.	flexibility, improved mobility, quality of life, freedom, autonomy, independence, solutions, solve problems
1C	Technology, applications	This is to capture the convenience associated with technological applications/ technology integration, the platforms, etc. For example, it improves the way that people can pay for services and thus technology makes payments more convenient.	Technology, applications, automated, hi-tech, high tech, communications, call, text, email, order, processing, accessibility, access, computers, digital, savvy, interface, digital economy
1D	Time, quick	This is to capture the convenience associated with time. For example, that this is saving them time, or that they didn't have enough time to do something else, or that time is important to them and so they used this due to it conveniently being quicker, fast, etc.	Quick, saving time, out of time, no time, time important to me, fast, speedy, hurry, soon, prompt
2	Efficient, Practical	This is the broad “parent code” for many of the subjects that came up relative to convenience and availability of options.	Smart, Practical, wiser/better choices, decisions, good choice

2A	Knowledge, info, power	This was created as I started to see empowerment might be separate from the efficiency or practicality of it. For example, this gives individuals more power/control or allows them to plan accordingly because they are more aware; But questioned the broader category because... the information that was provided gave them more control over the situation but does it necessarily increase efficiency or is it necessarily more practical?	Empowers; have additional info (e.g., can see the driver's locations, etc.); empowering, knowledge, additional/more information; knowledge, awareness, control, regulate
3	Fun, Enjoyable	This captures how the fun or pleasure associated with the experience drives individuals to participate in CC options.	Pleasurable, fun, enjoyable, cool, entertaining, amusing, interesting
4	Novelty, Try new	This captures how the fun or pleasure associated with the experience drives individuals to participate in CC options	Novelty, New, novel, unconventional, conventional, alternative, options, original, unusual, unfamiliar, unconventional, traditional, unique, different
5	Only option	This has to do with the fact that sometimes there is no other option available which is why they are compelled to use CC. Not necessarily a driver that is ideal for companies because implies there is not necessarily loyalty and if another option presented itself they might be equally or more likely to try that option.	Use this because I have no other choice; only option; have/had to; no choice
6	Better alternative; Better Amenities/ Options	This has to do with the fact that CC companies are chosen because they are the most attractive option relative to what is available for them. This is indicated by patterns such as "it was better than..." or "I didn't want to do X, so I used this..."	Benefits, amenities, options, better option/alternative, better than, better offer, substitute, other, replacement, improved, best available, features, extras, options,
7	Personal, Experience, Local	This has to do with individuals having access to a local or more personal experience. It also involves feeling like experiences a "real" local culture or experience and	Personal, Experience, Local, face to face, firsthand, experiential, local, hometown, experienced, tourist, community, neighborhood, city, native,

		avoiding feeling ‘touristy’ or commercial. They believe they get better recommendations and a better sense of/are more in touch with the local community.	resident, local person, personalized, intimate, exchange, formal, informal, scripted, script, talking, conversations, recommendations
8	Quality, Consistency, Expectations	This gets at the quality or standards of CC companies including expectations of quality and perceptions of quality and consistency experienced	Consistency, quality, stability, uniform, expected, expectations, streamline, regular, dependable, reliable, standards, codes, condition, pride, clean, cleanliness, upkeep, maintenance, expect, rules, norms, culture, obligations
8A	Relative to Employees	This identifies the quality or standards, particularly as they relate to the contributor, or service provider/ “employee” role.	Friendlier, nicer, better service, etc.
9	Safety, Trust, concerns	This captures feelings of safety or trust that drive participation in CC. It serves as the broad “parent category” for related issues.	Safety; safer option; felt more comfortable with it, reliable, trust, trustworthy, welfare, well-being, protection, security, assurance, reliance, rely, truth,
9A	Ratings, Reviews, Evaluations	This captures the importance of the brand name or reputation of the company for individuals in determinations to use CC. In other words, how important is it for them that the company has a well-known brand name such as Airbnb or Uber.	Ratings, Reviews, Evaluations, score, star, stars, evaluate, comments, explanations, reasons, analyze, evaluation, assessment, appraisal, examine, inspect, look at, criticism, critique, feedback, assessment, overview, report, consider
9B	Brand, Reputation	This captures the importance of the brand name or reputation of the company for individuals in determinations to use CC. In other words, how important is it for them that the company has a well-known brand name such as Airbnb or Uber. This suggests there a ‘fall back plan’ or some kind of protection if something goes wrong, a sense of accountability.	brand name, well-known brand, large company/corporation, company reputation, big company, big name, well-known company
9C	Un-Familiarity, location,	This describes how individuals are likely to use CC to assist them when they are in unfamiliar or	Unfamiliar with surroundings, new area/location, not familiar with surroundings, etc., level of comfort

	comfort level	uncomfortable situations/places and how use of CC increase comfort.	
10	Moral, Ethical, Legal	This has to do with using in order to do what is best for or in support of local economy/ entrepreneurs, “employees” of companies (meaning contributors). It also identifies reasoning related to doing the moral/ethical thing or what is best for the environment or social surroundings.	Moral, Ethical, Legal, virtuous, good, upstanding, principle, principled, honorable, honest, respectable, decent, environment, citizen, legal, law, illegal; supporting local economy/entrepreneurs; supporting employees, etc.
11	Value; Price	This captures individual’s feelings that CC companies provide the best value for their money in terms of cost for what they get out of it, or amenities provided for the payment. Cheap is one of the most frequently used words but beyond that it gets at the value which drives usage.	Value, price, deal, cheap, expensive, cost, afford, reasonable, money, save, economic, monetary, money, free, cash, credit card, payments, pay, charged, profit, tip, finances, economic, dollar, pricey, worth, cheap, cheaper, cheapest, expensive, inexpensive, saving, best deal, rates, pay, money, monetary, value
11A	Promotions, deals, discounts	This is subgroup of value/price which was identified that suggests they are driven to use it based on promotions or discounts/deals that they were offered (often an initial offer to try it).	Promotions, deals, discounts, savings, news, ads, ad, advertisements, media, commercial, deal, trial, free offer, limited period

APPENDIX F: CHAPTER IV, STUDY 1 – CODER 2 NODES (GRADUATE STUDENT)

Node	Name	Description
1	Safety/Trust	This has to do with physical (e.g., dangerous cabs – no seatbelt) and social (reputation) security as well as fact that information gives you security (e.g., info/knowledge provided makes you feel more secure). Also, this captures that the brand name being well-known implies there is access to customer service.
2	Ease of Process	This is related to how easy it is to use the process or platform and includes the technology (e.g., payments), ability to contact others, provide reviews, etc. Can include comfortable (if is used as <u>easy</u>)
3	Availability (more options available)	This deals with the responsiveness (e.g., time – how quick they are to respond with car or service needed), the specific locations that are available (e.g., Airbnb in certain places where there are not hotels or Uber where there are not cars).
4	Adaptability	This is about flexibility and idea that needs can be met by these companies that can't be met by traditional companies (e.g., group trips, special needs daughter, etc.); It also gets at all the options provided and as a way to have a customized experience when options may be limited in traditional models.
5	Authentic Experience	This gets at personal connections with service providers (e.g., nicer, friendlier, feels like home)
6	Other options	This captures that there are more options (e.g., more appliances as with kitchen provided) that allow more freedoms and to do more things on their own.
7	Cheaper/Price	Price or the fact that it is “cheaper” is common, but might be value also.
8	Reputation/brand	The brand reputation and the fact that users can be rated is captured here.
9	Supporting Others	This deals with their desire to support other customers as opposed to big companies.
10	Social conventions	This addresses social conventions and meeting certain level of expectations socially. For example, if license suspended and don't want people to know that you are being picked up, can use Uber vs. taxi, as well as the idea that if my friends use this, I can/should too
11	Relative to Traditional	This focuses on whether it is a better or worse alternative to, for example, hotels and use of traditional companies.
12	Convenience	This is about the convenience of using it and how it often is faster/saves time.

Appendix G: Chapter IV, Study 1: Themes After Dual-Coder Comparison and Discussion

Node	Node Name	Description
1	Safety/Security, Comfort, Trust	This captures feelings of safety or trust that drive participation in CC, including physical (e.g., dangerous cabs – no seatbelt) and social (e.g., personal reputation) security. Furthermore, the fact that the brand name association (e.g., well-known brand) and access to additional information (e.g., knowledge about service provider, costs, timing, etc.) implies there is accountability (e.g., via customer service), provides a sense of security. This serves as a hierarchical node, or the broad “parent category,” for related issues.
1A	Brand Reputation	This captures the importance of the brand name or reputation of the company for individuals and the fact that users can be rated in determinations to use CC. In other words, how important is it for them that the company has a well-known brand name such as Airbnb or Uber, which suggests there a ‘fall back plan’ or some kind of protection (i.e., a sense of accountability) if something goes wrong. The brand gives customers the idea that there is a company supporting the service, and thus there is less risk involved.
1B	Ratings	This includes the reputation of the service providers/contributors based on ratings and reviews, which is believed to engender feelings of security and comfort when making decisions about usage. These reviews are related to the feedback that customers give to the service providers (generating positive or negative reputation).
1C	Physical Safety (limited cases)	This encompasses physical safety; which many consumers cite as a reason they utilize CC options. For example, consumers suggest they feel there is a danger in using taxis because there are poor drivers and often a lack of seatbelts. Alternatively, they believe there are extra security measures in place for CC companies.
1D	Information, Knowledge	A benefit of CC is that it provides additional information to the consumer beyond what they might expect from traditional firms. For example, they are given information regarding the projected price of an Uber and when it will arrive as well as information about the driver. This knowledge empowers the consumer by giving them more control and allowing them to plan accordingly. But more importantly, it offers them greater security and comfort in their decisions to use CC.

1E	Social conventions (specific case)	This addresses social conventions and how meeting a certain level of social expectations provides a sense of security. For example, if a driver’s license is suspended, they feel protected if an Uber picks them up as a friend might, rather than those around them seeing them picked up by a cab. This also encompasses the idea that broader social acceptance of these entities brings a sense of comfort in using them (e.g., if my friends feel safe using this, I can/should too).
2	Ease of Use	Ease of Use is related to how simple the <u>process</u> of utilizing these firms, platforms, or applications is for the consumer. This serves as a “parent category” and includes the technological aspects (e.g., payments) and the functionality (e.g., uncomplicated and overall simple to use) of the process.
2A	Functionality	This captures people simply saying that it is “easier to use” or “easy” regarding the functionality of the process. For example, consumers appreciate the ease of communication (e.g., ability to contact others), as well as to provide feedback (e.g., reviews). Furthermore, the ability to track information, such as when a driver might be arriving, makes it easier for customers to make arrangements and manages expectations.
2B	Technological Aspects	This captures the ease of using the platforms, particularly associated with the technological applications and seamless technology integration provided by the platforms. For example, it improves the way that people can pay for services and thus technology makes these services easier to use. This also deals with the ease of booking/reserving use of these services.
3	Convenience	This is the broad “parent code” for the topics that emerged relative to the convenience of CC options. Specifically, this entails the convenience associated with time (e.g., responsiveness saves time) and flexibility of access over ownership (e.g., do not need to own car to have convenient transportation).
3A	Time, quick	This is to capture the convenience associated with time. For example, that this is saving them time, or that they didn't have enough time to do something else, or that time is important to them and so they used this due to it conveniently being quicker, fast, etc.
3B	Flexibility of Access	This has to do with the flexibility given to individuals by CC usage including additional flexibility in terms of accessing goods and services. This includes consumers’ beliefs that is provides them improved mobility, improved quality of life (e.g., freedom), and removes the potential “burdens” of ownership or even the necessity of utilizing resources they do own. For example, it means that users potentially do not have to worry about car payments, insurance, parking, etc., but it also means that even users who do have a car have the flexibility to use alternate services as needed (e.g., car is being repaired, not wanting to find parking, etc.). This also seems to be address the idea that this is a convenient fix for short-term solutions. For example, needed Uber service because my car was temporarily broken down, or I only wanted to stay somewhere one time rather than own a condo there so I used Airbnb.
4	Versatility	This is about the versatile options provided by CC companies and the idea that needs can be met by these companies that cannot be met by traditional

companies. For example, Airbnb offers options to accommodate a large group that wants to have a communal space or the ability to cook meals together, or offers a parent with a special needs child the ability to make a vacation feel “more like home” for the family. Thus, this gets at all the options or alternatives provided as a way to have a customized experience that may have been limited in a traditional setting.

4A	Adaptability	This is about flexibility and idea that needs can be met by these companies that can't be met by traditional companies (e.g., group trips, special needs daughter, etc.). It also gets at all the options provided and as a way to have a customized experience when options may be limited in traditional models.
4B	Better alternative; Better Amenities/ Options	This has to do with the fact that CC companies are chosen because they are the most attractive option relative to what is available for them. This is indicated by patterns such as “it was better than...” or “I didn't want to do X, so I used this...”. In other words, this focuses on whether it is a better or worse alternative to, for example, hotels and use of traditional companies.
5	Trend Novel, popular, social	This considers how consumers are influenced to use these services based on their social networks and what is perceived as ‘trendy’ or ‘popular’ at the time. This has to do with conforming to what peers are doing as well as a desire to try something that is new and socially accepted
6	Value	This captures individual’s feelings that CC companies provide the best value for their money in terms of cost for what they get out of it, or amenities provided for the payment. Cheap is one of the most frequently used words but beyond that it gets at the value which drives usage. Many consumers suggest that they did not always pay less, but what they received for their money in terms of amenities, options, opportunities, etc., were far more valuable than what they might have experienced with more traditional firms.
7	Authentic Experience	This has to do with individuals having access to a local or more personal experience. In other words, experiencing a “real” location with “real” people. It also involves feeling of experiencing local culture and avoiding what might feel commercial.
1A	Authentic Encounter	The idea of an authentic encounter encompasses personal connections with service providers (e.g., nicer, friendlier). Thus, they believe they get better recommendations and a better sense of/are more in touch with the local community. One advantage of CC is that consumers can decide the type or level of contact they want to have with the service provider (they can choose whether or not to interact with them). It can also be that they choose the level of encounter (e.g., can avoid meeting people face to face if they so choose).
1B	Authentic Environment	This involves feeling of experiencing a “real” local culture and avoiding what might feel ‘touristy’ or commercial and speaks more to the

atmosphere or environment. Consumers also cite a less sterile feeling (e.g., “feels like home”).

This often includes consumers indicating the experience is opposite to the parallel traditional business model. For example, for Airbnb, people want less of the traditional hotel feeling which might be sterile and impersonal and more of an authentic “homey” experience. On the other hand, for Uber, they want the cleanliness that cabs often lack. So while they standards/expectations aren’t the same across CC companies, the idea that they want an experience different from the traditional/existing models is clearly expressed.

APPENDIX G: FINAL PROPOSED LIST OF THEMES/NODES

Node	Node Name
1	Safety/Security, Comfort, Trust
1A	Company Reputation
1B	Trust in Ratings/Reviews
1C	Decisional Control
2	Ease of Use
2A	Functionality
2B	Technological Integration
3	Convenience
3A	Speed of Fulfillment
3B	Flexibility of Access/CC Optimism
4	Versatility & Adaptability
5	Social Impression/Trend
6	Product/Service Value
7	Authentic Experience
1A	Authentic Encounter/Communitas
1B	Authentic Environment

APPENDIX H: QUALITATIVE INTERVIEW GUIDE

[Please note: Comments that are bracketed and italicized are for the interviewer only.]

<p>Qualifying Conditions:</p>	<p>Participant will be pre-screened prior to interview. They must:</p> <p>(1) Be generally familiar with what collaborative consumption (CC) is (i.e., recognize the construct), and</p> <p>(2) have participated as a ‘consumer’ with CC firm on at least one occasion.</p>
<p>Section 1: Introduction Components</p> <ul style="list-style-type: none"> • Thank you • Introduction • Purpose • Duration • Confidentiality • Overview of Interview • Opportunity for Questions • Verbal consent 	<p>I want to stay how much I appreciate your taking the time to speak with me today. My name is Kris Lindsey Hall and I am a fourth year doctoral student at the University of Alabama. This research is part of my dissertation and focuses on consumers’ experiences with collaborative consumption companies. Specifically, I am interested in companies, such as Airbnb, which connects consumers looking for lodging with individuals who have accommodations, and Uber, which connects pre-screened drivers with other consumers in need of a ride. I would like to ask you some questions to obtain your personal insights about and experiences regarding collaborative consumption companies such as these.</p> <p>The interview should take approximately thirty minutes. With your permission, I will be recording this session because I want to make sure we capture all of your feedback. I also want to remind you that there are no right or wrong answers. All of your responses will be kept confidential and will in no way be tied to your personal information. This means that your responses will only be shared among members of our research team and your identity will be protected. If there is anything you would rather not answer, please let me know and we will continue to the next question.</p> <p>Do you have any questions before we begin? [Pause for questions/response.]</p> <p>Okay, I just need to verify that it is okay for me to record your responses. This allows me to have a more natural conversation with you without taking down notes.</p> <p><u>Do you consent to participate in this interview and to be recorded for our internal research purposes?</u></p> <p style="text-align: right;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>

	<p><i>[Make sure to get “yes” response before recording. Otherwise, take notes].</i></p> <p>*PRESS RECORD!*</p> <p>Can you please state your name and that you consent to this interview being recorded?</p>
<p>Section 2: Open Ended and Short Response Questions for CONSUMERS :</p> <ul style="list-style-type: none"> • No more than 15 open-ended Questions; limit additional questions • Ask factual before opinion • Use probes or ‘elaborating questions’ as Needed (see below) 	<p>1. Can you please tell me a little about yourself – your name, age, occupation, and information like that?</p> <p>First, we will talk about your general feelings towards CC and your usage of CC as a <u>consumer</u>.</p> <p>2. Can you define what Collaborative Consumption [CC] is in your own words?</p> <p style="padding-left: 40px;"><i>[If similar to our definition, give affirmative response, but still read out the formal research definition. If not correct, suggest that this research uses an alternative definition which is:]</i></p> <p style="padding-left: 40px;">Collaborative Consumption: Includes the transfer or use of underutilized assets, for a fee or some compensation, usually coordinated by a third party via technological platforms or applications</p> <p>3. Can you remember a time that you used a CC company?</p> <p>4. Please describe the reasons you used this company.</p> <p style="padding-left: 40px;"><i>[If these items are not included, prompt the respondent for additional information: name of company/service, product/service exchanged, form of compensation.]</i></p> <p>5. How did you find out about this CC company?</p> <p>6. How long have you used this particular CC company? [years, months]</p> <p>7. Is there another experience you have had with CC that you would like to share?</p> <p style="padding-left: 40px;"><i>[If yes, ask them to share. If no, proceed to next question. Repeat question #4 until the answer is no.]</i></p> <p>8. Have you used a CC company where you didn’t have to pay for anything such as with Freecycle or CouchSurf?*</p> <p>9. Do you feel that collaborative consumption options are valuable? If yes, is an important concept?</p> <ul style="list-style-type: none"> • Why or why not? <p>10. AND/OR Do you think CC makes goods and services more or less affordable for consumers? Why?</p> <p>11. What do you think drives/motivates you to use CC companies?</p> <p>12. What do you think drives/motivates other consumers to use CC companies?</p>

[Let them answer first. Ask them if there are any other drivers they would like to add? Repeat this until answer is no. When no answers, proceed to ask the following.]

13. Do you believe there are different occasions when you might use CC over more traditional companies?

[If they need explanation, can use “For example, is there a time you might use a CC company such as Airbnb over a more traditional company like a hotel?”]

14. What are some of these occasions? - When might you be more likely to use the CC company? The traditional company?

[If interesting response, probe for more information. Ask them if they have anything else to add.]

15. Can you give me an example of a time that you chose one company (traditional or CC) over the other?

16. If both options were relatively equitable regarding cost, location, options, etc., which do you think you would be more likely to use? Why?

17. What do you see as possible advantages of using CC companies?

[Let them answer first. Ask them if there are any other drivers benefits they would like to add? Repeat after each response until answer is no.]

18. What do you see as potential disadvantages of using CC companies?

[Let them answer first. Ask them if there are any other drivers downfalls they would like to add? Repeat after each response until answer is no.]

19. Would you be willing to try other CC companies?

20. Would you recommend that other people use CC companies?

- Why or why not?

21. On a scale from 1-10 [1-very unimportant, 10- very important], how important do you think CC is currently?

- For the future?

22. How do you feel about the fact that you can often rate the services of these companies?

23. How do you feel about the fact that they can rate you?

24. Do you feel you act any differently because of the fact that they can rate you?

25. Do you feel safe with these systems?

26. How does safety compare with traditional firms?

27. Do you think there are ethical issues with using these companies?

28. What about ethical issues with the companies themselves?

29. Who benefits most from these business models?

30. Who else might benefit?

31. Who benefits least?

	<p>32. Do you think these business models will last?</p> <p>33. Do you think they will drive out traditional business models?</p> <p>34. Do you think these new business models will cause changes with traditional business models? *</p> <p>35. How important is a cohesive brand or well-known brand name with these business models?</p> <p>Now, I would like to ask you some more questions about a time that you might have had a negative experience with a CC company.</p> <ol style="list-style-type: none"> 1. Can you think of any times where you experienced a service failure [i.e., something went wrong] when using a CC company? <ul style="list-style-type: none"> • <i>[If yes, ask the following questions. If no, skip to next section.]</i> 2. Can you tell me about that experience? 3. Who do you think was to blame for the failure? Why? 4. Was the problem resolved? <ul style="list-style-type: none"> • If yes, how? • Were you satisfied with the solution? 5. Who do you think <i>should</i> have fixed the problem? Why? 6. Would you have been more satisfied if another party had fixed the problem? Why or why not? <ul style="list-style-type: none"> • If so, which party? <p>We're almost finished. I would just like to ask you a few general questions.</p> <ol style="list-style-type: none"> 1. How important would you say the idea of personal <i>ownership</i> is to you? 2. How important would you say the ability to have <i>access to</i> goods or experiences is to you? 3. Would you allow others to access your own goods? Why or why not? * 4. Do you think it would be beneficial to trade services with others? *
<p>Section 3: Closing Components</p> <p>Additional comments Next steps Thank you</p>	<p>I have just a few final demographic questions for you. Please remember that this information is completely confidential and that you can choose not to respond to any of the questions. Alternately, if you would prefer to complete these questions electronically, I can provide you the link to a brief survey following this interview.</p> <p><i>[Only read the italicized information in the questions below if the interviewee needs clarification.]</i></p> <ol style="list-style-type: none"> 1. What is your age? 2. What is your gender? 3. What is the highest level of education that you have completed? (<i>e.g., high school, some college, 2-year degree, 4-year degree, graduate degree</i>)

	<p>4. What is your race? (<i>e.g., White, Hispanic, Black, Asian/Indian, American Indian/Alaskan Native, Hawaiian Native/Pacific Islander, 2 or more of these, etc.</i>)</p> <p>5. What is your household income? (<i>e.g., Under \$24,999; \$25,000 - \$29,999; \$30,000 - \$49,999; \$50,000 - \$74,999; \$75,000 - \$99,999; \$100,000 - \$149,999; Over \$150,000</i>)</p> <p>6. How might you describe your geographic location? (<i>e.g., West, Midwest, Northeast, South</i>)</p> <p>7. How might you describe your marital status? (<i>e.g., single, married, divorced, widowed, separated, single</i>)</p> <p>Those are all the questions that I have for you. Is there anything else that you would like to add?</p> <p><i>Are there any other people that you think might be interested in letting us interview them about their experiences with CC companies? If so, could you please provide their name and contact information.</i> [Record their info below]</p> <p>Name:</p> <hr/> <p>Number/Email Address:</p> <hr/> <p>Name:</p> <hr/> <p>Number/Email Address:</p> <hr/> <p>I will continue to collect and analyze the information provided from you and others over the next [<i>insert time period</i>]. If you would like to add anything or have questions at any time, please feel free to contact me.</p> <p>Thank you again for your time!</p>
<p>Sample Elaboration Questions:</p>	<ul style="list-style-type: none"> • Could you please give me an example of that? • Can you elaborate on that idea? • I'm not sure I understand what you're saying. Could you please explain that further? • Is there anything you would like to add? <p><small>*Indicates added during iterations of the interview guide as opposed to question included initially.</small></p>

APPENDIX I: QUESTIONNAIRE FOR QUANTITATIVE PHASE – CHAPTER V

Thank you for taking the time to participate in our research survey! In this survey you will be asked to tell us about your experience with Collaborative Consumption (CC) companies. We consider CC to include *peer-to-peer service provision or resource exchange, for a fee or some compensation, which is mediated by a third party* (often via the use of a technological platform or application). Some popular examples of CC include travel rentals (e.g., Airbnb), car sharing (e.g., Uber), or clothing exchanges (e.g., PoshMark). A key feature of our definition of CC is that it includes ‘other compensation’ which allows for the inclusion of trade and bartering in addition to monetary exchanges. In other words, one could engage in CC by exchanging goods and/or services with other consumers for good or for services they might perform. Please note, however, that we do not include gifts or free items to be considered part of CC. What we would like is to find out more information about your experiences with CC as well as your opinions and attitudes.

On the following pages you will be presented with a number of questions about your experiences with and attitudes regarding CC companies. While we have provided examples, you are not limited to sharing experiences about these companies. We ask that you please read all of the questions VERY carefully. It is very important that you provide your true feelings and thoughts to each response. Your responses are completely confidential, and will not be linked to your name in any way. This research will be used for academic purposes only. It should only take about 15 minutes of your valuable time. We greatly appreciate your participation!

Please note that we have included a number of attention filters throughout the survey. Failure to respond to these questions correctly may result in your not being compensated for completing the survey. You will need to complete all items in order to receive compensation.

This survey is being conducted by Kris Lindsey Hall, a Doctoral Candidate, and Dr. Tom Baker, a Marketing Professor, at The University of Alabama. This survey does not pose any foreseeable risks to you and you may stop at any time. There are no direct benefits to you for participating, but you will be contributing to the researchers' knowledge of collaborative consumption. If you have any questions regarding this survey, please contact Kris Lindsey Hall at kkclindsey@cba.ua.edu. If you have any questions about your rights as a research participant you may contact Ms. Tanta Myles, Research Compliance Officer, at 205-348-5152.

If you agree that you have read and understand the information above and consent to participate in this study, please select the corresponding answer below to continue. If you do not want to participate in this study, please select the response "I do not consent to participation in this study" and you will be directed to the end of the survey.

- I agree that I have read and understand the information above and consent to participate in this study.
- I do not consent to participation in this study.

----- new page -----

We use the term collaborative consumption (CC), which we suggest includes: *peer-to-peer service provision or resource exchange, for a fee or some compensation, which is mediated by a third party* (often via the use of a technological platform or application). Some popular examples of CC companies include travel rentals (e.g., Airbnb, VRBO, HomeAway), car sharing (e.g., Uber, Lyft, BlaBlaCar), or retail rental/exchanges (e.g., PoshMark). There are also pet services (e.g., DogVacay), freelance labor services (e.g., TaskRabbit), and social dining companies (e.g., EatWithMe).

Do you believe you have utilized ANY companies which might be classified as Collaborative Consumption companies? (You are NOT limited to the companies above, which are simply provided as examples.)

- Yes
- No

----- new page -----

Please list the name(s) of the collaborative consumption company (or companies) that you have utilized.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

If more than 6 companies, please list any additional companies here.

----- new page -----

Below is a listing of companies that you indicated you have used within the area of Collaborative Consumption. Please indicate how frequently you utilize each company.

	Less than Once a Year	Once a Year	Once a Month	2-3 Times a Month	Once a Week	2-3 Times a Week	Daily
[Text entry value 1]	<input type="radio"/>						
[Text entry value 2]	<input type="radio"/>						
[Text entry value 3]	<input type="radio"/>						
[Text entry value 4]	<input type="radio"/>						
[Text entry value 5]	<input type="radio"/>						
[Text entry value 6]	<input type="radio"/>						

----- new page -----

--In this section we would like to ask you about your feelings regarding the overall company reputation of CC companies.

When you think of the overall impression you have of CC companies' reputations, please indicate how you might rate them on:

	Far below average	Moderately below average	Slightly below average	Average	Slightly above average	Moderately above average	Far above average
Being well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a customer focus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping you informed about what is happening with the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being a good company citizen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this section we would like to ask you about your attitudes regarding the ratings and reviews provided by as well as your connection with other customers on Collaborative Consumption company platforms. Please indicate the extent to which you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
My overall trust in the ratings provided by other CC customers is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My overall believability of the information provided by other CC customers is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My overall confidence in the ratings provided by other CC customers is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you agree or disagree with the statements below regarding the level of control you have when using CC companies.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Please select disagree for this answer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel in control of what I am doing when I purchase from CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can easily control the information that is provided on CC companies' websites/applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I can control my use of information on CC companies' websites/applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The level of information provided by CC companies' websites/applications helps me to feel in control of my purchase decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

----- new page -----

Please indicate the extent to which you agree or disagree with the statements below regarding the ease of the process of using CC companies.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Learning to use CC companies is easy to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With CC companies, it is easy to do what I want to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My interaction with CC companies is clear and understandable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to use CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you agree or disagree with the statements below regarding the process and experience of using CC technology.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The technology makes it easy for me to conclude my transactions with CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to complete my purchase with CC companies quickly with the technology provided.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It takes very little time to pay for my purchase because of CC technologies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are paying attention to this question, select strongly disagree for this answer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

----- new page -----

Please select the items that measure your attitudes relative to the time and effort associated with using CC.

CC companies...

	1	2	3	4	5	6	7	
...are slow to use.	<input type="radio"/>	... are fast to use.						
...are not speedy to use.	<input type="radio"/>	... are speedy to use.						
...are not quick to use.	<input type="radio"/>	...are quick to use.						

Please indicate the extent to which you have a positive view of CC and believe it offers increased flexibility and efficiency in your life.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Using CC contributes to a better quality of life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using CC gives me more freedom of mobility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using CC gives people more control over their daily lives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using CC makes me more productive in my personal life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

----- new page -----

Please select the items that measure your attitudes regarding the extent to which CC usage is socially acceptable and desirable. Using CC companies...

	1	2	3	4	5	6	7	
...is socially unacceptable	<input type="radio"/>	...is socially acceptable.						
...leaves an undesired impression	<input type="radio"/>	...leaves a desired impression						
...is disapproved by others	<input type="radio"/>	...is approved by others						
...is unpopular	<input type="radio"/>	... is popular						

----- new page -----

Please indicate your level of agreement with the following statements regarding the value of CC.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
CC products/services are excellent value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CC products/services are an excellent value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am happy with the value for the money I get from using CC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The products/services I purchase from CC companies are worth every cent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...select strongly disagree for this answer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate your level of agreement with the following statements regarding your sense of belonging when using CC. When I use CC...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
...I feel a sense of harmony with the others using these products/services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I feel a sense of sharing with the people involved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I feel a sense of camaraderie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...I feel a sense of belonging with others involved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

----- new page -----

Please indicate your level of agreement with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am satisfied with my overall experience with CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As a whole, I am satisfied with CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall quality of the CC service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am likely to spread positive word-of-mouth about CC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend CC services to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If my friends were looking for a recommendation, I would tell them to try CC.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Select neither agree or disagree for this answer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect to be using CC for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do expect to use CC again in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I expect my relationship with CC to be enduring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is likely that I will support CC companies in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please indicate the extent to which you agree or disagree with the following statements about your experience with CC usage.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I commonly use CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use a lot of different CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a good deal of experience using CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use a lot of CC-related products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself to be someone who regularly uses CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use CC companies because it is my only option.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If you are a human, select strongly agree for this answer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

----- new page -----

Please indicate your level of agreement with the following statements regarding your interactions with CC companies and their representatives.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Overall we provide each other with equal benefits.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a balance in our dealings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is equity in our dealings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The benefits we provide and receive even out over time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you agree or disagree with the following statements regarding using well-known CC brands.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It is important to me that CC companies have a well-known brand name.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel safer using CC companies that are well-known.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A well-known brand name is an important indicator about the reliability of the CC company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate your level of agreement with the following statements regarding your involvement with Collaborative Consumption (CC).

Involvement in CC...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
...is interesting to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...portrays an image of me to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is fun to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is fascinating to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is exciting to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tells others about me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tells me about other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate the extent to which you agree or disagree with the following statements about answering the questions in this survey about CC companies.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
It was easy to answer the questions in this survey across different CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My feelings are generally the same towards all CC companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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AGE Please indicate your age.

GENDER Please indicate your gender.

- Male
- Female

RACE Please indicate your race.

- Non-Hispanic White
- Black or African American
- Hispanic or Latino
- Asian
- American Indian or Alaska Native
- Native Hawaiian and Other Pacific Islander
- Two or more races

EDU Please indicate the highest level of education which you have completed.

- High school
- Some college or associate's degree
- Bachelor's Degree
- Higher than Bachelor's degree

HHINC Please indicate your total household income:

- Under \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- Over \$150,000

MARITAL Please choose the description below which best represents your current marital status.

- Married
- Divorced
- Widowed
- Separated
- Single

GEO How might you describe your geographic location?

- West
- Midwest
- Northeast
- South

APPENDIX J: SCALE ITEMS FOR ALL CONSTRUCTS – CHAPTER V

Scale Names, Sources, and Items

Company Reputation^a

(Cretu and Brodie 2007)

When you think of the overall impression you have of CC companies' reputation, please indicate how you might rate them on:

Being well managed

Having customer focus

Keeping you informed about what is happening with the company

Being successful

* Being innovative

Trust in Ratings/Reviews^a

(Bart, Shankar, Sultan, and Urban 2005)

My overall trust in the ratings provided by CC companies is high.

My overall believability of the information provided by CC companies is high.

My overall confidence in the recommendations provided by CC companies is high.

Decisional Control

(Rose et al. 2012)

I can easily control the information that is provided on CC companies' websites/applications.

* I feel I can control my use of information on CC companies' websites/applications.

The level of information provided by CC companies' websites/applications helps me to feel in control of my purchase decision.

Functionality

(Davis, Bagozzi, and Warshaw 1989)

Learning to use CC companies is easy to me.

With CC companies, it is easy to do what I want to do.

My interaction with CC companies is clear and understandable.

It is easy to use CC companies.

Technology Integration

(Seiders et al. 2007)

The technology makes it easy for me to conclude my transactions with CC companies.
I am able to complete my purchase with CC companies quickly with the technology provided.

It takes little time to pay for my purchase because of CC technologies.

Speed of Fulfillment (Quickness) ^a

(Gorn et al. 2004)

is slow / is fast

is not speedy / is speedy

is not quick / is quick

CC Optimism/Flexibility of Access

(Parasuraman and Colby 2015)

CC contributes to a better quality of life.

- * CC gives people more control over their daily lives.
- CC makes me more productive in my personal life.
- CC gives me more freedom of mobility.

Social Impression/Trend

(Lam, Yin, and Mukherjee 2005)

socially unacceptable / socially acceptable

unfashionable / fashionable

- * undesired impression / desired impression
- disapproved by others / approved by others
- unpopular / popular

Product/Service Value

(Harris and Goode 2004)

CC products/services are excellent value for the money.

CC products/services are an excellent value.

- * I am happy with the value for the money I get from using CC.
- The products/services I purchase from CC companies are worth every cent

Communitas

(McGinnis et al 2008)

...I feel a sense of harmony with the others using these products/services.

...I feel a sense of sharing with the people involved.

...I feel a sense of camaraderie.

...I feel a sense of belonging with others involved

Overall Satisfaction

(Maxham and Netemeyer 2003)

I am satisfied with my overall experience with CC.

As a whole, I am not satisfied with CC.

I am satisfied with the overall quality of the CC service.

Word-of-Mouth

(Maxham and Netemeyer 2003)

I am likely to spread positive word-of-mouth about CC.

I would recommend CC services to my friends.

If my friends were looking for a recommendation, I would tell them to try CC.

Repatronage Intentions

(Hess, Ganesan, and Klein 2003)

I expect to be using CC for a long time.

* I do expect to use CC again in the future.

I expect my relationship with CC to be enduring.

It is likely that I will support CC companies in the future.

* Indicates scale item deleted in Confirmatory Factor Analysis

^a Indicates not included in final trimmed model

APPENDIX K: IRB HUMAN SUBJECT RESEARCH APPROVAL



Office of the Vice President for
Research & Economic Development
Office for Research Compliance

October 14, 2016

Kristina Lindsey Hall
Dept. of Marketing
CBA
Box 870225

Re: IRB#: 16-OR-353 "An Investigation of Consumer Expectations, Failure Attributions, and Desired Recovery in a Collaborative Consumption Context"

Dear Ms. Hall:

The University of Alabama Institutional Review Board has granted approval for your proposed research.

Your application has been given expedited approval according to 45 CFR part 46. You have also been granted the requested waivers of written documentation of informed consent & concealment. Approval has been given under expedited review category 7 as outlined below:

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies

Your application will expire on October 13, 2017. If your research will continue beyond this date, complete the relevant portions of the IRB Renewal Application. If you wish to modify the application, complete the Modification of an Approved Protocol Form. Changes in this study cannot be initiated without IRB approval, except when necessary to eliminate apparent immediate hazards to participants. When the study closes, complete the appropriate portions of the IRB Request for Study Closure Form.

Please use reproductions of the IRB approved stamped consent forms to obtain consent from your participants.

Should you need to submit any further correspondence regarding this proposal, please include the above application number.

Good luck with your research.

Sincerely,



Carpantato T. Myles, MSM, CIM, CIP
Director & Research Compliance Officer

358 Rose Administration Building | Box 870127 | Tuscaloosa, AL 35487-0127
205-348-8461 | Fax 205-348-7189 | Toll Free 1-877-820-3066

UNIVERSITY OF ALABAMA
INSTITUTIONAL REVIEW BOARD FOR THE PROTECTION OF HUMAN SUBJECTS

REQUEST FOR APPROVAL OF RESEARCH INVOLVING HUMAN SUBJECTS

I. Identifying information

	Principal Investigator	Second Investigator
Names:	Kristina Lindsey Hall	Dr. Tom Baker
Department:	Marketing	Marketing
College:	Commerce & Business Administration	Commerce & Business Administration
University:	University of Alabama	University of Alabama
Address:	Box 870225	Box 870225
	Tuscaloosa, AL 35487	Tuscaloosa, AL 35487
Telephone:	512-909-3571	205-348-9432
FAX:		
E-mail:	kk Lindsey@cba.ua.edu	Tbaker@cba.ua.edu

Title of Research Project: "An Investigation of Consumer Expectations, Failure Attributions, and Desired Recovery in a Collaborative Consumption Context"

Date Submitted: 09-07-2016

Funding Source: Primary Investigator will provide funding for this research.

Type of Proposal New Revision Renewal Completed Exempt

	Please attach a renewal application	
Please attach a continuing review of studies form		
Please enter the original IRB # at the top of the page		

UA faculty or staff member signature: _____

II. NOTIFICATION OF IRB ACTION (to be completed by IRB):

Type of Review: _____ Full board Expedited

IRB Action:

___ Rejected Date: _____

___ Tabled Pending Revisions Date: _____

___ Approved Pending Revisions Date: _____

Approved-this proposal complies with University and federal regulations for the protection of human subjects.

Approval is effective until the following date: 10/13/2017

Items approved: Research protocol (dated _____)

___ Informed consent (dated _____)

___ Recruitment materials (dated _____)

Approval signature: _____ Date 10/14/2016