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The Role of Ownership and Motivations in Collaborative Consumption

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Collaborative consumption (CC) has become a prevalent phenomenon, influencing individuals, businesses and governments. Defined as an organized system in which participants conduct sharing activities of various resources (such as space, money, goods, skills, and services), it occurs within a triangle of actors: a platform provider, a peer service provider and a customer. It has increasingly attracted attention of academic as well as business communities. However, there is still a dearth of quantitative studies on what drives individuals to participate in collaborative consumption. Similarly, paucity of empirical research on the role of ownership in collaborative consumption has been recognized.

Therefore, this study aims to fill this void by investigating a three-level framework: values-motivations-intentions. More specifically, it explores how the value of ownership shapes three types of motivations: economic motive, sustainability, and trust. Further, it examines how these motivations influence behavioural intention to engage in collaborative consumption and in turn, willingness to pay for products and services in collaborative consumption.

The authors use survey data gathered on a sample of 222 Slovene consumers to test the system of structural relationships. The results indicate that ownership as a personal value has a positive impact on the economic motive and a negative impact on trust, but is insignificant in influencing sustainability motivation. Further, as predicted, economic motive and sustainability both have a positive influence on behavioural intention, while trust has no significant effect on the intention. Lastly, behavioural intention and economic motive were found to be significant predictors of willingness to pay, but in opposite directions: intention enhancing and economic motive reducing willingness to pay. In view of the path coefficients obtained through the analysis, sustainability appears to more strongly determine an individual's intention to engage in collaborative consumption than the economic motive. The findings from our study afford theoretical as well as practical implications relevant to marketers in elevating their strategic tactics in collaborative consumption.

Keywords: collaborative consumption, ownership, motivations, intention to engage in CC, willingness to pay