

# **Why We Share: Exploring Factors That Affect Intention-to-Use a Goods-Sharing Platform.**

*The perspective of the provider*

MASTER THESIS



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**Abstract**

The Sharing Economy (SE) is an intriguing concept that provides a unique model in which people can not only utilise the services but also provide services to others. Literature showed that factors including trust, economic benefit and social benefit can motivate the consumer to participate in a sharing platform. However, research on understanding the factors that influence the Intention-to-Use a sharing platform as provider is limited. Moreover, most existing studies have primarily focused on successful platforms such as Uber and Airbnb, leaving many other sectors and platforms like goods-sharing platform Peerby understudied. Consequently, there is a lack of clarity regarding the motivations and less successful platforms. Therefore, the aim of this thesis is to research the motivations that influence a providers' intention to use a sharing platform. Specifically, the research question studied is: "What factors influence the providers' intention to use a goods-sharing platform?". This study adopts a provider's perspective for all the fifteen factors studied. A conceptual model was built on a meta-analysis of 152 input studies, and hypotheses derived by the model were tested through a survey, resulting in a sample of 274 respondents. The findings were analysed with a Partial Least Square – Structural Equation Modelling (PLS-SEM). The results revealed that individuals were most motivated by Perceived Emotional Value to use a goods-sharing platform, indicating that individuals that perceive enjoyment of providing goods. Moreover, other factors enhancing intention-to-use a goods-sharing platform were Perceived Usefulness, Social Norm, and Familiarity. This study contributes to our understanding of the motivations that influence a providers' intention to use a goods-sharing platform. Moreover, it provides insights to platform operators which motivations are important for less successful platforms. Finally, this study provides suggestions for future research to increase studies and improve our understanding of the providers perspective and goods-sharing platforms.

**Keywords:** Intention-to-Use, goods-sharing platform, providers perspective

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# 1. Introduction

## 1.1 Problem statement

The ancient practice of sharing goods among close family members and friends has evolved over time into business models in which the exchange of goods and services developed in exchange for ownership (Cheng, 2016). The digitalization and technologies have enlarged the possibility of worldwide sharing through the Sharing Economy (SE) (Belk, 2014). Digital platforms like Uber, Airbnb and Fiverr facilitate ‘ordinary’ individuals to exchange their personal goods or services with other individuals (consumers and users) (Hamari et al., 2016; Eckhardt et al., 2019; Hossain, 2020). This has created new business opportunities and provided access to underutilized goods or services (Habibi, Davidson, & Laroche, 2017). It is worth noting that the SE market size was predicted to increase from \$15 billion in 2015 to \$335 billion in 2025 (PWC, 2015; Cheng, 2016; Hossain, 2020).

The SE has shown a large market potential, but not all platforms have achieved success. While platforms like Uber and Airbnb have experienced rapid growth and benefits (Curtis, 2021; Perren & Kozinets, 2018), others have failed or are struggling to remain economically viable, scale operations, and maintain their original goals (Curtis, 2021; Rojanakit et al., 2022). The growth of sharing platforms caused attention in science community, resulting in an expanding body of knowledge about sharing platforms (Lang et al., 2021). Studies have investigated factors that influence the Intention-to-Use a sharing platform (Rossmannek & Chen, 2023), including Familiarity, trust, or economic benefit (Möhlmann, 2015; Räisänen et al., 2021; Tussyadiah, 2016). Meta-analysis has shown that the number of antecedents that explain Intention-to-Use can be increased to as many as 26 antecedents (Rossmannek & Chen, 2023). These antecedents refer to individual characteristics (Altruism), platform characteristics (Perceived Platform Quality) and context factors (Familiarity). Several studies found that user intent influences actual usage and thus the success of sharing platforms. According to Hamari (2016) and Ajzen (1991), the stronger the intention to adopt a behaviour, the more likely its implementation. Intention-to-Use can be defined as an individual’s willingness or readiness to use a sharing platform (Mao & Lyu, 2017; Ajzen, 1991; Plouffe et al., 2001).

Although extensive research has been conducted on sharing platform, many studies on the sharing platforms have primarily focused on the consumer perspective (Rossmannek & Chen, 2023). However, sharing platforms have a two-sided nature (Mittendorf et al., 2019; Sung et al., 2018), “In contrast to customers who use sharing platforms only occasionally, providers are generally much more involved in and affected by the sharing platforms” (Rossmannek & Chen, 2023, p. 10). The provider is a sharing platform user who makes tangible

or intangible resources available to potential users (Yaraghi & Ravi, 2017). A small amount of research has been done from a providers' perspective (Table 1), but these investigations have been limited to a few antecedents. The lack of research towards a provider's Intention-to-Use a sharing platform is surprising, considering that the work of a sharing platform depends on both the consumer side and the providers side (Lang et al., 2021; Eckhardt et al., 2019).

*Table 1 Previous studies from provider perspective*

From Provider Perspective	
Social, Economic, Environmental Motivators	(Böcker & Meelen, 2017)
Monetary, Social, Moral, Materialism and Sociability motivators	(Bucher et al., 2016)
Economic benefit, Enjoyment, Social relationship, Network effect	(Sung et al., 2018)
Privacy, Assurance, Social influence	(Lutz et al., 2018)

Furthermore, most existing studies have primarily focused on successful platforms including Uber and Airbnb (Amirkiaee & Evangelopoulos, 2018; Rossmannek & Chen, 2023; Bardhi & Eckhardt, 2012), leaving many other sectors and platforms like goods-sharing platform Peerby and SnapGoods understudied. Goods-sharing platforms involves sharing of durable goods like machines, furniture, and clothes. This raises the question whether the lack of research may lead to a biased perception of the success of sharing platforms, as we may be focusing too narrowly on only the most popular platforms (Rossmannek & Chen, 2023; Akhmedova et al., 2020). The nature of sharing goods may influence the outcomes of research on the Intention-to-Use a sharing platform, because this form of sharing involves borrowing and lending of goods. While in home- and ridesharing borrowing and lending of facilities are involved. Hence, there is a lack of clarity regarding the motivations that influence the Intention-to-Use a good-sharing platform as a provider, which may explain the success or failure of sharing platforms. Therefore, this study aims to address the following research question:

*What factors influence the providers' Intention-to-Use a goods-sharing platform?*

## **1.2 Practical relevance**

The existing literature mainly focuses on successful platforms including Airbnb and Uber, neglecting the challenges faced by less successful platforms like goods-sharing platforms. Building on the recent meta-analysis by Rossmannek & Chen (2023) which identified 26 antecedents that provide a holistic perspective on Intention-to-Use, this research takes a quantitative approach to comprehensively explore and analyse the motivational factors that influence individuals' willingness to become providers on a good-sharing platform. By gaining a better understanding of individuals' motivations for offering their goods, goods-sharing platforms can align themselves more effectively with their users and develop successful strategies (Eckhardt et al., 2019). Moreover, a goods-sharing platform differs from many of the platforms examined (Airbnb and Uber). This implies that platforms that are not the same global market leaders, may be able to gain valuable insights from this study, rather than depending on research exclusive to those platforms.

## **1.3 Academic relevance**

As previously stated, this study builds on Rossmannek & Chen (2023) meta-analysis providing a theoretical contribution by examining the motivations of providers on goods-sharing platforms. Furthermore, this study contributes to the scientific literature in two further ways. First, it highlights the providers' side of the Intention-to-Use a sharing platform, which has been understudied in the literature. It is essential to understand the motivation of providers intention, as the success of a sharing platform depends on the provider's willingness to participate. Given the limited amount of research on this topic, this thesis may also offer valuable insights for further research to build upon. Secondly, the research contributes by examining goods-sharing platforms, which have received less attention compared to ridesharing or home-sharing platforms (Rossmannek & Chen, 2023; Rojanakit et al., 2022). The lack of research on good sharing platforms may result in a bias towards only studying successful platforms (Sutherland & Jarrahi, 2018), ignoring the reason why less successful platforms fail.

## **1.4 Outline**

The structure of this study is as follows: Chapter 2 provides a thorough theoretical background related to SE. Chapter 3 presents the applied research method, followed by the results of this study in Chapter 4. Furthermore, Chapter 5 discusses the conclusions of this study and presents its contributions and limitations.

## 2. Theoretical Framework .

### 2.1 Background

The definition of sharing platforms has been extensively debated in the literature (Curtis, 2021), leading to confusion due to the interchangeability of terms like sharing economy, access-based consumption, peer-to-peer, and collaborative consumption. However, these terms share two fundamental characteristics: (1) their use of temporary non-proprietary access models for the use of consumer goods and services and (2) their reliance on the internet (Belk, 2014). For this study, the term 'sharing platforms' will be used, and the following definition will be adopted: “Sharing platforms are online platforms that enable the sharing of resources, services and/or information between consumers and providers” (Eckhardt et al., 2019, p. 3). The literature on sharing platforms can be divided into several streams of literature with different perspectives including ecological (Heinrichs, 2013), economic (Hossain, 2020), and motivational (Ryan & Deci, 2020; Bellotti et al., 2015), this review will discuss two of them.

One stream of research has explored sharing platforms from an economic perspective, focusing on the impact of sharing platforms on employment (Habibi et al., 2017; Hossain, 2020) and the effects on traditional companies (Zhang et al., 2019; Cheng, 2016; Hamari et al., 2016; Rojanakit et al., 2022). Specific industries like transportation (Uber) and accommodation (Airbnb) have been extensively studied in relation to sharing platforms (Curtis, 2021; Perren & Kozinets, 2018; Belk, 2014; Hossain, 2020).

A second stream of research focuses on identifying the success factors of sharing platforms (Rossmannek & Chen, 2023). Multiple studies have determined what motivates people to participate in the sharing economy. These studies demonstrate that usefulness, social benefits, and economic benefits (Botsman & Rogers, 2010; Mohlmann, 2015;) can motivate both the consumer and the provider to participate in the SE (Bucher et al., 2016; Bocker & Meelen, 2017). Various well-known motivation theories have been employed in these studies (Table 2). One theory that is often used in these studies is the Self-Determination Theory (SDT) (Bellotti et al., 2015; Ryan & Deci, 2020). In this theory, behaviour is motivated by intrinsic and extrinsic motivations. Wherein intrinsic motivations can be distinguished on enjoyment of the activity itself, while extrinsic motivations come from the results of the behaviour (Hamari et al., 2015). The Technology Acceptance Model (TAM) is another theory that is often used. It focuses on how important it is to understand and predict how people will accept and use technology. Table 2 outlines an overview of different motivational theories that have been used as input in various studies examining the motivations for using sharing platforms. Similarly, these theories served as the foundation for Rossmannek & Chen (2023) meta-analysis, which

aimed to examine the factors influencing the Intention-to-Use a sharing platform. Factors like Perceived Ease-of-Use, Altruism and Perceived Risk are derived from these theories.

Table 2 Main motivational Theories used in SE.

Theory	Main argument	Motivational factors	Authors
Technology Acceptance Model (TAM)	TAM argues that the usage intention of innovations is higher when individuals perceive them to be useful and easy-to-use.	Perceived Ease-of-use, Perceived Usefulness,	(Davis, 1989) (Min et al., 2019)
Theory of Planned Behaviour (TPB)	TPB suggests that individual's behavioural intention is affected by subjective norms, Perceived Behavioural Control and attitude.	Subjective norms, Attitude, Perceived Behavioural Control	(Ajzen, 1991) (Mao & Lyu, 2017)
Social Exchange Theory (SET)	SET argues that individuals engage in exchange processes based on expectations of reciprocity.	Monetary rewards (Economic benefits), non-monetary rewards (Emotional support, Status, Social benefits)	(Bellotti et al., 2015) (Geiger et al., 2018) (Hossain, 2020)
Self Determination Theory (SDT)	SDT posits that individuals have three innate needs to be fulfilled for a sense of well-being. Here, SDT separates intrinsic motivation from extrinsic motivation.	Extrinsic motivations: Reward, Money, Conforming to norms and Recognition. Intrinsic motivations: Enjoyment, helping others, Strive for sustainability and Experience	(Bellotti et al., 2015) (Ryan & Deci, 2017) (Amirkiaee & Evangelopoulos, 2018).
Prospect Theory (PT)	PT argues that individuals make decisions under risk and uncertainty. In their decision making both Perceived Risk and perceived value counterbalanced.	Perceived Risk, perceived value	(Tversky & Kahneman, 1992)
Normal Activation Model (NAM)	The NAM posits that individuals exhibit behaviour that conforms to their own personal norms reflecting the obligation to be socially (helping others) and environmentally (sustainability) responsible.	Sustainability, Altruism, prosocial behaviour	Martínez-González et al., 2021) (Steg & De Groot, 2010)

## 2.2 Intention-to-Use

Intention-to-Use originates from the Theory of Reasoned Action (TRA) (Venkatesh, Morris, Davis, & Davis, 2003) and later from TAM (Davis & Davis, 1989). These theories suggest that an individuals' Intention-to-Use a technology strongly correlates with the actual use, making Intention-to-Use an important predictor for adoption and acceptance (Venkatesh, Morris, Davis, & Davis, 2003). In this study, Intention-to-Use refers to the willingness or readiness of individuals to use a goods-sharing platform as providers in the future (Mao & Lyu, 2017; Bellotti et al., 2015; Amirkiaee & Evangelopoulos, 2018). This intention is influenced by their motivation, including the desire to achieve financial or social rewards (Martnez-González et al., 2021). Additionally, the intention of offering one's own goods on a goods-sharing platform is an accurate, valid, and reliable measure of actual behaviour (Arts et al., 2011; Plouffe et al., 2001). Given the strong correlation between Intention-to-Use and actual use, this study will use Intention-to-Use as the dependent variable.

### 2.3 Meta-analysis Rossmannek & Chen (2023)

The motivation theories (Table 2) play a crucial role in understanding the factors that influence Intention-to-Use in the context of sharing platforms. The hypotheses and conceptual model in this study are based on the recent and comprehensive meta-analysis by Rossmannek & Chen (2023). This meta-analysis examined 152 articles and analysed 26 antecedents that may influence the intention of both customers and providers to participate in the SE. The 152 input studies were mostly based on motivational theories (Table 2), which highlights the role these theories played in the development of these antecedents. However, due to overlap among certain factors, this study includes sixteen (Table 3). Some overlapping variables have been merged into several constructs (Table 4).

*Table 3 Overview antecedents Rossmannek & Chen (2023) merging within this study*

Rossmannek & Chen (2023)	Definition	This Study
Intention-to-use	"The degree to which a consumer is willing to buy a certain product, brand, or service in the near future" (Lee & Wong, 2021)	Intention-to-use
Attitude (TPB)	"Attitude refers to a person's psychological emotion about and positive or negative evaluation of performing a specific behaviour" (Ajzen, 1991)	<b>Not included</b>
Subjective Norm (TPB)	"The degree to which individuals believe about how other important and significant people expect them to behave (Martínez-González et al., 2021)	
(e)WOM	"eWOM refers to internet-based communications regarding users' evaluations, comments and opinions about the usage or characteristics of products and services and their sellers" (Mao & Lyu, 2017)	Social Norms (TPB)
Social influence	"The degree to which individuals believe that other people who are important to them think that they should use a certain system" (Gaber & Elsamadicy, 2021)	
Perceived Behavioural Control (TPB)	"The degree to which a person perceives undertaking a specific behaviour or achieving a desired result is easy or difficult " (Mao & Lyu, 2017)	Perceived Behavioral Control (TPB)
Economic Benefits (SDT, SET)	"An expectation of a benefit that can be expressed numerically as an amount of money that will be saved or generated as the result of an action" (Amirkiaee & Evangelopoulos, 2018)	Perceived Economic Benefits (SDT, SET)
Emotional Value (SDT)	"Emotional value designates the gain acquired from customers' feelings or affective states after consuming products and services" (Sthapit et al., 2019)	
Enjoyment (SDT)	"The degree to which individuals experience pleasure, happiness, relaxation and excitement from engaging in a particular activity" (Barnes & Mattsson, 2017) ; (Hamari et al., 2016)	Perceived Emotional Value (SDT)

Hedonic Values (SDT)	"The degree to which individuals place an emotional value on objects or experiences regarding the level of enjoyment received from it" (Rossmannek & Chen, 2023)	
Social Benefits (SDT,SET)	"The degree to which people take pleasure in meeting new people, talking to and being with others" (Amirkiaee & Evangelopoulos, 2018)	Perceived Social Benefits (SDT, SET)
Altruism (NAM, SDT)	"A person's act to promote someone else's welfare, without hoping future repayment even at a risk or cost to ourselves" (Amirkiaee & Evangelopoulos, 2018)	Altruism (NAM, SDT)
Perceived Sustainability (NAM)	"The degree to which individuals are concerned about the environmental, social, and economic consequences of consumption to meet the needs of both current and future generations" (Amirkiaee & Evangelopoulos, 2018)	Perceived Sustainability (NAM)
Perceived Ease-of-Use (TAM)	"The degree to which a person believes that using a particular system would be free of effort" (Davis, 1989)	Perceived Ease-of-Use (TAM)
Perceived Usefulness (TAM)	"The degree to which a person believes using a particular system would enhance his or her job performance" (Davis, 1989)	Perceived Usefulness (TAM)
Perceived Risk (PT)	"An individual's personal belief about the uncertainty and the potential loss that participating in a certain activity may entail" (Mao & Lyu, 2017)	Perceived Risk (PT)
Desire for Uniqueness	"The degree to which a person desires for a personal feeling that he or she derives from partaking in non-standardized, local authentic and individually tailored products and services" (Mao & Lyu, 2017)	<b>Not included:</b> Not relevant in goods sharing context
Information Quality	"The degree to which the content of the website is timely, accurate, and complete" (Wang et al., 2020)	
Service Quality	"The degree to which a service/system provider delivers support via the website" (Wang et al., 2020)	Perceived Platform Quality
Technological Quality	"The degree to which the features of a seller's website meet a buyer's needs and reflect the website's overall excellence" (Mao et al., 2020)	
Materialism	"The degree to which individuals have a material predisposition" (Bucher et al., 2016)	Materialism
Familiarity	"An individuals' knowledge and experience with particular transactions and occasions" (Mao & Lyu, 2017)	Familiarity
Price	"Consumer's perceived satisfaction or benefit received from goods or services in terms of price" (Clauss et al., 2017)	<b>Not included:</b> Not relevant from provider side.
Reputation	"Qualities of a party that give rise to the force of attraction" (Rossmannek et al., 2022)	Perceived Reputation
Trust	"A person's a priori subjective belief of confidence in an exchange partner's reliability and integrity" (Li & Wang, 2020)	Perceived Trust
Satisfaction	"An individual's emotional or psychological state following virtual community usage experiences" (Sthapit et al., 2019)	<b>Not included:</b> Not relevant in acquisition phase

Technical, information, and service quality have been merged into ‘Perceived Platform Quality’, as they all relate to the overall quality of the platform (Wang et al., 2021). Utilitarian benefit is merged with Perceived Usefulness, as both explain an individual’s desire for utility or performance enhancement during activities (Bucher et al., 2016; Sthapit et al., 2019). Social influence, electronic word-of-mouth (e-WOM), and subjective norms are grouped into a single factor, ‘social norms’, as they all relate to the influence of social groups on an individuals’ behaviour (Mao & Lyu, 2017). Similarly, emotional value, hedonic values and enjoyment refer to the emotional and affective state individuals experience during activities (Sthapit et al., 2019). Hedonic value is the subjective enjoyment, and pleasure people derive from using a product or service (Nguyen & lee, 2021; Bucher et al., 2016). In this study, emotional value encompasses both hedonic value and enjoyment.

*Table 4 Variables merging from the meta-analysis by Rossmannek & Chen (2023)*

<b>Initial variables</b>	<b>Merged variables</b>
Subjective Norm (TPB), (e)WOM, Social influence	Social Norms
Emotional Value (SDT), Enjoyment (SDT), Hedonic Values (SDT)	Perceived Emotional Value
Information Quality, Service Quality, Technological Quality	Perceived Platform Quality
Utilitarian Benefits & Perceived Usefulness (TAM)	Perceived Usefulness

In addition, some factors from the meta-analysis by Rossmannek and Chen (2023) are excluded from the study. These factors are attitude, desire for uniqueness, price, and satisfaction. Attitude is part of the TPB and refers to an individual’s positive or negative feeling about a particular behaviour. Attitude was not included in this study as it is more strongly associated with behaviour than with motivation to use a platform (Fishbein & Ajzen, 1975). Desire for uniqueness is excluded as this study focuses specifically on goods sharing, which does not involve learning new local cultures or engaging in social activities like those found in a platform such as Airbnb. Price is not considered as it is more relevant for explaining consumer purchasing intentions, whereas providers are able to determine their own price for the shared goods. In addition, the study already examines economic benefits, making the including of pricing irrelevant. Satisfaction is also excluded as it is often defined as an evaluation after purchase or experience, which influence consumer loyalty. Since this study focuses on the motivation behind individuals’ willingness to provide on goods-sharing platforms, the overall satisfaction after the experience does not provide relevant information to attract providers.

## 2.4 Hypotheses and conceptual model

This chapter develops the hypotheses on the factors affecting individuals' Intention-to-Use a sharing platform as a provider. Further, direct effects are discussed. The conceptual model is shown in Figure 1.

### 2.4.1 Perceived Platform Trust

Perceived Platform Trust refers to the degree to which individuals perceive that the goods-sharing platform is reliable, trustworthy and integer (Eckhardt, 2020; Jiang et al., 2021; Mazzella et al., 2016). Previous research has established trust as a crucial factor in the context of sharing platforms, influencing Intention-to-Use (Amirkiaee & Evangelopoulos, 2018). In context of this study, this implies the perceived trust of an individual to use a goods-sharing platform as provider. Previous studies have shown that users' trust in either the platform or hosts positively influences their intention-to-use a sharing platform (Amirkiaee & Evangelopoulos, 2018; Rojanakit et al., 2022; Möhlmann, 2015). For individuals to feel comfortable offering their goods and sharing them with strangers, they require a certain level of trust in the goods-sharing platform (Eckhardt et al., 2019). This trust is built on the platforms ability to demonstrate that cares about its providers, facilitates a safe and reliable exchange, protects personal information (Jiang et al., 2021; Kim et al., 2018; Li & Wang, 2020). Thus, if an individual perceive trust in a goods-sharing platform, their Intention-to-Use the platform as a provider will be more certain. Hence, this study assumes:

**H1:** *Perceived Platform Trust will positively affect the Intention-to-Use a goods-sharing platform as a provider.*

This study also indicates that perceived trust can act as mediator between variables, including Perceived Reputation and Perceived Platform Quality and the Intention-to-Use a good-sharing platform as provider. The following hypotheses will investigate this mediating effect and provide a more detailed explanation.

### 2.4.2 Perceived Platform Brand Reputation

Perceived Platform Brand Reputation (PPBR) is the general perceptual representation and impression of a goods sharing platform's brand that gives rise to an attractive force (Rossmannek et al., 2022; Eckhardt, 2020). Reputation is based on customers, peers, and other stakeholders' opinions and is influenced by prior behaviour, communication, and marketing

efforts, as well as the platform or organization's values and goals (Eckhardt, 2020; Rossmannek & Chen, 2023). Thus, a positive brand reputation will increase individuals trust that the platform will keep its promises (Eckhardt, 2020; Rossmannek et al., 2022). This implies that trust plays a substantial role in the relationship between PPBR and Intention-to-Use. Individuals develop confidence in a platform when they have a positive perception of its reputation. This trust is based on the belief that the platform can provide high-quality services, is reliable, and will meet users' expectations. In turn, trust influences individuals' Intention-to-Use and willingness to use the platform as a provider. In this study, this indicates that individual's Intention-to-Use a platform as provider are significantly influenced by the reputation of the platform. Hence, this study assumes:

**H1a:** *Perceived Platform Brand Reputation has a positive impact on the Intention-to-Use a goods-sharing platform as a provider through perceived trust.*

#### 2.4.3 Perceived Platform Quality

Perceived Platform Quality refers to an individual's perception of the extent to which a goods-sharing platform possess well-designed, functional, and useful technical features that meet their needs (Li & Wang, 2020). Perceived quality is an important factor that influences providers' trust, their usage intention (Möhlmann, 2015) and to stay engaged to the platform (Böcker & Meelen, 2016; Amirkieae & Evangelopoulos, 2018; Rojanakit et al., 2022). Platforms with high Perceived Platform Quality have user-friendly websites and apps (Mao et al., 2020), high willingness to help providers with their concerns and complaints (Wang et al., 2020), and provide users and providers with all the information they need to buy and sell goods (Wang et al., 2020). When individuals perceive a sharing platform as high quality, it instils a sense of trust, making them more inclined to use the platform as providers (Amirkieae & Evangelopoulos, 2018; Rojanakit et al., 2022). In this study, when the Perceived Platform Quality is high, it enhances the belief that the platform supports the providers' interests, maintains integrity, and is reliable. As a result, higher Perceived Platform Trust leads to a stronger usage intention (Wang et al., 2020). This implies that trust has an influence on the relation between Perceived Platform Quality and Intention-to-Use. Hence, this study assumes that:

**H1b:** *Perceived Platform Quality has a positive influence on the Intention-to-Use a goods-sharing platform as a provider through perceived trust.*

#### 2.4.4 *Perceived Usefulness*

Perceived Usefulness is the degree to which a person believes that providing their goods on a good sharing platform will enhance their daily performance and accomplishments in a more efficient and quick way (Davis & Davis, 1989). TAM poses that Perceived Usefulness is a significant predictor of the usage intention of technology (Davis & Davis, 1989). Previous studies examined how Perceived Usefulness affects users' attitude (Lee & Wong, 2021). In the context of SE services, an individual's view of the usefulness of ridesharing (Gaber & Elsamadicy, 2021; Jiang et al., 2021) is seen as an important factor in explaining participation. People are more likely to use ridesharing platforms if they think they help them save time, make transportation more available and affordable, and get them to their destinations faster (Lamberton & Rose, 2012). In this study, Perceived Usefulness refers to providers' perception of the goods-sharing platform in helping them in earning more money or other benefits in a more efficient and timely manner. Consequently, providers will be more inclined to use the goods-sharing platform. Hence, this study assumes:

**H2:** *Perceived Usefulness has a positive influence on Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.5 *Perceived Economic Benefits*

Economic benefits refer to an individual's perception of a financial advantages gained from providing their own goods on a good sharing platform, often quantified as the amount of money saved or generated (Amirkiaee & Evangelopoulos, 2018). SET states that individuals are motivated to maximize their rewards and minimize costs in social exchange (Bellotti et al., 2015; Hossain, 2020; Hamari et al., 2016). Previous research on the sharing platforms has shown that financial gain is one of the primary motivations for providers to engage in sharing activity (Bardhi & Eckhardt, 2012; Amirkiaee & Evangelopoulos, 2018). Sharing platforms have encouraged a new form of micro-entrepreneurship where personal assets (like their homes, cars, or tools) generate income more easily (Stabrowski, 2017; Martin, 2016). According to Raza et al. (2021), the sharing economy gives owners more financial freedom to generate money while receiving financial benefits by sharing idle resources. The main reason to provide services in the sharing economy is to gain financial benefits. In the context of this study, providers may be motivated to use the goods-sharing platform to reduce their ownership costs and earn more money by sharing their belongings:

**H3:** *Perceived Economic Benefits has a positive effect on the Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.6. *Perceived Social Benefits*

Perceived Social Benefits are the degree to which individuals perceive that engaging in a goods-sharing platform will result in meeting different people, build relationships, become part of a community, or feel a sense of belonging (Möhlmann, 2015; Rossmannek & Chen, 2023; Nguyen & Lee, 2021). SET states that social exchanges involve a process of negotiation, where individuals assess the costs and benefits of their actions and adjust their behaviour (Bellotti et al., 2015; Hossain, 2020; Hamari et al., 2016). Social benefits are one of the main motivations for people to use SE (Rossmannek & Chen, 2023). People often use sharing platforms to connect with others who share similar needs. Research has identified community belonging as a determinant of consumption behaviour, where individuals desire to be part of a group of like-minded people. Offering a shared option provides the opportunity to make new contacts, which is a key driver of sharing activities (Jiang et al., 2021). In this study, providers may assess the social benefits of participating in a goods-sharing platform, including gaining access to new social connections, expanding their social capital, or building a sense of community (Jiang et al., 2021). Hence, this study assumes:

**H4:** *Perceived social benefit has a positive influence on the Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.7 *Perceived Social Norms*

Perceived Social Norms refers to the influence of values and expectations from close social groups on individuals' decision-making and behaviour to provide on a goods-sharing platform (Gaber & Elsamadicy, 2021). Previous research has shown that social norms influence the future use intention of sharing platforms like Uber and other ridesharing apps (Gaber & Elsamadicy, 2021; Mao & Lyu, 2017). Social norms determine what is socially acceptable behaviour and put pressure on people to act in the same way (Ajzen, 1991; Mao & Lyu, 2017). For example, when people feel social pressure to share goods on a platform, they feel the drive to do so. Individuals who do not follow this will believe or be concerned that the social group will reject or disapprove them. In this study, providers may be motivated to use the goods-sharing platform because they view it as socially acceptable (Mao & Lyu, 2017). Hence, this study assumes:

**H5:** *Perceived Social Norms has a positive effect on the Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.8 Perceived Sustainability

Perceived Sustainability refers to individuals' perception of how using a sharing platform for providing their own contributes to countering negative environmental impacts ensuring the flourishing of current and future generations (Amirkiaee & Evangelopoulos, 2018; Hamari et al., 2016; Kim et al., 2015; Rossmannek and Chen, 2023). Previous studies have shown that sustainable behaviour is associated with engagement in SE, as individuals are motivated to do good for the environment and other people through sharing and participating in sustainable behaviour (Hamari et al., 2016; Akande et al., 2020). For example, Amirkiaee and Evangelopoulos (2018) found that individuals who perceived ridesharing as a more sustainable option were more willing to participate. In this study, Perceived Sustainability is expected to influence the Intention-to-Use the sharing platform. Individuals who perceive the platform as aligning with their sustainable values and beliefs are more likely to use it. Furthermore, Perceived Sustainability can enhance the Intention-to-Use by providing additional benefits, including waste reduction and support for sustainable practices. Therefore, this study assumes:

**H6:** *Perceived Sustainability has a positive effect on the intention-to-use a goods-sharing platform as a provider.*

#### 2.4.9 Altruism

Altruism refers to the behaviour where a person acts selflessly for the benefit of others, without seeking personal gain, even at the expense of their own well-being (Amirkiaee & Evangelopoulos, 2018). An exploratory study in internet-mediated sharing found that individuals like to help others out of solidarity and bonding (Bucher et al., 2016). Some studies have found no significant effect of Altruism on the Intention-to-Use a sharing platform, but these studies focused on consumers rather than providers (Bardhi & Eckhardt, 2012; Amirkiaee & Evangelopoulos, 2018). In the context of this study, individuals who are motivated by altruistic values may be more likely to participate as providers, as they feel a sense of responsibility towards their community and desire to help others (Belk, 2014; Hamari et al., 2016). Additionally, providers may have a different perspective compared to consumers, as they are the ones who offer goods and services on the goods-sharing platform. Providers acting

from Altruism may be more inclined to share their resources with others, as they place a higher value on helping others than on personal gain (Wilhelms et al., 2017). Hence, this study assumes:

**H7:** *Altruism has a positive effect on Intention-to-Use a goods-sharing platform as a provider.*

#### *2.4.10 Perceived Emotional Value*

Perceived Emotional Value refers to the degree to which an individual perceives that offering their goods through a goods-sharing platform provides them with joy, positive affection, or relaxed emotions (Sthapit et al., 2019). Emotional value relates to the benefit derived from the feelings evoked and affective states generated by a product or service (Lee & Wong, 2021, p. 20). According to Bucher et al. (2016), hedonic and social value positively influence sharing economy attitudes. Previous research on ride-hailing, found that emotional value can be obtained through feelings of pleasure, joy, and surprise. For example, an unexpected, pleasant conversation between the user and the rider, can enhance the ride experience (Lee & Wong, 2021). In the context of this study, this implies Perceived Emotional Value associated with sharing possessions on a goods-sharing platform as provider. This study expects that providers who experience higher emotional value will display a stronger Intention-to-Use towards a goods-sharing platform. Hence, this study hypothesizes:

**H8:** *Perceived Emotional Value will positively influence the Intention-to-Use a goods-sharing platform as a provider.*

#### *2.4.11 Familiarity*

Familiarity refers to the degree to which an individual has knowledge and experience with the goods-sharing platform and its sharing processes (Mao & Lyu, 2017; Möhlmann, 2015; Lamberton & Rose, 2012). Previous studies have found that Familiarity can influence people's Intention-to-Use a sharing platform (Rossmannek & Chen, 2023; Ha & Jang, 2010; Söderlund, 2002). People are more inclined to use a sharing platform that they are familiar with, either through prior experiences or referrals from their social network (Mao & Lyu, 2017). In the context of this study this implies individuals who are more familiar with the technology and processes involved with a goods-sharing platform are more likely to use the goods-sharing platform as a provider. Hence, this study assumes:

**H9:** *Familiarity has a positive influence on the providers Intention-to-Use a goods-sharing platform.*

#### *2.4.12 Materialism*

Materialism is a human trait that refers to how much people value material possessions and believe that buying and owning things is important in life (Richins & Dawson, 1992). Materialism motivates SE participation from a consumer standpoint because it allows individuals to rent luxury items (e.g., designer clothes, cars), that they would otherwise be unable to afford. As a result, it enables materialistic people to demonstrate their ability to acquire and possess a variety of goods over time, indicating status (Ranjbari et al., 2018; Wilhelms et al., 2017; Belk 1985). This may be different for providers. Materialistic people value their possessions because they show wealth and status (Bucher et al., 2016). Thus, people with higher Materialism are less likely to use sharing platforms, to share goods and services, as they may have a lower willingness to lend their assets to others (Belk, 1985):

**H10:** *Materialism has a negative effect on the intention-to-use the goods-sharing platform as a provider.*

#### *2.4.13 Perceived Behavioural Control*

Perceived Behavioural Control (PBC) is the degree to which an individual's perceives believes they have full control and volitional choice to share their possessions on goods-sharing platforms (Azjen, 1991; Mao & Lyu, 2017). PBC is one of the three constructs in the Theory of Planned Behaviour (TPB) (Azjen,1991;Azjen & Fishbein,1980) and predicts behaviour and intention. Moreover, Chen and Tung (2014) found that PBC positively influences consumers' intention. For example, when consumers feel they have greater control over their behaviour, they are more likely to have the intention to act accordingly. PBC can affect an individual's behaviour. This study defines PBC as an individual's perceived control over their ability to use a goods-sharing platform as provider. Providers who perceive that the exchange is under their control and determine the terms and conditions of the transaction are more likely to provide their goods on a sharing platform:

**H11:** *Perceived Behavioural Control has a positive effect on the Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.14 Perceived Ease-of-Use

According to TAM (Davis & Davis, 1989), individuals' intention to use a particular technology are determined by their perceptions of the technology. Perceived Ease-of-Use (PEOU) refers to the degree to which a person believes that adopting and using a particular technology is effort easy and useful (Lee & Wong, 2021, p.18; Venkatesh & Davis, 2000, p. 3; Davis & Davis, 1989). For example, consumers who perceive ride-hailing services as easy to use, are more likely to develop loyalty toward the service provider, which in turn strengthens the consumer's Intention-to-Use a platform again (Lee & Wong, 2021). In this study, PEOU refers to the extent to which a provider thinks that using a goods-sharing platform is effortless. Therefore, the theory suggest that PEOU has a positive influence on Intention-to-Use. Hence, this study assumes:

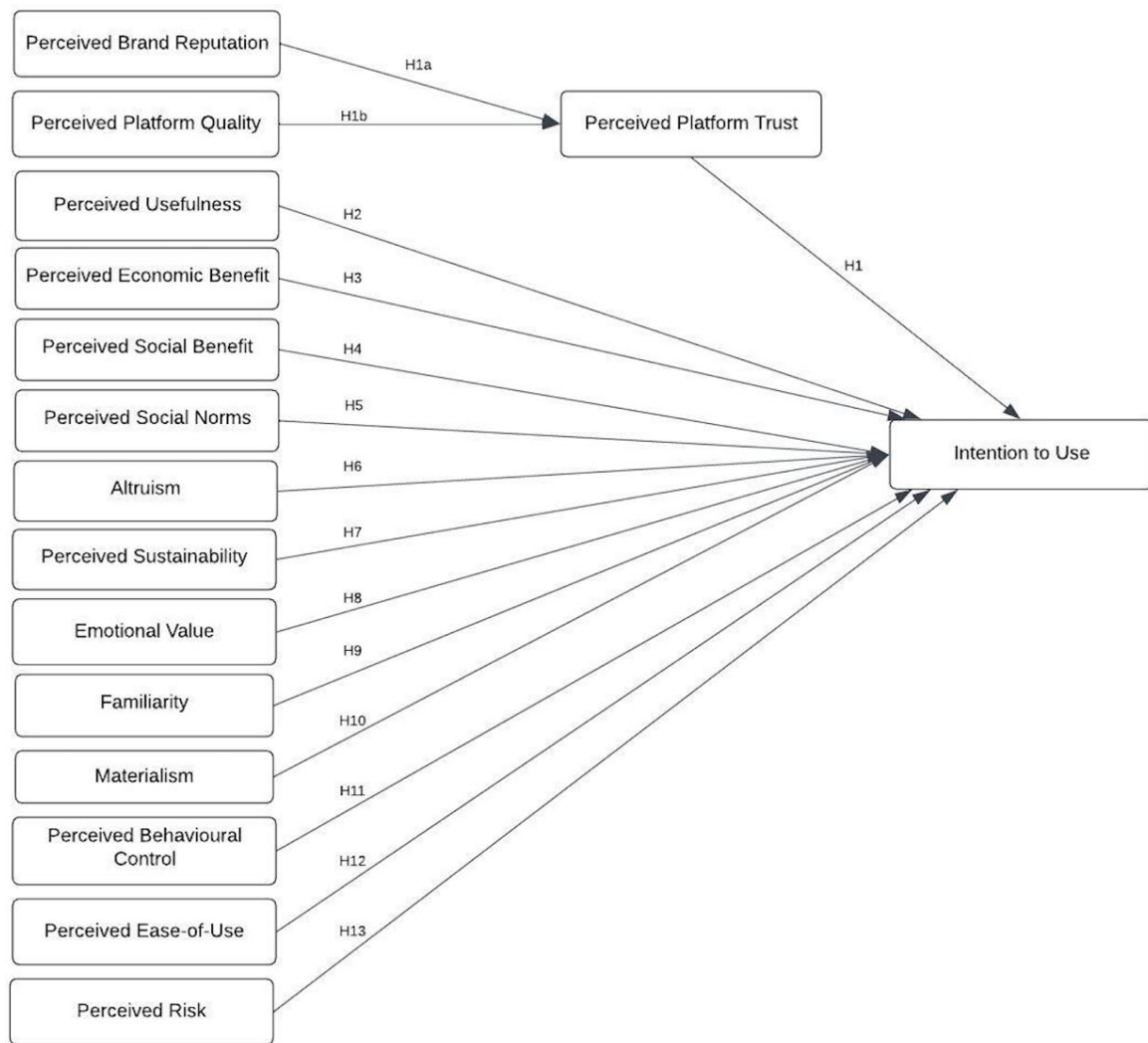
**H12:** *Perceived Ease-of-Use has a positive influence on Intention-to-Use a goods-sharing platform as a provider.*

#### 2.4.15 Perceived Risk

Perceived Risk refers to which an individual believes that providing their own goods through a goods-sharing platform involves considerable uncertainty and potential loss (Mao & Lyu, 2017; Mao et al., 2020; Hong et al., 2019). Prospect Theory (Kahneman & Tversky's, 1979) explains how individuals make decisions when faced with risk or uncertainty. PT states that people form opinions and take actions in relation to a point of reference that depends on outcomes including gains and losses as well as risk attitudes (Mao & Lyu, 2017). Perceived Risk negatively impacts Airbnb users' Intention-to-Use to use the platform again (Mao et al., 2020). Risk is associated in the SE with the fear that consumers who pick up their goods will misbehave, damage, or steal them and the fear of financial liability (Hazée et al., 2020). Providers may also worry about privacy issues like customers' addresses (Li & Wang, 2020; Wang et al., 2021). The fact that providers and consumers do not know each other is a barrier to trade and people may be less likely to share their items on a sharing platform due to the risk they perceive (Hazée et al., 2020; Rossmannek and Chen, 2023). Hence, this study assumes:

**H13:** *Perceived Risk has a negative influence on the providers' Intention-to-Use a goods-sharing platform as a provider.*

Figure 1 Conceptual model



### **3. Method .**

#### **3.1 Data collection and sample**

The aim of this research was to investigate the factors (figure 1) that influenced an individual's Intention-to-Use a goods-sharing platform. A quantitative research strategy was employed, utilizing an online survey to collect data (Tussyadiah, 2016). The survey focused on Peerby's goods-sharing platform, with the unit of analysis being providers' intending to use a goods-sharing platform. Peerby is a Dutch platform that promotes sharing and borrowing of everyday items instead of buying them, including tools, tables, ladders, and animal cages. It allows users to find needed items and connect with nearby sharers, promoting waste reduction, cost savings, and community building. Providers can generate additional income and promote sustainability. Peerby was chosen as the focus of the study due to its limited research available, particularly from the provider's perspective.

The survey developed by a team of six researchers, was distributed using convenience sampling via LinkedIn and WhatsApp between May 8<sup>th</sup> and May 17<sup>th</sup>, 2023. The use of a survey as a research instrument enables reaching a large population within a relatively short timeframe and was particularly suitable for exploring individuals' perceptions of constructs like Perceived Platform Trust (Myers, 2020). The Dutch questionnaire was developed in Qualtrics (Field, 2018; Myers, 2020). The research population consisted of adult residents in the Netherlands who were at least eighteen years old. This age criterion was chosen to align with the legal eligibility for engagement as a provider on sharing platforms. The diversity of participants in terms of age and educational level, as well as the sample size of at least 240 respondents in accordance with the rule of thumb suggesting a sample size of at least 15 per variable (1:15) (Field, 2018; Myers, 2020), could contribute to more generalizable results.

#### **3.2 Measures**

##### *3.2.1 Operationalisation*

Table 5 provides an overview of the constructs, their definitions, and items, including validated original scales from literature used in this study (Hinkin, 1995). Each of the constructs were measured using three to five items. To ensure that respondents were not overburdened by the variety of response options, all items were evaluated using a 5-point Likert scale (strongly agree–strongly disagree). The scales were translated into Dutch and adjusted to fit the context of this study.

Table 5 Operationalisation of constructs of this study

Construct	Definition	Item (English)	Item (Dutch)	Source
Perceived Sustainability	The degree to which individuals perceive that providing own goods through a goods-sharing platform counteracts negative environmental impacts and ensures the flourishing of current and future generations	I think providing my own goods on Peerby... 1. Helps to mitigate the consumption of new goods. 2. Is ecologically responsible. 3. Is good for the environment. 4. Is a way to contribute to a more sustainable society.	Ik denk dat het aanbieden van mijn eigen goederen op Peerby. 1. Helpt om de consumptie van nieuwe spullen te beperken. 2. Ecologisch verantwoord is. 3. Goed is voor het milieu. 4. Een manier is om bij te dragen aan een duurzame samenleving.	Hamari et al. (2016)
Perceived Social Benefits	The degree to which individuals perceive that engaging on a good sharing platform will result in meeting different people, build relationships, become part of a community, or feel a sense of belonging	I think providing my own goods on Peerby... 1. Is a good way to meet new people. 2. Is a good chance to meet like-minded people. 3. Ensures that I feel part of a community. 4. Is a good way to find company.	Ik denk dat het aanbieden van mijn eigen goederen op Peerby.. 1. Een goede manier is om nieuwe mensen te ontmoeten. 2. Een goede kans is om gelijkgestemde mensen te ontmoeten. 3. Ervoor zorgt dat ik me onderdeel voel van een gemeenschap. 4. Een goede manier is om gezelschap te vinden.	Bucher et al. (2016)
Perceived Economic Benefits	An individual's perception of a financial benefit, that can be expressed numerically as an amount of money that will be saved or generated from providing their goods on a goods-sharing platform	I think that by providing my own goods on Peerby I... 1. Can earn money. 2. Can get a financial advantage. 3. Can improve my economic situation.	Ik denk dat ik door het aanbieden van mijn eigen goederen op Peerby.. 1. Geld kan verdienen. 2. Een financieel voordeel kan krijgen. 3. Mijn economische situatie kan verbeteren.	Hamari et al. (2016)
Social norms	The extent to which individuals' behavior and decision making to provide goods on a goods-sharing platform is influenced by the values and expectations of close social groups	1. Most people who are important to me think I should provide my own goods on Peerby. 2. Most people who are important to me would want me to provide my own goods on Peerby. 3. People whose opinions I value would prefer that I provide my own goods on Peerby.	1. De mensen die belangrijk voor mij zijn, zouden vinden dat ik mijn eigen goederen op Peerby moet aanbieden. 2. De mensen die belangrijk voor mij zijn, zouden willen dat ik mijn eigen goederen op Peerby aanbied. 3. Mensen wiens mening ik waardeer, zouden het liefst zien dat ik mijn eigen goederen op Peerby aanbied.	Mao & Lyu (2017)
Perceived Usefulness	The degree to which a person believes that providing their own goods on a goods-sharing platforms will enhance his or her performance and accomplishments in daily life	1. I think I that I can achieve my goals more efficiently with Peerby. 2. I think I can achieve what I want more quickly with Peerby. 3. I think Peerby is useful to me because I can achieve what I want to achieve. 4. Overall, I think Peerby is useful.	1. Ik denk dat ik door middel van Peerby mijn doelen efficiënter kan bereiken. 2. Ik denk dat ik sneller kan bereiken wat ik wil door middel van Peerby. 3. Ik denk dat Peerby nuttig voor mij is, omdat ik kan bereiken wat ik wil bereiken. 4. Over het algemeen denk ik dat Peerby nuttig is.	Lee & Wong (2021)

Perceived Platform Brand Reputation	The overall perceptual representation and impression that an individual forms of the goods-sharing platform's brand giving rise to a force of attraction	<ol style="list-style-type: none"> <li>1. Peerby is a strong brand.</li> <li>2. Peerby is a well-known brand.</li> <li>3. Peerby is an attractive brand.</li> <li>4. Peerby is a unique brand.</li> </ol>	<ol style="list-style-type: none"> <li>1. Peerby is een sterk merk.</li> <li>2. Peerby is een bekend merk.</li> <li>3. Peerby is een aantrekkelijk merk.</li> <li>4. Peerby is een uniek merk.</li> </ol>	
Perceived Platform Quality	Perceived Platform Quality refers to the degree to which an individual perceives that a goods-sharing platform ensures a well-designed, functional and useful platform	<ol style="list-style-type: none"> <li>1. My impression is that the app of Peerby is well-organized.</li> <li>2. My first impression is that Peerby informs providers about the sharing process in an orderly manner.</li> <li>3. I get the impression that Peerby gives prompt service to providers.</li> <li>4. My impression is that Peerby is always willing to help providers apply their services.</li> <li>5. My impression is that Peerby pays attention to the provider's individual needs.</li> <li>6. I get the impression that Peerby understands the specific needs of providers.</li> <li>7. My impression is that the information provided by Peerby is always accurate.</li> <li>8. My impression is that Peerby provides me with all the information I need.</li> <li>8. My impression is that the information provided by Peerby is always up to date.</li> </ol>	<ol style="list-style-type: none"> <li>1. Mijn impressie is dat de app van Peerby overzichtelijk is.</li> <li>2. Mijn eerste indruk is dat Peerby aanbieders op een overzichtelijke wijze informeert over het deelproces.</li> <li>3. Ik krijg de indruk dat Peerby goede service aan aanbieders geeft.</li> <li>4. Mijn impressie is dat Peerby altijd bereid is om aanbieders te helpen hun diensten toe te passen.</li> <li>5. Mijn impressie is dat Peerby aandacht besteedt aan de individuele behoeften van de aanbieder.</li> <li>6. Ik krijg de indruk dat Peerby de specifieke behoeften van aanbieders begrijpt.</li> <li>7. Mijn impressie is dat de door Peerby verstrekte informatie altijd accuraat is.</li> <li>8. Mijn impressie is dat Peerby mij voorziet van alle informatie die ik nodig heb.</li> <li>9. Mijn impressie is dat de door Peerby verstrekte informatie altijd actueel is.</li> </ol>	
Perceived Platform Trust	The degree to which individuals 'a priori' perceive that the goods-sharing platform is reliable, trustworthy and integer	<ol style="list-style-type: none"> <li>1. I get the impression that Peerby is trustworthy.</li> <li>2. I get the impression that Peerby intends to keep its promises and commitments to providers.</li> <li>3. My impression is that Peerby keeps the interests of providers in mind.</li> <li>4. My impression is that Peerby believes no harm to providers.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik krijg de indruk dat Peerby betrouwbaar is.</li> <li>2. Ik krijg de indruk dat Peerby de intentie heeft om zijn beloften en toezeggingen aan aanbieders na te komen.</li> <li>3. Mijn impressie is dat Peerby de belangen van zijn aanbieders in acht neemt.</li> <li>4. Mijn impressie is dat Peerby zijn aanbieders geen kwaad doet.</li> </ol>	Li & Wang (2020)
Familiarity	The degree to which an individual has knowledge and experience with the goods-sharing platform and its sharing processes	<ol style="list-style-type: none"> <li>1. I am familiar with the sharing process of Peerby.</li> <li>2. I am familiar with providing goods on Peerby.</li> <li>3. I have experience with Peerby.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik ben bekend met het deelproces van Peerby.</li> <li>2. Ik ben bekend met het aanbieden van goederen op Peerby.</li> <li>3. Ik heb ervaring met Peerby</li> </ol>	Möhlmann (2015)
Perceived Risk	The degree to which an individual believes that providing their goods own a goods-sharing platform involves considerable uncertainty and potential loss.	<p>I think providing my own goods on Peerby...</p> <ol style="list-style-type: none"> <li>1. Involves considerable risk.</li> <li>2. Does not involve danger (R).</li> <li>3. Involves a great potential for loss and damage of my goods.</li> </ol>	<p>Ik denk dat het aanbieden van mijn eigen goederen op Peerby...</p> <ol style="list-style-type: none"> <li>1. Risicovol is.</li> <li>2. Zonder gevaar is (R).</li> <li>3. Een grote mogelijkheid tot verlies en schade van mijn goederen met zich meebrengt.</li> </ol>	Mao & Lyu (2017)

Perceived Ease-of-Use	The degree to which a person believes that providing goods on a goods-sharing platform would be free of effort	<ol style="list-style-type: none"> <li>1. I think providing my own goods through Peerby is easy.</li> <li>2. I think providing my own goods through Peerby is easy to understand.</li> <li>3. I think providing my own goods through Peerby is easy to learn on my own.</li> <li>4. I think providing my own goods through Peerby does not require much mental effort.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik denk dat mijn eigen goederen aanbieden via Peerby gemakkelijk is.</li> <li>2. Ik denk dat mijn eigen goederen aanbieden via Peerby eenvoudig te begrijpen is.</li> <li>3. Ik denk dat mijn eigen goederen aanbieden via Peerby gemakkelijk zelf te leren is.</li> <li>4. Ik denk dat mijn eigen goederen aanbieden via Peerby niet veel mentale inspanning vereist.</li> </ol>	Lee & Wong (2021)
Perceived Behavior Control	The degree to which an individual's perceives that he or she has the full control and volitional choice to provide own possessions on goods-sharing platforms	<ol style="list-style-type: none"> <li>1. Whether or not I use Peerby to provide my goods is completely up to me.</li> <li>2. I am confident that if I want, I can use Peerby to provide my goods.</li> <li>3. There is nothing that prevents me from providing my goods on Peerby.</li> </ol>	<ol style="list-style-type: none"> <li>1. Het is geheel aan mij om mijn goederen aan te bieden op Peerby.</li> <li>2. Ik ben ervan overtuigd dat ik Peerby kan gebruiken om mijn goederen aan te bieden wanneer ik dat wil.</li> <li>3. Er staat mij niets in de weg om mijn goederen aan te bieden op Peerby.</li> </ol>	Mao & Lyu (2017)
Perceived Emotional Value	The degree to which an individual perceives that offering their goods through a goods-sharing platform provides them with joy, positive affection or relaxed emotions	<p>I think offering my own goods on Peerby...</p> <ol style="list-style-type: none"> <li>1. Is enjoyable.</li> <li>2. Is exciting.</li> <li>3. Is fun.</li> <li>4. Is interesting.</li> <li>5. Is pleasant.</li> </ol>	<p>Ik denk dat het aanbieden van mijn eigen goederen op Peerby...</p> <ol style="list-style-type: none"> <li>1. Plezierig is.</li> <li>2. Spannend is.</li> <li>3. Leuk is.</li> <li>4. Interessant is.</li> <li>5. Aangenaam is.</li> </ol>	Hamari et al. (2016)
Altruism	The extent to which individuals are selflessly motivated to provide their own possessions on goods-sharing platforms to promote someone else's welfare, even at expense of their own well-being	<ol style="list-style-type: none"> <li>1. I like helping other people even when I will never see them again.</li> <li>2. It feels good to help others to solve their problems even if they are not my friends.</li> <li>3. I enjoy helping others even if I do not know them.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik help andere mensen graag, zelfs als ik ze nooit meer zal zien.</li> <li>2. Het voelt goed om anderen te helpen hun problemen op te lossen, ook als ze eigenlijk geen vrienden van mij zijn.</li> <li>3. Ik help anderen graag, zelfs als ik ze niet ken.</li> </ol>	Amirkiaee & Evnagelopoulos (2018)
Materialism	The degree to which individuals value material possessions and believe that buying and owning things are important in his or her life	<ol style="list-style-type: none"> <li>1. I usually buy only the things I need (R).</li> <li>2. I try to keep my life simple, as far as possessions are concerned (R).</li> <li>3. The things I own aren't all that important to me (R).</li> <li>4. I enjoy spending money on things that aren't that practical.</li> <li>5. Buying things gives me a lot of pleasure.</li> <li>6. I like a lot of luxury in my life.</li> <li>7. I put less emphasis on material things than most people I know (R).</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik koop meestal alleen de dingen die ik nodig heb (R).</li> <li>2. Ik probeer mijn leven eenvoudig te houden, wat bezittingen betreft (R).</li> <li>3. De dingen die ik bezit zijn niet zo belangrijk voor mij (R).</li> <li>4. Ik geef graag geld uit aan dingen die niet zo praktisch zijn.</li> <li>5. Dingen kopen geeft mij veel plezier.</li> <li>6. Ik hou van veel luxe in mijn leven.</li> <li>7. Ik hecht minder belang aan materiële zaken dan de meeste mensen die ik ken (R).</li> </ol>	Richins & Dawson (1992)

Intention-to-Use	The extent to which individuals are willing, are ready or desire to participate on a goods-sharing platform as provider soon	<ol style="list-style-type: none"> <li>1. I intend to use Peerby as provider.</li> <li>2. Given that I had access to Peerby, I predict that I would use it as provider.</li> <li>3. If Peerby is available in the neighborhood, I plan to use it as provider in the future.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ik heb de intentie om Peerby te gebruiken als aanbieder.</li> <li>2. Gegeven dat ik toegang heb tot Peerby, dan voorspel ik dat ik het als aanbieder zou gebruiken.</li> <li>3. Als Peerby bij mij in de buurt beschikbaar is, ben ik van plan het in de toekomst als aanbieder te gebruiken.</li> </ol>	Lee & Wong (2021)
<b>Control variables:</b>				
Gender		<ol style="list-style-type: none"> <li>1. Male</li> <li>2. Female</li> <li>3. Other</li> <li>4. I do not want to say</li> </ol>	<ol style="list-style-type: none"> <li>1. Man</li> <li>2. Vrouw</li> <li>3. Anders</li> <li>4. Dat wil ik niet zeggen</li> </ol>	
Education		<ol style="list-style-type: none"> <li>1. No degree or primary education</li> <li>2. Lower professional education/VMBO (professional education)/ MBO 1/ VBO</li> <li>3. MAVO/ HAVO or VWO (first three years)/ VMBO (theoretical)</li> <li>4. HAVO or VWO (4th, 5th, 6th class)/ MBO 2-4</li> <li>5. First year HBO or University</li> <li>6. Bachelor's degree (HBO/University)</li> <li>7. Master's degree/ Doctor/PhD</li> </ol>	<ol style="list-style-type: none"> <li>1. Geen of basisschoolonderwijs</li> <li>2. Lager beroepsonderwijs/VMBO (kader-beroepsgerichte leerweg)/ MBO 1/ VBO</li> <li>3. MAVO/ HAVO of VWO (eerste drie jaar)/ VMBO (theoretisch of gemengd)</li> <li>4. HAVO of VWO (4e, 5e, 6e klas)/ MBO 2-4</li> <li>4. Propedeuse (HBO of universitair)</li> <li>5. Bachelor (HBO of universitair)</li> <li>6. Master/doctoraat/postdoctoraal</li> </ol>	(Pleijers & de Vries, 2021)
Social Cohesion	The extent to which individuals experience social cohesion in the neighborhood	<ol style="list-style-type: none"> <li>1. People in my neighborhood, have a lot of contact with each other.</li> <li>2. I live in a cozy neighborhood, where there is strong feeling of community.</li> <li>3. People in the neighborhood hardly know each other (R).</li> </ol>	<ol style="list-style-type: none"> <li>1. Mensen in mijn buurt hebben veel contact met elkaar.</li> <li>2. Ik woon in een gezellige buurt, waar veel samenhang is.</li> <li>3. De mensen in de buurt kennen elkaar nauwelijks (R).</li> </ol>	(Centraal Bureau voor de Statistiek, 2022)
Age		<ol style="list-style-type: none"> <li>18-24</li> <li>25-34</li> <li>35-44</li> <li>45-54</li> <li>55-65</li> <li>65+</li> </ol>	<ol style="list-style-type: none"> <li>18-24</li> <li>25-34</li> <li>35-44</li> <li>45-54</li> <li>55-65</li> <li>65+</li> </ol>	

### 3.2.2 Control variables

Four control variables were used in this study: gender, education level, social cohesion, and age. These variables were included to enhance the understanding of the results and to draw more reliable conclusions. Gender was measured using categories: "male", "female", "other" and "prefer not to say". Education level was assessed using seven categories aligned with the Dutch school system (table 5). Age was categorized as '18-24', '25-34', '35-44', '45-54', '54-65' and '65+'. These variables were included to control for sample distribution and ensure representativeness. In addition, a social cohesion scale was used to examine neighbourhood

interactions, community cohesion, and familiarity. The scale involved three five-point Likert statements. Since Peerby depends on neighbourhood-based sharing and borrowing, the study explored social cohesion to learn about the respondent's neighbourhood dynamics.

### *3.2.3 Pilot study*

Before distributing the official survey, a pilot study (Appendix 1) was conducted to identify and rectify errors, ambiguities, and grammatical mistakes, ensuring the survey's clarity for respondents. Additionally, the pilot study aimed to test the survey's reliability and the scales (Table 5). The pilot study involved 30 participants. Each researcher oversaw five participants, with two participants completing the pilot study in the presence of the researcher and providing 'think aloud' feedback. The researcher paid attention to moments of difficulty and ambiguity and tracked the completion time. The remaining three respondents completed the pilot study without the presence of the researcher. During the pilot study, participants provided feedback four times at designated points in the questionnaire, addressing the survey's length, clarity, and understanding. The main results of feedback were the length of the survey (15 minutes), and instructions were missing to answer questions about the perceived platform quality and ease-of-use. Based on the feedback, irrelevant information was removed, and a short video replaced the introduction text of Peerby. Clear images were used instead of unclear ones, and instructions regarding which question corresponded to which image were clarified.

Furthermore, construct reliability was assessed by calculating the Cronbach's alpha for all constructs. A Cronbach's alpha of .70 or higher is considered good, with 0.80 or higher being preferable, and .60 or higher still acceptable (Field, 2018). All constructs achieved a Cronbach's alpha of .70 or higher, except for Perceived Behavioural Control, which initially fell below the acceptable threshold. Adjustments in the items were made to improve this construct in the survey.

A second pilot study was conducted to evaluate the survey's improved understanding by respondents and reduce the duration time. As a result, the survey became more logically structured, and the duration was reduced to approximately 10-12 minutes. The Cronbach's alpha for the construct of Perceived Behavioural Control also increased to an acceptable level. Cronbach's Alphas values can be found in Appendix 2.

## **3.3 Questionnaire design**

After conducting the pilot-studies the official survey was further designed. The survey consisted of three sections (Appendix 3). The first section began by introducing the purpose of the

research to the participants and addressed the research ethics for the participants. It was stated that participants had to be over eighteen years old, and their anonymity was assured. Following the informed consent, participants were first asked if they were familiar with the goods-sharing platform Peerby. Subsequently, the goods-sharing platform was introduced through a brief one-minute video (Duurzaam Oldenzaal, 2015) which took the respondent step-by-step through the Peerby lending process, showing how Peerby works. This was done to provide respondents with general information about Peerby, aiming to familiarize them with the platform. The study assumed that respondents had no prior knowledge of Peerby, so it was important to provide them with background information before they took the survey. By doing so, respondents were better prepared to form genuine opinions about the platform, and the researchers aimed to avoid a situation where respondents were completely unfamiliar with Peerby. Section three proceeded with the survey, where participants were asked to imagine themselves as potential providers of items on the Peerby platform to answer the subsequent questions. During this, participants were also questioned about the Perceived Platform Quality and Perceived Ease-of-Use. For that purpose, participants were shown three pictures, wherein an overview, supply and chat were shown of the Peerby app. The fourth section of the survey questioned the control variables. These questions were placed at the end of the survey because they were personal in nature, and initially, all energy and time were focused on the questions about the Peerby platform. Finally, participants were thanked for their time and effort.

### **3.4 Sample demographics**

A total 450 participants accessed the survey, out of which 275 completed it. The survey design ensured that participants had to respond to each question before proceeding, minimizing missing data. Additionally, the data was checked for speeders. One participant was identified as a speeder and excluded from the analysis due to a completion time of less than one minute. Furthermore, the data underwent checks for straight lining. However, no evidence of straight lining was found in this survey. Consequently, 274 usable responses were included for analysis (Table 6). It can be concluded that the sample comprises a higher number of female (56.9%) compared to male (42.7%) participants. The 'other' category was not selected by any participants, and only one participant chose 'prefer not to say'. This indicates a slight skewness in the sample. The educational level primarily consisted of 'Bachelor (HBO/University) (54.7%) and 'master/doctor/post-doctoral' (23.0%), with no participants indicating 'none or primary school'. This is reasonable given that the survey was targeted towards participants aged 18 and above. The age distribution showed an overrepresentation of the '18-

24' (57.7%) category, resulting in a left-skewed distribution. Only 8 (2.9%) and 4 (1.5%) participants were in '45-54' and '65+' categories. The '25-34' category is better represented with 69 (24.8%) participants.

Table 6 Descriptive Statistics of the Sample  $N = 274$

	Category	Frequency	Percentage
Gender	Male	117	42.7
	Female	156	56.9
	Other	0	0
	Prefer not to say	1	0.4
Educational level	None or primary school education	0	0
	Lower vocational education/ VMBO/MBO1/VBO	4	1.5
	MAVO/ HAVO or VWO/ VMBO	9	3.3
	HAVO or VWO/ MBO 2-4	27	9.9
	Propaedeutic (HBO or university)	21	7.7
	Bachelor (HBO or university)	150	54.7
	Master/doctor/post doctor	63	23.0
Age	18-24	158	57.7
	25-34	68	24.8
	35-44	11	4.0
	45-54	8	2.9
	55-64	25	9.1
	65+	4	1.5

$n = 274$

### 3.5 Data analysis and measurement validation

To analyse the survey data, two quantitative analysis programs were used. First, IBM SPSS28 was used for data checking, cleaning, and conducting an Exploratory Factor Analysis (EFA). Some items showed kurtosis and skewness values (+1 and -1), indicating non-normal data. Since most participants were unfamiliar with Peerby, the familiarity-construct had a positive skew and severe kurtosis at the bottom. Despite data transformations, non-normality did not improve. Given the large number of variables and the complexity of the mediation-effect, Partial Least Squares-Structural Equation Modelling (PLS-SEM) in SmartPLS4 was used as the primary analysis method (Hair et al., 2014). PLS can measure multiple relationships at the same time (Henseler et al., 2016). SmartPLS makes it possible to analyse complex conceptual models and non-normal data (Hair Jr. et al., 2021). The PLS-model consists of a measurement and structural linear equations (Henseler et al., 2016). The validity and reliability of the

measurement model were assessed using SmartPLS4 and SPSS, using Cronbach's Alpha ( $\alpha$ ), ( $\alpha > .70$  is desirable) ( $\alpha > .60$  is acceptable). The structural model is tested in Chapter 4.

### 3.5.1 Construct reliability and validity

The measurement model showed six items with validity issues (Appendix 4). With the removal of items from the constructs, it is possible to increase the overall reliability. A strong convergent validity is indicated as satisfactory AVE value per construct ( $> .50$ ) (Fields, 2013; Hair et al., 2014). To explore the underlying structures of the constructs an additional Exploratory Factor Analysis (EFA) was conducted in SPSS (Hair et al., 2018). The EFA resulted eighteen factors, explaining a total variance of 69.49%. Appendix 5 provides the complete factor analysis. Interestingly, in the EFA, Emotional value item 2 had communalities below 0.20 after extraction and did not load on any factor. Consequently, the AVE for emotional value was also relatively low. This may be due to the ambiguity of the Dutch translation 'I think Peerby is exciting', which could be interpreted as either positive (exciting, thrilling) or negative (risk). Removing this item improved both Cronbach's alpha and AVE (see table 7).

Perceived Behavioural Control, had a low Cronbach's alpha ( $< .70$ ). The EFA showed that one item 'There is nothing that prevents me from providing my goods on Peerby' cross-loaded and compromised convergent validity. This item may have indicated risk or trust issues, as was also shown in the factor analysis. Thus, it was decided to remove this item.

Perceived Platform Brand Reputation, shows low Cronbach's alpha and AVE. The EFA showed that the item 'Peerby is a well-known brand' loaded on both Perceived Brand Reputation and Familiarity. This overlap might be due to the item's inquiry about Familiarity with the Peerby brand. While this question focuses less on perceived brand reputation, the other items in this construct delve more into participants perceptions of the brand reputation. Considering that most survey participants were unfamiliar with Peerby, this items inclusion affected the statistics of both Perceived Brand Reputation and Familiarity. Therefore, it was chosen to be removed.

Perceived Platform Quality displayed low convergent and discriminant validity. The AVE fell below the threshold ( $> .50$ ), and the EFA indicated three underlying dimensions within this construct: technical, service, and information quality. This finding aligns with Rossmannek & Chen's (2023) theory, suggesting that these dimensions are separated constructs. Consequently, for analysis purposes, Perceived Platform Quality is treated as three separated constructs (Table 7). Given this construct was hypothesized as one, we should interpret the hypothesis in this study with caution.

The control variable Social Cohesion showed a low AVE. Item 3 'People in the neighbourhood hardly know each other(R)' loaded below the threshold. However, this item was not removed because the EFA demonstrated that all items loaded onto one factor, and the Cronbach's alpha was satisfactory.

Finally, Materialism showed low convergent validity. The AVE fell below 0.30, and the EFA indicated two underlying dimensions within this construct, with Item 2 'I try to keep my life simple, as far as possessions are concerned' (R), emerged as a cross-loader. The first dimension contains items 1,4,5 and 6, primarily focusing on consuming behaviour (Richins & Dawson, 1992). These items include 'I usually buy only the things I need (R)' and 'Buying things gives me a lot of pleasure', reflecting Materialism but emphasizing consumption rather than the willingness to provide goods. The second dimension consist of items 2, 3 and 7, which primarily address the importance of possessions to an individual. The item 'the things I own aren't all that important to me (R)', aligns more closely with determining whether individuals with materialist tendencies would be willing to lend or rent their possessions. After splitting Materialism into two dimensions, Cronbach's alpha's and AVE's became acceptable. However, this research focuses on the intention to share goods on a sharing platform, hence only the second dimension was analysed. Consequently, items 1,4,5 and 6 were deleted. Table 7 provides the adjusted measurement model. Cronbach's alpha ranged from 0.60-0.95, indicating acceptable internal consistency (Hair et al., 2018) and the constructs explained at least 50% of its items' variance (AVE>.50).

Table 7 Construct reliability and validity after adjustments

Construct	Original # items	Original Cronbach's alpha	Average variance extracted (AVE)	# of items deleted	Cronbach's Alpha	AVE
Altruism	3	0.865	0.775	0	0.865	0.774
Emotional Value	5	0.738	0.532	1	0.829	0.663
Familiarity	3	0.926	0.871	0	0.926	0.871
Intention-to-Use	3	0.926	0.870	0	0.926	0.870
Materialism	7	0.736	0.204	4	0.611	0.504
Perceived Behavioural Control	3	0.615	0.526	1	0.712	0.708
Perceived Ease-of-Use	4	0.828	0.657	0	0.828	0.657
Perceived Economic Benefits	3	0.787	0.699	0	0.787	0.699
Perceived Platform Brand Reputation	4	0.610	0.450	1	0.613	0.564
Perceived Platform Quality (PPQ)	9	0.804	0.390	9	-	-
PPQ Technical	3	-	-	0	0.681	0.606
PPQ Service	3	-	-	0	0.680	0.606
PPQ Information	3	-	-	0	0.672	0.605

Perceived Platform Trust	4	0.821	0.650	0	0.821	0.650
Perceived Risk	3	0.669	0.598	0	0.669	0.598
Perceived Social Benefits	4	0.859	0.703	0	0.859	0.703
Perceived Sustainability	4	0.871	0.726	0	0.871	0.726
Perceived Usefulness	4	0.823	0.664	0	0.823	0.665
Social Cohesion	3	0.884	0.466	1	0.884	0.466
Social Norm	3	0.954	0.916	0	0.954	0.916

After excluding the items, a second factor analysis in SPSS was conducted ([Appendix 6](#)). No cross-loading exceeded 0.30. Like the first EFA, 18 factors were extracted that had Eigenvalues above 1.0, and together these factors explained 70.6% of the variance. Furthermore, the assumptions of EFA were met with KMO of 0.821 and Bartlett's Test of Sphericity significant.

Discriminant validity was evaluated using the Heterotrait-Monotrait ratio (HTMT) in SmartPLS. The construct HTMT values (table 8) were below 0.85, indicating that the constructs differ sufficiently from each other (Henseler et al., 2015), which means an acceptable discriminant validity.

### 3.6 Research ethics

This study was conducted adhered to good research ethics (appendix 7). All forms of fraud were tried to be avoided, sources used were applied according to APA standards and transparency to respondents about the purpose of the study were mentioned in the survey. The importance of research ethics was addressed in the introduction of the pre-test and survey. Informed consent, anonymity, and the option to withdraw from the study were given to respondents during this stage. To ensure unbiased responses, it was emphasised that there were no right or wrong answers. Additionally, the introduction included the estimated time required to complete the pre-test and survey, allowing transparency for the participants regarding the duration. Lastly, respondents were informed about the purpose of the survey and that it was conducted by researchers from Radboud University and not the Peerby platform itself.

Table 8 HTMT constructs

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1 Altruism																		
2 Familiarity	0.065																	
3 Intention-to-Use	0.212	0.172																
4 Materialism	0.350	0.081	0.164															
5 Perceived Behavioural Control	0.305	0.062	0.179	0.145														
6 Perceived Economic Benefit	0.154	0.051	0.357	0.098	0.155													
7 Perceived Emotional Value	0.297	0.059	0.735	0.212	0.267	0.413												
8 Perceived Ease-of-Use	0.313	0.031	0.306	0.113	0.657	0.165	0.368											
9 Perceived Platform Brand Reputation	0.199	0.224	0.356	0.167	0.232	0.149	0.434	0.431										
10 PPQ Technical	0.344	0.021	0.149	0.111	0.430	0.116	0.184	0.712	0.380									
11 PPQ Service	0.237	0.061	0.303	0.152	0.246	0.240	0.428	0.560	0.530	0.765								
12 PPQ Information	0.169	0.111	0.277	0.231	0.202	0.322	0.412	0.427	0.466	0.562	0.708							
13 Perceived Platform Trust	0.290	0.079	0.285	0.108	0.355	0.192	0.410	0.511	0.550	0.550	0.587	0.560						
14 Perceived Risk	0.256	0.134	0.408	0.202	0.131	0.194	0.492	0.247	0.421	0.184	0.321	0.384	0.377					
15 Perceived Social Benefit	0.200	0.040	0.388	0.178	0.132	0.276	0.451	0.202	0.356	0.227	0.338	0.292	0.233	0.175				
16 Perceived Sustainability	0.311	0.037	0.210	0.088	0.449	0.242	0.273	0.596	0.340	0.495	0.333	0.186	0.461	0.173	0.303			
17 Perceived Usefulness	0.298	0.122	0.534	0.245	0.256	0.490	0.563	0.245	0.395	0.277	0.377	0.407	0.314	0.261	0.488	0.300		
18 Social Norm	0.095	0.057	0.462	0.176	0.141	0.324	0.486	0.075	0.158	0.046	0.216	0.221	0.143	0.273	0.385	0.160	0.425	

## 4. Results

This chapter presents the data analysis results. The chapter begins by showing the descriptive statistics, tested in SPSS. Following, the hypotheses are tested in the structural model, using PLS-SEM with bootstrapping procedure.

### 4.1 Descriptive analysis

The correlation matrix (Table 9) shows that the correlations range from low to moderate, with highest correlation found between Perceived Emotional Value and Intention-to-Use ( $r=.645$ ), indicating that multicollinearity is not a problem. Analysing the mean values, the mean of Familiarity is 1.39 (on a five-point scale), indicates that participants are generally unfamiliar or have very limited knowledge of the Peerby platform, aligning with expectations. Perceived Social Benefits also scored low (2.89), suggesting that participants may not perceive Peerby as an opportunity to connect with others or be part of a community. In contrast, Perceived Sustainability received a relatively high score (4.38), indicating that participants view goods sharing on Peerby to make a positive environmental impact.

### 4.2 Hypotheses testing

PLS-SEM was conducted to determine the mediation effect and direct effect of Perceived Trust on two constructs (H1, H1a, H1b), as well as the direct effects of the other twelve constructs (H3, H4, H5, H6, H7, H8, H9, H10, H11, H12, H13) on Intention-to-Use. The path-coefficients ( $\beta$ ), their  $p$ -values, and effect-sizes are presented in table 10. To incorporate the categorical control variables (gender, age, education), dummy variables were created. Due to a small sample size, two categories within the age and control variables were merged. Specifically, 'Age65+' and 'Age55-64' were combined within 'Age45+', and 'Education\_low' and 'Education\_MAVO' (the first three years) were merged into 'Education\_MAVO'.

Table 9 Correlation matrix and descriptive statistics

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
1 Altruism	--																		
2 Familiarity	.034	--																	
3 Intention-to-Use	.192**	.158**	--																
4 Materialism	-.254**	-.060	-.120*	--															
5 Perceived Behavioural Control	.241**	-.042	.149*	.064	--														
6 Perceived Ease-of-Use	.255**	-.016	.273**	.072	.497**	--													
7 Perceived Economic Benefits	.124*	.024	.306**	-.002	.095	.128*	--												
8 Perceived Emotional Value	.252**	.044	.645**	-.153*	.208**	.311**	.331**	--											
9 Perceived Platform Brand Reputation	.145*	.168**	.263**	-.062	.088	.304**	.102	.304**	--										
10 Perceived Platform Quality technical	.266**	.002	.119*	-.052	.295**	.519**	.079	.138*	.251**	--									
11 Perceived Platform Quality service	.183**	.030	.241**	-.078	.172**	.424**	.179**	.321**	.341**	.528**	--								
12 Perceived Platform Quality information	.128*	.067	.219**	-.146*	.140*	.320**	.233**	.307**	.299**	.388**	.480**	--							
13 Perceived Platform Trust	.246**	-.039	.249**	-.018	.273**	.417**	.152*	.337**	.390**	.415**	.440**	.417**	--						
14 Perceived Risk	-.197**	-.104	-.321**	.128*	-.075	-.191**	-.140*	-.368**	-.266**	-.114	-.215**	-.258**	-.279**	--					
15 Perceived Social Benefits	.174**	.033	.347**	-.121*	-.025	.173**	.231**	.380**	.258**	.161**	.258**	.222**	.197**	-.131*	--				
16 Perceived Social Norm	.088	.032	.434**	-.135*	-.051	.061	.285**	.434**	.119*	.034	.176**	.177**	.127*	-.217**	.348**	--			
17 Perceived Sustainability	.268**	-.014	.189**	.046	.352**	.502**	.202**	.235**	.246**	.378**	.255**	.140*	.388**	-.132*	.263**	.146*	--		
18 Perceived Usefulness	.247**	.078	.472**	-.167**	.087	.191**	.397**	.464**	.269**	.199**	.271**	.298**	.247**	-.190**	.407**	.380**	.241**	--	
19 Social Cohesion	-.056	.007	.015	-.007	.047	-.038	.026	-.001	-.008	-.042	.008	-.083	-.154*	-.050	.077	-.014	-.097	.010	--
Mean	3.91	1.39	2.83	3.03	4.43	4.13	3.44	3.41	3.29	4.01	3.60	3.52	3.99	3.34	2.89	2.48	4.38	3.11	
Standard deviation	.762	.906	1.079	.813	.671	.607	.801	.756	.706	.528	.621	.610	.603	.784	.936	1.011	.604	.798	

n = 274; \*\* p < .01; \* p < .05

#### 4.2.1 PLS-SEM analysis

Table 10 presents the results of the hypothesized model. The findings indicate that the model explains a significant part of the variance in the Intention-to-Use a good sharing platform ( $R^2=0.533$ ). The mediation-effect showed a small to moderate explained variance ( $R^2=0.330$ ) for Perceived Trust. First, the results reveal that most of the direct-effect relationships are not significant: Altruism ( $\beta=-0.006;p=>0.5$ ), Materialism ( $\beta=-0.038;p=>0.5$ ), Perceived Behavioural Control ( $\beta=0.018;p=>0.5$ ), Perceived Ease-of-Use ( $\beta=0.108;p=>0.1$ ), Perceived Risk ( $\beta=-0.050;p=>0.1$ ), Perceived Economic Benefits ( $\beta=0.031;p=>0.5$ ), Perceived Social Benefit ( $\beta=0.048;p=>0.1$ ) and Perceived Sustainability ( $\beta=-0.062;p=>0.1$ ). These factors do not have a significant impact on Intention-to-Use a goods-sharing platform, which contradicts the initial expectations and does not support hypothesis H3, H4, H6, H7, H10, H11, H12 and H13. However, Perceived Usefulness ( $\beta=0.232$ ), Social Norm ( $\beta=0.150$ ), Familiarity ( $\beta=0.107$ ) positively influences Intention-to-Use, thereby supporting hypotheses H2, H5, and H9. Perceived Emotional Value ( $\beta=0.404$ ) showed the strongest positive effect on Intention-to-Use, accepting H8.

Second, the results show that Perceived Platform Trust does not significantly influence the Intention-to-Use ( $\beta=0.004;p=>0.5$ ), which goes against expectations and fails to support H1. Similarly, no support was found for the influence of Perceived Platform Brand Reputation ( $\beta=-0.004;p=>0.5$ ) and Perceived Platform Quality Technical ( $\beta=-0.003;p=>0.5$ ), Service ( $\beta=-0.003;p=>0.5$ ), and Information ( $\beta=-0.003;p=>0.5$ ). As Perceived Trust does not significantly affect Intention-to-Use, the mediation effect ceases here and does not support hypotheses H1, H1a and H1b. Nonetheless, the results do show that the constructs: Perceived Platform Brand Reputation ( $\beta=0.226$ ), Perceived Platform Quality Technical ( $\beta=0.203$ ), Service ( $\beta=0.169$ ) and Information ( $\beta=0.190$ ) all have a positive significant influence on Perceived Trust. This indicates that, despite Perceived Platform Trust having no effect on Intention-to-Use, this construct is positively influenced by Perceived Brand Reputation and high platform quality.

**Table 10** Effects of characteristics of Intention-to-Use.

<i>Hypothesized effects</i>		<i>Dependent constructs</i>			<i>Partial Mediation</i>			<i>Indirect effect</i>		<i>Hypotheses verification</i>
		<i>Intention-to-Use</i>			<i>Perceived Trust</i>			<i>Intention-to-Use via Perceived Trust</i>		
<i>Independent constructs</i>		<i>(β)</i>	<i>P-value</i>	<i>Effect-size</i>	<i>(β)</i>	<i>P-value</i>	<i>Effect-size</i>	<i>(β)</i>	<i>P-value</i>	
H1	Perceived Platform Trust	0.004	0.947	0.000						Not supported
H1a	Perceived Platform Brand Reputation				0.226	0.000**	0.065	-0.004	0.764	Not supported
H1b	Perceived Platform Quality technical				0.203	0.000**	0.042	-0.003	0.766	Not supported
	Perceived Platform Quality service				0.169	0.006**	0.026	-0.003	0.776	Not supported
	Perceived Platform Quality information				0.190	0.000**	0.039	-0.003	0.764	Not supported
H2	Perceived Usefulness	0.232	0.000**	0.041						Supported
H3	Perceived economic benefit	0.031	0.580	0.002						Not supported
H4	Perceived social benefit	0.048	0.388	0.003						Not supported
H5	Social norm	0.150	0.005**	0.033						Supported
H6	Perceived Sustainability	-0.062	0.285	0.005						Not supported
H7	Altruism	-0.006	0.905	0.000						Not supported
H8	Perceived Emotional Value	0.404	0.000**	0.180						Supported
H9	Familiarity	0.107	0.005**	0.024						Supported
H10	Materialism	-0.038	0.492	0.003						Not supported
H11	Perceived Behavioural Control	0.018	0.697	0.000						Not supported
H12	Perceived Ease-of-Use	0.108	0.063	0.014						Not supported
H13	Perceived Risk	-0.050	0.368	0.004						Not supported
<i>Control variables</i>										
Age	25-34	0.088	0.438	0.003						
	35-44	0.356	0.184	0.008						
	45-54	0.247	0.323	0.004						
	55+	0.356	0.017*	0.020						
Education	MAVO	-0.502	0.026*	0.020						
	HAVO	-0.048	0.775	0.000						
	First year	-0.064	0.750	0.000						
	Master	0.007	0.957	0.000						
Gender	Man	-0.133	0.149	0.009						
	Social cohesion	0.046	0.523	0.004						
	<i>R</i> <sup>2</sup>	0.533			0.330					
<i>Significance at: **p &lt; .01 and *p &lt; .05</i>										
Reference category: Age 18-24 , Educational Bachelor, Gender female.										

Finally, the control variables, the categories of Age showed different results, with category 18-24 as reference group, '25-34' ( $\beta=0.088;p=>0.1$ ), '35-44' ( $\beta=0.356;p=>0.1$ ), and '45-54' ( $\beta=0.247;p=>0.1$ ) are not significant. In contrast, age group '55+' ( $\beta=0.356$ ), has a significant positive effect on Intention-to-Use, implying that age does affect an individual's motivation to share goods on a sharing platform like Peerby. Furthermore, the control variable lower education group 'MAVO' ( $\beta=-0.502$ ) had a significant negative influence compared to the reference group 'bachelor'. Unfortunately, a Multi-Group Analysis (MGA) was not possible due to differences between group sample sizes. Additionally, gender does not show difference between male or females on intention-to-use goods-sharing platform as providers. Last, Social Cohesion ( $\beta=0.046;p=>0.5$ ) does not directly affect the Intention-to-Use as control variable.

### 4.3 Additional analysis

#### 4.3.1 Effect of control variables

The control variables Age and Gender seem to influence Intention-to-Use. Using Smart-PLS, a Multi Group Analysis (MGA) was conducted to investigate the differences between these groups. However, due to small sample sizes in certain age categories, it was not possible to test the '55+' group separately. To address this issue and still compare with the younger group (18-24), the age group '45-54' was combined with the '55+' group, creating the category '45+'. This resulted in a larger sample size that was suitable for the MGA (table 11). Within the 45+ group, Perceived Ease-of-Use is found to have a positive significant effect ( $\beta=0.386$ ). In the 18-24 age group, Perceived Risk shows a negative significant effect ( $\beta=-0.135$ ). Furthermore, Social Norms ( $\beta=0.189$ ) demonstrates a significant positive influence among the younger participants. However, in the case of the mediation effect, no significant effect was observed in either age group.

Table 11 Additional analysis effect of control variables

Direct relations	Age			
	$(\beta)$ (18-24)	$(\beta)$ (45+)	$p$ -value (18-24)	$p$ -value (45+)
Altruism -> ITU	0.049	0.046	0.461	0.831
Familiarity -> ITU	0.065	0.095	0.119	0.550
Materialism -> ITU	-0.044	-0.043	0.474	0.856
Perceived Behavioural Control -> ITU	-0.011	-0.120	0.864	0.594
Perceived Economic Benefit -> ITU	-0.067	-0.040	0.358	0.826
Perceived Emotional Value -> ITU	0.277	0.467	<b>0.000**</b>	<b>0.033*</b>
Perceived Ease-of-Use -> ITU	0.094	<b>0.386</b>	0.177	<b>0.021*</b>
Perceived Platform Brand Reputation -> PPTr	<b>0.279</b>	0.046	<b>0.000**</b>	0.868
PPQ Technical -> PPTr	0.197	-0.031	<b>0.013*</b>	0.873
PPQ Service -> PPTr	0.155	0.255	<b>0.039*</b>	0.203

PPQ Information-> PPTr	0.196	0.315	<b>0.002**</b>	0.047
Perceived Platform Trust -> ITU	0.073	-0.071	0.228	0.670
Perceived Risk -> ITU	<b>-0.135</b>	0.082	<b>0.027*</b>	0.714
Perceived Social Behaviour -> ITU	0.123	-0.032	0.067	0.878
Perceived Sustainability -> ITU	-0.079	-0.019	0.298	0.931
Perceived Usefulness -> ITU	<b>0.266</b>	0.128	<b>0.000**</b>	0.517
Social Norm -> ITU	<b>0.189</b>	0.119	<b>0.005**</b>	0.544
Social Cohesion -> ITU	0.046	0.002	0.526	0.991
<hr/>				
Mediation relation				
	<i>(β) (18-24)</i>	<i>(β) (45+)</i>	<i>p-value (18-24)</i>	<i>p-value (45+)</i>
PPQ Technical -> PPTr -> ITU	0.014	0.002	0.287	0.953
PPQ Service -> PPTr -> ITU	0.011	-0.018	0.313	0.753
PPQ Information -> PPTr -> ITU	0.014	-0.022	0.290	0.696
Perceived Platform Brand Reputation -> PPTr -> ITU	0.020	-0.003	0.272	0.950

ITU= Intention-to-Use, PPQ = Perceived Platform Quality, PPTr = Perceived Platform Trust

#### 4.3.2 Effect of Social Cohesion on Perceived Trust

The hypothesized effect of Perceived Platform Trust on Intention-to-Use was not supported. However, the correlation matrix (table 9) revealed a small relationship between the control variable Social Cohesion and Perceived Platform Trust. An additional analysis (table 12) was conducted to test the influence of Perceived Platform Trust on Intention-to-Use, with Social Cohesion as both a mediator and moderator. As mediator, it could be that high Social Cohesion would lead to greater Trust, ultimately, resulting in higher usage Intention. As a moderator, Social Cohesion in the neighbourhood could lead to increases in the significance of Platform Trust. The results indicating a negative significant effect of Social Cohesion on Perceived Trust ( $\beta=-0.129$ ), indicating that a community has an influence on platform trust. However, no significant effects were found for Perceived Platform Trust on Intention-to-Use when Social Cohesion acted as either a moderator ( $\beta=0.047;p=>0.1$ ) or mediator ( $\beta=0.002;p=>0.5$ ). Furthermore, several analyses were conducted to examine possible correlations and relationships by removing the mediation effect of Perceived Trust. Perceived Platform Brand Reputation and Perceived Platform Quality were examined, but no significant relationships were found.

Table 12 Additional analyses effect of Social Cohesion on Perceived Platform Trust

<i>Additional analysis</i>	<i>(β)</i>	<i>P-values</i>
Social Cohesion -> Intention-to-Use	0.054	0.466
Social Cohesion -> Perceived Platform Trust	<b>-0.129</b>	<b>0.006**</b>
Social Cohesion x Perceived Platform Trust -> Intention-to-Use	0.047	0.365

\*\* $P = <.001$

#### 4.3.3 Effect of Social Cohesion on Perceived Risk

Perceived Risk had no significant effect on Intention-to-Use. Theory states that Perceived Risk is related to Perceived Platform Trust (Mao et al., 2020), as the SE includes sharing with strangers (Hazée et al., 2020). Therefore, it was tested whether Social Cohesion could act as moderator that influences the Perceived Risk. Table 13 shows that Social Cohesion has a moderation effect ( $\beta = -0.114$ ). Although the effect size was small, it suggests that when Social Cohesion in the neighbourhood is high, the effect of Perceived Risk on intention-to-use is reduced. Furthermore, it was tested if there was an effect between Perceived Risk and Perceived Platform Trust. However, no moderation was found.

Table 13 Effect of Social Cohesion on Perceived Risk

Additional analysis	( $\beta$ )	P-values
Social Cohesion x Perceived Risk -> Intention-to-Use	-0.114	0.006**

#### 4.3.4 Effect of Emotional Value on Altruism and Social Benefits

Altruism and Emotional Value, and Social Benefits and Emotional Value were significantly correlated in the correlation matrix. Studies demonstrated that individuals help others out of solidarity, bonding, and selflessness (Bucher et al., 2016). The results show a small significant effect (Table 14), indicating that individuals with higher Altruism perceive providing their goods as fun and interesting, increasing their user intention towards providing on a goods-sharing platform (Kim et al. 2018). According to Bucher et al. (2016), hedonic and social value positively influence SE attitudes. Furthermore, Social benefits mediated by Emotional Value had a significant effect on Intention-to-use, showing that if individuals perceive Social Benefits from providing their goods, their usage intention is influenced by greater enjoyment and enthusiasm.

Table 14 Effect of Emotional Value on Altruism and Social Benefit

Additional analysis	( $\beta$ )	P-values
Altruism -> Perceived Emotional Value	0.263	0.000**
Altruism -> Perceived Emotional Value --> Intention-to-Use	0.103	0.000**
Perceived Social Benefit -> Perceived Emotional Value	0.388	0.000**
Perceived social Benefit -> Perceived Emotional Value -> Intention-to-Use	0.162	0.000**

## 5. Conclusions

In this concluding chapter, the research question is answered by interpreting the findings. Additionally, theoretical contribution and managerial implications are provided. Finally, limitations and future research suggestions will be discussed.

### 5.1 Conclusion

Sharing economy is an intriguing concept that provides a unique model in which people can not only utilise the services but also provide services to others (Raza et al., 2021). Previous research has conducted several studies and suggested that factors including trust, economic benefit and social benefit can motivate the consumer to participate in a sharing platform (Bellotti et al., 2015; Möhlmann, 2015). However, limited research has focused on understanding the factors influencing the Intention-to-Use a goods-sharing platform as provider (Rossmannek & Chen, 2023; Böcker & Meelen, 2016). This study aimed to add to academic literature by researching the providers side of goods-sharing platforms from a holistic view. The research question was as follows: ‘*What factors influence the providers' Intention-to-Use a goods-sharing platform?*’.

To answer this question fifteen hypotheses were tested and four of them showed a significant effect on Intention-to-Use (Table 15). As result, the most influential factor was Perceived Emotional Value, with the highest path-coefficient, followed by Perceived Usefulness showing a moderate effect. Additionally, Social Norm, and Familiarity had small but significant effects on intention-to-use. Regarding Perceived Platform Trust, it was examined as both a mediator between constructs and as an independent variable affecting intention-to-use. Although significant effects were observed between variables on the mediator trust, however, this study did not find a mediation or direct effect on intention-to-use. The PLS-analysis showed no effect for Perceived Platform Trust, indicating that Brand Reputation and Quality did not influence Intention-to-Use via Perceived Trust.

Furthermore, the control variables showed that respondents aged 55+ inclined to intend to use a goods-sharing platform as a provider compared to than those aged 18-24. Another finding is that respondents with lower education levels were less likely than those with a bachelor’s degree to become providers on a sharing platform. Overall, these findings imply that Perceived Emotional Value, Usefulness, Social Norms, and Familiarity influencing providers’ Intention-to-Use a goods-sharing platform.

*Table 15 Outcomes of hypothesized effects*

	<i>Hypotheses</i>	<i>Outcome</i>
H1	Perceived Platform Trust will positively affect the Intention-to-Use a goods-sharing platform as a provider.	Not supported

H1a	Perceived Platform Brand Reputation has a positive impact on the Intention-to-Use a goods-sharing platform as a provider through perceived trust.	Not supported
H1b	Perceived Platform Quality has a positive influence on the Intention-to-Use a goods-sharing platform as a provider through perceived trust.	Not supported
H2	Perceived Usefulness has a positive influence on Intention-to-Use a goods-sharing platform as a provider.	<b>Supported</b>
H3	Perceived Economic Benefits have a positive effect on the Intention-to-Use a goods-sharing platform as a provider.	Not supported
H4	Perceived Social Benefit has a positive influence on the Intention-to-Use a goods-sharing platform as a provider.	Not supported
H5	Perceived Social Norms have a positive effect on the Intention-to-Use a goods-sharing platform as a provider.	<b>Supported</b>
H6	Perceived Sustainability will have a positive effect on the intention-to-use a goods platform as a provider.	Not supported
H7	Altruism has a positive effect on Intention-to-Use a goods-sharing platform as a provider.	Not supported
H8	Emotional Value will positively influence the Intention-to-Use a goods-sharing platform as a provider.	<b>Supported</b>
H9	Familiarity has a positive influence on the providers Intention-to-Use a goods-sharing platform.	<b>Supported</b>
H10	Materialism has a negative effect on the intention-to-use the goods-sharing platform as a provider.	Not supported
H11	Perceived Behavioural Control has a positive effect on the Intention-to-Use a goods-sharing platform as a provider	Not supported
H12	Perceived Ease-of-Use has a positive influence on Intention-to-Use a goods-sharing platform as a provider.	Not supported
H13	Perceived Risk has a negatively influence on the providers' Intention-to-Use a goods-sharing platform as a provider.	Not supported

## 5.2 Discussion

As previously stated, different motivations were expected to influence the Intention-to-Use a goods-sharing platform as a provider. This study used Rossmannek & Chen (2023) meta-analysis to research goods-sharing platforms, contradicting other studies that focused on users' perspectives of accommodation-/ride-sharing platforms. Cost-benefit analysis by changing price/promotion rarely produces the desired results. Previous studies highlighted the importance of 'soft factors' like emotional value and trust between consumers and providers. Numerous scholars have acknowledged substantial risks in the SE, including customers damaging providers' properties (Hazée et al., 2020) and theft (Hong et al., 2019). However, their significance has diminished over time, and safety measures are considered less crucial in the context of sharing platforms (Rossmannek & Chen, 2023; Hazée et al., 2020). Both similarities and differences were discovered in this research.

In line with the literature, Perceived Risk was no longer a motivation for using a sharing platform. In this study Perceived Risk did not affect intention-to-use. One possible explanation for this finding is that platforms have implemented risk mitigation measures such as insurance in recent years (Hazée et al., 2020; Lutz et al., 2018; Rossmannek & Chen, 2023).

Interestingly, Perceived Risk showed a small negative impact among the younger subgroup (18-24), implying that younger individuals perceive less risk by using a sharing platform. Furthermore, the interaction-effect showed that higher social cohesion reduces the influence of Perceived Risk. This implies that a stronger sense of social cohesion in the neighbourhood causes individuals to feel less risk when offering their goods on a sharing platform because they are familiar with their neighbours. However, in this study Perceived Platform Trust did not influence an individual's intention-to-use a goods-sharing platform as provider. This

finding contradicts to the findings of previous studies (Raza et al., 2021). One explanation for this could be that Platform Trust is a silent factor that needs to be present all the time to attract individuals (Kim et al., 2018).

Previous studies found no significant effect of Altruism on intention-to-use a sharing platform, but they focused on consumers rather than providers (Bardhi & Eckhardt, 2012; Amirkieae & Evangelopoulos, 2018). These studies suggested that individuals with higher Altruism derive more satisfaction from helping others through sharing platforms (Amirkieae & Evangelopoulos, 2018). In this study, Altruism did not affect Intention-to-Use. However, an additional analysis showed that Altruism has a positive effect on intention-to-use through Emotional Value. This may be caused by the fact that Altruism plays a role in fulfilling the desire to help others, resulting in a sense of fulfillment and satisfaction (Kim et al. 2018). Similarly, for the relation between Social Benefits and Intention-to-Use, with Emotional Value as mediator.

Furthermore, while the direct effect of Perceived Ease-of-Use on Intention-to-Use was not significant, the inclusion of the control variable age in the MGA showed a difference between age groups. The results indicated that older individuals placed a higher value and importance on perceived Ease-of-Use compared to younger individuals. This could be that older individuals may have less exposure to new technology and digital platforms, making sharing platforms appear more challenging or unfamiliar to them, and therefore place a higher value of Ease-of-Use (Venkatesh & Davis, 2000).

### **5.3 Practical implications**

This study provides practical implications for platform operators of sharing platforms, highlighting key areas of focus to improve their platform's capabilities. The results suggest that enhancing platform familiarity is crucial for attracting new providers and increasing engagement, as Familiarity can lead to positive word-of-mouth, higher user engagement, and acceptance (Mao & Lyu, 2017). Moreover, platform operators need to create awareness of platforms like Peerby through factors as social norms or Familiarity. Advertising the platform or sharing success stories of previous providers on social media can be effective. Additionally, offering premium features to both users and providers may also attract new providers. Furthermore, Perceived Emotional Value emerged as the most significant factor. Therefore, platform managers should emphasise the sharing pleasures of the platform. Although Perceived Platform Trust did not show relevance in this study, maintaining technical, service and information quality, and Platform Brand Reputation remain important tasks for platform operators as they contribute to building trust. Overall, this research contributes to an understanding of the factors influencing the intention-to-use a goods-

sharing platform. The findings may help platform operators in making informed decisions for their sharing platform and understanding the potential effects of certain choices.

#### **5.4 Limitations and further research**

Like any research, this study has some limitations, which provide opportunities for future research. First, while the results of this study are generally reliable and substantial, the representativeness of the sample, may affect their generalizability. The sample had a higher proportion of women (56.9%) and consisted of relatively young and highly educated participants. To improve external validity, future study may use a more diverse sample with a broader education dispersion. Furthermore, the data collection method relied heavily on respondents from a LinkedIn and WhatsApp, potentially leading to a biased sample (Hair et al., 2018). Future research might use additional data-collection strategies. For example, by physically distributing the survey or using panels.

Second, the potential bias or subjectivity of participants responses is an important consideration, because most of the participants were not familiar with the goods-sharing platform Peerby. Future research could employ additional measures like incorporating control groups to minimize the bias. Additionally, participants were only exposed to Peerby through videos and photos, which may have limited their view of the platform. Future research could explore different ways to introduce the sharing platform. For example, using a virtual reality glass.

Third, there was some confusion with the variable's Materialism and Perceived Behavioural Control, this could be avoided by using more adapted scales to the context.

Finally, there is still room for further research into the providers side of a sharing platform, specially focusing on goods-sharing platforms. More in-depth research can be conducted on goods-sharing platforms, with fewer variables to obtain more detailed insights. Additionally, while this research incorporated the control variable Social Cohesion, it can be included as variable in future studies examining goods-sharing platforms.

Extensive research has been focused on the investigation of sharing platforms and the SE, offering valuable insights for a society struggling with modern-day consumerism. These platforms represent a valuable step towards a sustainable future, wherein individuals are encouraged to reduce their consumption and embrace resource sharing and borrowing.

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## Appendices

### Appendix 1: Pilot-study

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#### Start van blok: Standaard vragenblok

Beste respondent,

Hartelijk dank dat u ons wilt helpen met afstuderen aan de Radboud Universiteit door mee te doen aan dit onderzoek. In dit onderzoek willen wij inzicht verkrijgen in waarom mensen hun persoonlijke bezittingen willen delen met anderen via een deelplatform. Het is belangrijk om te vermelden dat we dit onderzoek alleen voor ons afstuderen uitvoeren, dus niet in opdracht van een deelplatform of een andere organisatie. De enquête bestaat uit **25** vragen en zal ongeveer **15** minuten van uw tijd in beslag nemen. U kunt de enquête niet tussentijds opslaan, dus we vragen u vriendelijk om de enquête in één keer in te vullen.

#### Verwerking en gebruik van data

Om uw identiteit te beschermen worden alleen geanonimiseerde onderzoeksgegevens gebruikt in rapporten en publicaties over het onderzoek. Uw persoonsgegevens (zoals leeftijd, geslacht, opleiding en de antwoorden op andere vragen) zullen altijd op een veilige en versleutelde manier gebruikt worden binnen het onderzoeksteam. Uw persoonsgegevens worden verzameld, gebruikt en opgeslagen conform de Algemene Verordening Gegevensbescherming. Sommige personen en organisaties moeten toegang hebben tot uw persoons- en onderzoeksgegevens om te toetsen of het onderzoek correct en betrouwbaar is uitgevoerd. Het beleid van de Radboud Universiteit is om gegevens minimaal 10 jaar te bewaren, waarbij bevoegden binnen de Radboud Universiteit uw gegevens op strikt vertrouwelijke basis kunnen inzien. Uw deelname aan deze enquête is volledig vrijwillig en uw antwoorden worden vertrouwelijk behandeld. Als u in de loop van het onderzoek uw toestemming wilt intrekken en uw deelname wilt beëindigen, heeft u daartoe ten alle tijde het recht. Als u op enig moment vragen heeft over deze enquête, dan kunt u contact opnemen met [Nynke.hillen@ru.nl](mailto:Nynke.hillen@ru.nl). Als u vindt dat u anders bent behandeld dan aangeven in dit formulier of dat uw rechten als deelnemer zijn geschonden dan kunt u contact opnemen met de Centrale Privacy Organisatie van de Radboud Universiteit (Data Protection Officer: Ronald Sarelse)[[Privacy@ru.nl](mailto:Privacy@ru.nl)].

Alvast bedankt voor uw bijdrage aan ons afstudeeronderzoek,

Thijs Buisman, Nynke Hillen, Ismail El Messaoudi, Romy Meurs, Niek Wijnstok, Martijn Wittekamp

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### TOESTEMMINGSVERKLARING VAN RESPONDENT

Bij deelname aan dit onderzoek bevestig ik dat:

- Ik 18 jaar of ouder ben;
- Ik de verstrekte informatie heb gelezen en begrijp;
- Ik tevreden ben over hoe ik ben geïnformeerd over het onderzoek;
- Ik in de gelegenheid ben gesteld om vragen over het onderzoek te stellen;

- Mijn vragen naar tevredenheid zijn beantwoord;
- Ik voldoende gelegenheid heb gekregen om goed na te denken over mijn deelname aan het onderzoek;
- Ik geheel vrijwillig deelneem aan het onderzoek.

Bij deelname aan dit onderzoek begrijp ik dat:

- Ik ten alle tijden mag stoppen met het deelnemen aan deze enquête, door het tabblad in de browser te sluiten en dat eventuele ingevulde gegevens niet opgeslagen worden;
- Ik het recht heb om mijn toestemming zonder opgave van reden binnen 1 maand na deelname aan het onderzoek in te trekken door contact op te nemen met [Nynke.hillen@ru.nl](mailto:Nynke.hillen@ru.nl);
- Mijn persoonsgegevens worden verwerkt conform de Europese Privacyregelgeving;
- Alles in lijn is met de privacyverklaring van de Radboud Universiteit.

Bij deelname aan dit onderzoek verleen ik toestemming dat:

- Mijn persoonlijke en/of onderzoeksgegevens die binnen het onderzoek worden verkregen voor wetenschappelijke doeleinden gebruikt zullen worden en gedurende 10 jaar beschikbaar zijn voor verificatie, hergebruik en replicatie;
- Toezichhoudende autoriteiten mijn persoons- en onderzoeksgegevens kunnen inzien voor de controle van het onderzoek.

Ik heb de bovenstaande informatie begrepen, en ik ga akkoord (1)

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Q3 Was bovenstaande informatie voor u gemakkelijk leesbaar en te begrijpen?

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Pagina-einde

Q4 Voordat u start met de enquête willen wij u middels de volgende drie stellingen vragen in hoeverre u bekend met het goederen deelplatform 'Peerby'.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik ben bekend met het deelproces van Peerby (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben bekend met het aanbieden van goederen op Peerby (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb ervaring met Peerby (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

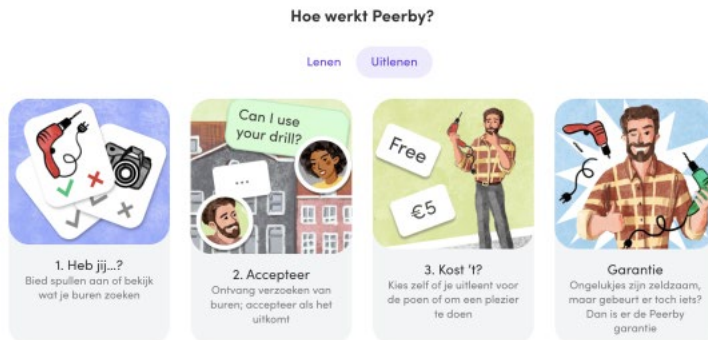
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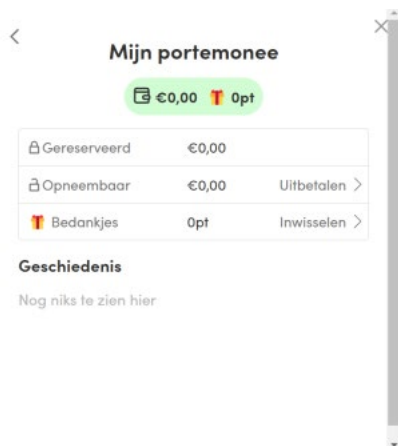
## Peerby: Het deelplatform

Peerby is een Nederlands deelplatform waarmee u uw gebruiksgoederen (zoals een staafmixer, boormachine, ladder, camera of speakers) via de website of app aan mensen binnen uw buurt kunt uitlenen of verhuren. Op deze manier kan u geld verdienen en de lokale gemeenschap helpen.

Peerby werkt voor een aanbieder als volgt:



Als aanbieder betaalt u geen lidmaatschapskosten voor het gebruik van het platform. Nadat u een account heeft aangemaakt, kunt u uw goederen op het platform plaatsen en de prijs bepalen waartegen u uw goederen wilt uitlenen. Indien u besluit uw goederen te verhuren, vraagt Peerby 15% van deze opbrengst voor hun servicediensten (platform, garantie, hulp). Vervolgens kunnen geïnteresseerden in de buurt contact opnemen via Peerby, waarna u vervolgens zelf kan overleggen over de duur van huur en het ophalen/ terugbrengen van de items. Alle betalingen op Peerby lopen via IDEAL, waardoor u van tevoren weet dat er is betaald. Vervolgens kan de geïnteresseerde het item gebruiken. Dit geld komt éérst in uw Peerby portemonnee en kunt u vervolgens overmaken naar uw eigen bankrekening.



Verder biedt Peerby garantie in het geval van schade, vermissing of diefstal tot een bedrag van maximaal €2000,-. Voor schade die het functioneren van voorwerpen niet belemmert, wordt er geen garantie gegeven.

Q5 Graag zouden wij willen weten of bovenstaande informatie voor u gemakkelijk te lezen en te begrijpen was?

Einde blok: Standaard vragenblok

Start van blok: Blok 1

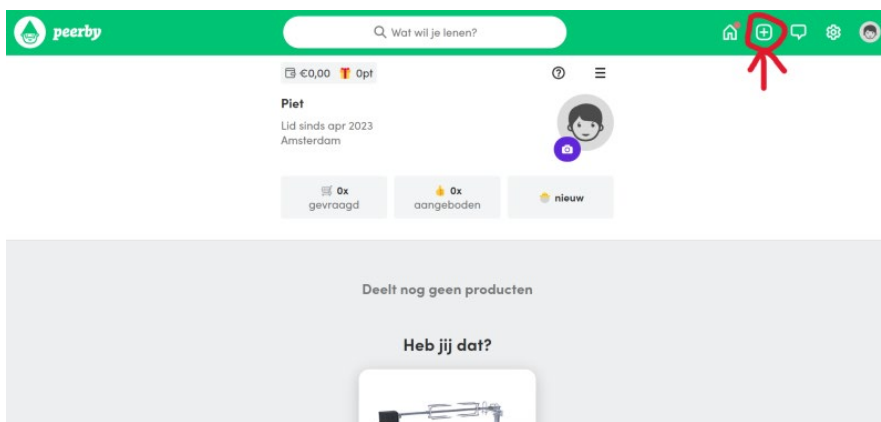
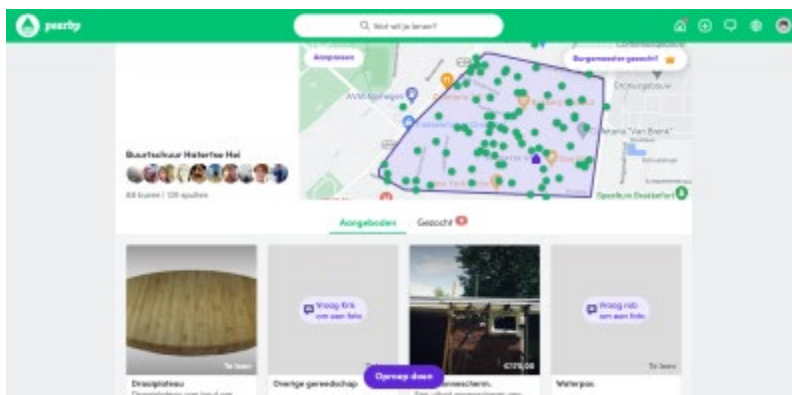
Q6 De volgende stellingen gaan over wat u vindt van Peerby als potentiële aanbieder van uw persoonlijke eigendommen. Gelieve het bolletje aan te kruisen dat het beste past bij uw mening. Er zijn geen goede of slechte antwoorden: het gaat om uw

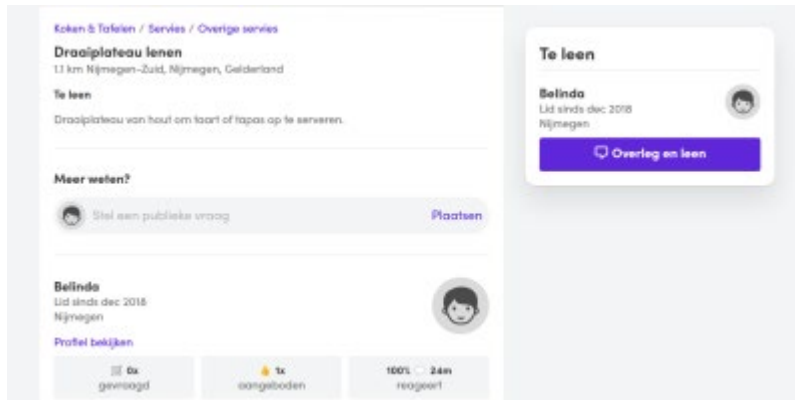
mening die is belangrijk voor ons! Het is belangrijk dat u de stellingen beantwoordt vanuit uw overweging om eigen goederen aan te gaan bieden op Peerby.

Q7 Hieronder ziet u vier afbeeldingen van de Peerby website. De eerste afbeelding is de homepage van Peerby en geeft weer hoe u lid kunt worden van Peerby.



De tweede en derde afbeelding laten zien hoe u goederen kunt zoeken op Peerby en een leenaanvraag kunt indienen.





De vierde afbeelding toont uw persoonlijk account, waarin rechtsboven op de pagina een +icoon staat weergegeven waarmee u uw gebruiksgoederen op Peerby kan plaatsen. Hier kunt u als gebruiker ook zien wat voor goederen er in uw buurt gezocht worden onderaan de pagina bij de vraag "Heb jij dat?". Vervolgens wordt u naar de pagina op afbeelding 5 geleid waarop u informatie geeft over het eigendom en die vervolgens kan plaatsen.

The screenshot shows a mobile application interface for creating a new product. At the top, the title 'Nieuw product' is displayed. Below it is a camera icon for adding an image. The form consists of several sections: a 'Producttitel' (Product title) input field, a 'Beschrijving' (Description) text area with a placeholder 'Hoe gedetailleerder je productomschrijving, hoe sneller en beter je je burens kunt helpen.', a selection between 'Te leen' (To borrow) and 'Te huur' (To rent), a 'Categorie' (Category) dropdown menu, a 'Zichtbaar voor anderen' (Visible to others) toggle switch which is currently turned on, and a purple 'Opslaan' (Save) button at the bottom.

Wij willen u vragen om aan de hand van deze afbeeldingen de volgende stellingen over de kwaliteit en de gebruiksvriendelijkheid van het platform Peerby, te beantwoorden.

Ik denk dat:

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
De website van Peerby overzichtelijk is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby aanbieders op een overzichtelijke wijze informeert over het deelproces (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby snelle service aan aanbieders geeft (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby altijd bereid is om aanbieders te helpen hun diensten toe te passen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby aandacht besteedt aan de individuele behoeften van de aanbieder (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby de specifieke behoeften van aanbieders begrijpt (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De door Peerby verstrekte informatie altijd accuraat is (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby mij voorziet van alle informatie die ik nodig heb (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De door Peerby verstrekte informatie altijd actueel is (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Mijn eigen goederen aanbieden via Peerby is gemakkelijk (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn eigen goederen aanbieden via Peerby is eenvoudig te begrijpen. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn eigen goederen aanbieden via Peerby is gemakkelijk zelf te leren (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn eigen goederen aanbieden via Peerby vereist niet veel mentale inspanning (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q9 Ik denk dat het aanbieden van mijn eigen goederen op Peerby.....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Helpt om de consumptie van nieuwe spullen te beperken (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecologisch verantwoord is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goed is voor het milieu (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een manier is om bij te dragen aan een duurzamere samenleving (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Ik denk dat het aanbieden van mijn eigen goederen op Peerby....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Een goede manier is om nieuwe mensen te ontmoeten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een goede kans is om gelijkgestemde mensen te ontmoeten (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ervoor zorgt dat ik me onderdeel voel van een gemeenschap (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een goede manier is om gezelschap te vinden (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Ik denk dat ik door het aanbieden van mijn eigen goederen op Peerby....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Geld kan verdienen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een financieel voordeel kan krijgen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn economische situatie kan verbeteren (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 In hoeverre bent u het eens met de onderstaande drie stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
De mensen die belangrijk voor mij zijn, vinden dat ik mijn eigen goederen op Peerby moet aanbieden (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mensen die belangrijk voor mij zijn, willen dat ik mijn eigen goederen op Peerby aanbied (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mensen wiens mening ik waardeer zouden het liefst zien dat ik mijn eigen goederen op Peerby aanbied (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Voor de volgende vragen: Stel je voor, je bent een aanbieder van een boormachine en een ladder en deze zou je willen verhuren omdat je hier wat extra geld mee te verdienen, in hoeverre bent u het eens met 4 onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik denk dat ik door middel van Peerby mijn doelen efficiënter kan bereiken (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat ik sneller kan bereiken wat ik wil door middel van Peerby (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Peerby nuttig voor mij is, omdat ik kan bereiken wat ik wil bereiken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over het algemeen denk ik dat Peerby nuttig is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q14 Ik denk dat het aanbieden van mijn eigen goederen op Peerby...

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Plezierig is (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spannend is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leuk is (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interessant is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aangenaam is (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q15 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Het is geheel aan mij om mijn goederen aan te bieden op Peerby (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben ervan overtuigd dat ik Peerby kan gebruiken om mijn goederen aan te bieden wanneer ik dat wil (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er staat mij niets in de weg om mijn goederen aan te bieden op Peerby (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 Onderstaande stellingen gaan over uw persoonskenmerken. In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigzins mee oneens (2)	Noch eens noch oneens (3)	Enigzins mee eens (4)	Helemaal mee eens (5)
Ik koop meestal alleen de dingen die ik nodig heb (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeer mijn leven eenvoudig te houden, wat bezittingen betreft (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De dingen die ik bezit zijn niet zo belangrijk voor mij (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geef graag geld uit aan dingen die niet zo praktisch zijn (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dingen kopen geeft mij veel plezier (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik hou van veel luxe in mijn leven (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik hecht minder belang aan materiële zaken dan de meeste mensen die ik ken (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik help andere mensen graag, zelfs als ik ze nooit meer zal zien (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het voelt goed om anderen te helpen hun problemen op te lossen, ook als ze eigenlijk geen vrienden van mij zijn (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik help anderen graag, zelfs als ik ze niet ken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q18 Graag zouden wij willen weten of bovenstaande stellingen gemakkelijk waren om te lezen en te begrijpen?

Q19 Ik denk dat het aanbieden van mijn eigen goederen op Peerby....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Risicovol is (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Niet zonder gevaar is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een grote mogelijkheid tot verlies en schade van mijn goederen met zich meebrengt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Peerby is een sterk merk. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een bekend merk. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een aantrekkelijk merk. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een uniek merk. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Ik denk dat...

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Peerby betrouwbaar is (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby de intentie heeft om zijn beloften en toezeggingen aan aanbieders na te komen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby de belangen van zijn aanbieders in acht neemt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby zijn aanbieders geen kwaad doet (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q22 Geeft u aan in hoeverre u het eens bent met de volgende drie stellingen.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Als ik toegang heb tot Peerby, dan heb ik de intentie om het te gebruiken als aanbieder (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gegeven dat ik toegang heb tot Peerby, dan voorspel ik dat ik het als aanbieder zou gebruiken (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als Peerby beschikbaar is, ben ik van plan het in de toekomst als aanbieder te gebruiken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Einde blok: Blok 1

Start van blok: Blok 2

Q23 Met welk geslacht identificeert u zich?

- Man (1)
- Vrouw (2)
- Anders (3)
- Ik zeg dat liever niet (4)

Q24 Wat is uw hoogst behaalde opleiding?

- Geen of basisschoolonderwijs (1)
- Lager beroepsonderwijs/VMBO (kader-of beroepsgerichte leerweg) /MBO 1/ VBO (2)
- MAVO / HAVO of VWO (eerste driejaar) / VMBO (theoretisch of gemengd) (3)
- HAVO of VWO (4e, 5e, 6e klas)/ MBO 2-4 (4)
- Propedeuse (HBO of universitair) (5)
- Bachelor (HBO of universitair) (6)
- Master/doctor/postdoctor (7)

Q25 De volgende stellingen gaan over de buurt waarin u woonachtig bent. In hoeverre ben u het met deze eens?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Mensen in mijn buurt hebben veel contact met elkaar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik woon in een gezellige buurt, waar veel samenhorigheid is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mensen in de buurt kennen elkaar nauwelijks (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q26 In welke categorie valt uw leeftijd?

18-24 (1)

25-34 (2)

35-44 (3)

45-54 (4)

55-65 (5)

65+ (6)

Q27 Wat vond u van de enquête? Zou u hier uw eventuele opmerkingen en feedback willen plaatsen, dit zou ons enorm helpen voor het maken van de officiële enquête?

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**Appendix 2: Results pilot-study – Cronbach's alpha**

Construct	Cronbach's alpha Pilot-study	Cronbach's alpha source
Altruism	0.893	0.932
Familiarity	0.750	0.92
Intention-to-Use	0.945	0.93
Materialism	0.798	0.75
Perceived Behavioural Control	<b>0.581</b>	0.80
Perceived Ease-of-Use	0.880	0.87
Perceived Economic Benefits	0.725	0.724
Perceived Emotional Value	0.863	0.889
Perceived Platform Brand Reputation	0.724	0.885
Perceived Platform Quality	0.924	0.88
Perceived Platform Trust	0.849	0.829
Perceived Risk	0.814	0.93
Perceived Social Benefits	0.818	0.87
Perceived Sustainability	0.854	0.907
Perceived Usefulness	0.856	0.89
Social Norms	0.957	0.95

### Appendix 3: Survey design (Dutch)

Beste respondent,

Hartelijk dank dat u ons wilt helpen met afstuderen aan de Radboud Universiteit door mee te doen aan dit onderzoek. In dit onderzoek willen wij inzicht verkrijgen in waarom mensen hun persoonlijke bezittingen willen delen met anderen via een deelplatform. Het is belangrijk om te vermelden dat we dit onderzoek alleen voor ons afstuderen uitvoeren, dus niet in opdracht van een deelplatform of een andere organisatie. De enquête zal ongeveer **10 - 15** minuten van uw tijd in beslag nemen. U kunt de enquête niet tussentijds opslaan, dus wij vragen u vriendelijk om de enquête in één keer in te vullen.

#### Verwerking en gebruik van data

Om uw identiteit te beschermen worden alleen geanonimiseerde onderzoeksgegevens gebruikt in rapporten en publicaties over het onderzoek. Uw persoonsgegevens (zoals leeftijd, geslacht, opleiding en de antwoorden op andere vragen) zullen altijd op een veilige en versleutelde manier gebruikt worden binnen het onderzoeksteam. Uw persoonsgegevens worden verzameld, gebruikt en opgeslagen conform de Algemene Verordening Gegevensbescherming. Sommige personen en organisaties moeten toegang hebben tot uw persoons- en onderzoeksgegevens om te toetsen of het onderzoek correct en betrouwbaar is uitgevoerd. Het beleid van de Radboud Universiteit is om gegevens minimaal 10 jaar te bewaren, waarbij bevoegden binnen de Radboud Universiteit uw gegevens op strikt vertrouwelijke basis kunnen inzien.

Uw deelname aan deze enquête is volledig vrijwillig en uw antwoorden worden vertrouwelijk behandeld. Als u op enig moment vragen heeft over deze enquête, dan kunt u contact opnemen met [Nynke.hillen@ru.nl](mailto:Nynke.hillen@ru.nl). Als u vindt dat u anders bent behandeld dan aangegeven in dit formulier of dat uw rechten als deelnemer zijn geschonden dan kunt u contact opnemen met de Centrale Privacy Organisatie van de Radboud Universiteit (Data Protection Officer: Ronald Sarelse)[[Privacy@ru.nl](mailto:Privacy@ru.nl)].

Alvast bedankt voor uw bijdrage aan ons afstudeeronderzoek,

Thijs Buisman, Nynke Hillen, Ismail El Messaoudi, Romy Meurs, Niek Wijnstok, Martijn Wittekamp

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Pagina-einde

#### TOESTEMMINGSVERKLARING VAN RESPONDENT

Bij deelname aan dit onderzoek bevestig ik dat:

- Ik 18 jaar of ouder ben;
- Ik de verstrekte informatie heb gelezen en begrijp;
- Ik tevreden ben over hoe ik ben geïnformeerd over het onderzoek;
- Ik in de gelegenheid ben gesteld om vragen over het onderzoek te stellen;
- Mijn vragen naar tevredenheid zijn beantwoord;
- Ik voldoende gelegenheid heb gekregen om goed na te denken over mijn deelname aan het onderzoek;
- Ik geheel vrijwillig deelneem aan het onderzoek.

Bij deelname aan dit onderzoek begrijp ik dat:

- Ik te allen tijde mag stoppen met het deelnemen aan deze enquête, door het tabblad in de browser te sluiten en dat eventuele ingevulde gegevens niet opgeslagen worden;
- Na deelname aan het onderzoek, kan ik mijn toestemming voor het verwerken van mijn data niet meer terugtrekken;
- Mijn persoonsgegevens worden verwerkt conform de Europese Privacyregelgeving;
- Alles in lijn is met de privacyverklaring van de Radboud Universiteit.

Bij deelname aan dit onderzoek verleen ik toestemming dat:

- Mijn persoonlijke en/of onderzoeksgegevens die binnen het onderzoek worden verkregen voor wetenschappelijke doeleinden gebruikt zullen worden en gedurende 10 jaar beschikbaar zijn voor verificatie, hergebruik en replicatie;
- Toezichhoudende autoriteiten mijn persoons- en onderzoeksgegevens kunnen inzien voor de controle van het onderzoek.

Ik heb de bovenstaande informatie begrepen en ik ga akkoord met deelname aan het onderzoek (1)

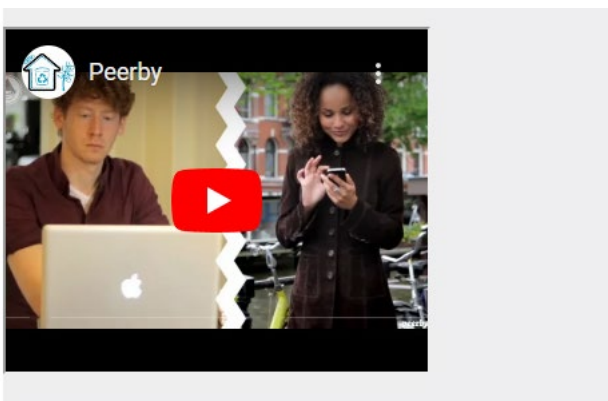
Q3 Deze vragenlijst gaat over het deelplatform Peerby. In hoeverre bent u bekend met Peerby?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik ben bekend met het deelproces van Peerby (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben bekend met het aanbieden van goederen op Peerby (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb ervaring met Peerby (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

**Wat is Peerby? Gelieve de onderstaande informatie over Peerby aandachtig te lezen.**

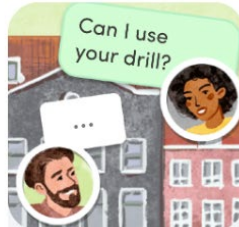
Peerby is een Nederlands en Belgisch deelplatform waarmee u uw gebruiksgoederen (zoals een staafmixer, boormachine, ladder, camera of speakers) via de website of app aan mensen binnen uw buurt kunt uitlenen of verhuren. Op deze manier kunt u geld verdienen en de lokale gemeenschap helpen. De volgende video bevat een korte uitleg van de werking van Peerby. Mocht u geen geluid kunnen afspelen, dan kunt u de ondertiteling met de knop in de video aanzetten.



Voor aanbieders van goederen werkt Peerby als volgt:



**1. Heb jij...?**  
Bied spullen aan of bekijk waf je buren zoeken



**2. Accepteer**  
Ontvang verzoeken van buren; accepteer als het uitkomt



**3. Kost 't?**  
Kies zelf of je uitleent voor de poen of om een plezier te doen



**Garantie**  
Ongelukjes zijn zeldzaam, maar gebeurt er toch iets? Dan is er de Peerby garantie

Als aanbieder betaalt u geen lidmaatschapskosten. Nadat u een account heeft aangemaakt, kunt u uw goederen op het platform plaatsen en de prijs bepalen. Indien u besluit uw goederen te verhuren, vraagt Peerby 15% van deze opbrengst voor hun servicediensten. Alle betalingen op Peerby lopen digitaal en u weet van tevoren dat er is betaald.

### Veiligheid & Garantie

Op Peerby kunnen gebruikers elkaar beoordelen: u kunt deze beoordelingen lezen zodat u een indicatie heeft van aan wie u uw eigendommen uitleent of verhuurt. Verder biedt Peerby garantie in het geval van schade, vermissing of diefstal tot een bedrag van maximaal €2000,- (tenzij de schade het functioneren van uw voorwerpen niet belemmert).

Pagina-einde

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Einde blok: Standaard vragenblok

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Start van blok: Blok 1

Q4 De volgende stellingen gaan over wat u als potentiële aanbieder van uw eigendommen van Peerby vindt. Gelieve het bolletje aanvinken dat het beste past bij uw mening. Er zijn geen goede of foute antwoorden: uw mening is belangrijk voor ons. Het is belangrijk dat u de stellingen beantwoordt vanuit uw overweging om eigen goederen aan te gaan bieden op Peerby.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik krijg de indruk dat Peerby betrouwbaar is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik krijg de indruk dat Peerby de intentie heeft om zijn beloften en toezeggingen aan aanbieders na te komen (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat Peerby de belangen van zijn aanbieders in acht neemt (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat Peerby zijn aanbieders geen kwaad doet (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Ik denk dat het aanbieden van mijn eigen goederen op Peerby...

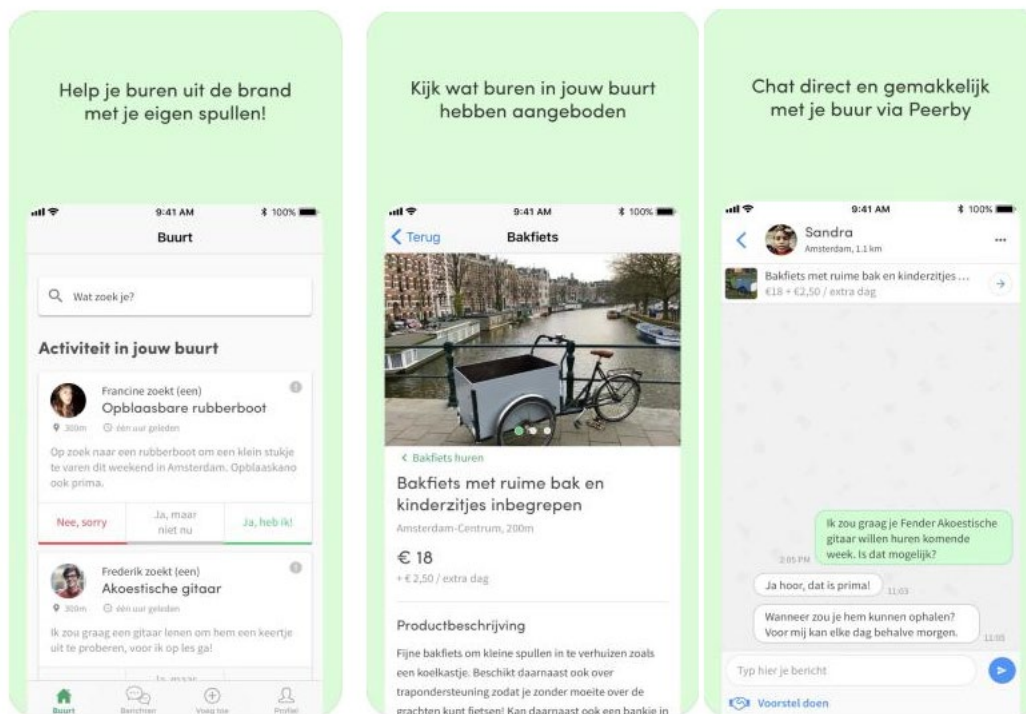
	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Risicovol is (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Zonder gevaar is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een grote mogelijkheid tot verlies en schade van mijn goederen met zich meebrengt (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Peerby is een sterk merk (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een bekend merk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een aantrekkelijk merk (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Peerby is een uniek merk (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q7 Hieronder ziet u drie afbeeldingen van de Peerby app. Op de eerste afbeelding is weergegeven hoe u als gebruiker kunt zien welke goederen er in uw buurt gezocht worden. De tweede afbeelding laat zien hoe uw aanbod wordt getoond op de app. De derde afbeelding laat zien hoe u met andere gebruikers kunt chatten om een afspraak te maken om uw goederen uit te lenen.



Wij willen u vragen om aan de hand van deze afbeeldingen de volgende stellingen over de kwaliteit en de gebruiksvriendelijkheid van het platform Peerby te beantwoorden.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Mijn impressie is dat de app van Peerby overzichtelijk is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn eerste indruk is dat Peerby aanbieders op een overzichtelijke wijze informeert over het deelproces (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik krijg de indruk dat Peerby goede service aan aanbieders geeft (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat Peerby altijd bereid is om aanbieders te helpen hun diensten toe te passen (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat Peerby aandacht besteedt aan de individuele behoeften van de aanbieder (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik krijg de indruk dat Peerby de specifieke behoeften van aanbieders begrijpt (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat de door Peerby verstrekte informatie altijd accuraat is (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat Peerby mij voorziet van alle informatie die ik nodig heb (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn impressie is dat de door Peerby verstrekte informatie altijd actueel is (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 In hoeverre bent u het eens met de volgende stellingen op basis van de gegeven informatie over Peerby?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik denk dat mijn eigen goederen aanbieden via Peerby gemakkelijk is (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat mijn eigen goederen aanbieden via Peerby eenvoudig te begrijpen is (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat mijn eigen goederen aanbieden via Peerby gemakkelijk zelf te leren is (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat mijn eigen goederen aanbieden via Peerby niet veel mentale inspanning vereist (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q9 Ik denk dat het aanbieden van mijn eigen goederen op Peerby.....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Helpt om de consumptie van nieuwe spullen te beperken (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecologisch verantwoord is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goed is voor het milieu (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een manier is om bij te dragen aan een duurzamere samenleving (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 Ik denk dat het aanbieden van mijn eigen goederen op Peerby.....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Een goede manier is om nieuwe mensen te ontmoeten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een goede kans is om gelijkgestemde mensen te ontmoeten (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ervoor zorgt dat ik me onderdeel voel van een gemeenschap (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een goede manier is om gezelschap te vinden (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Ik denk dat ik door het aanbieden van mijn eigen goederen op Peerby.....

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Geld kan verdienen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Een financieel voordeel kan krijgen (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn economische situatie kan verbeteren (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 In hoeverre bent u het eens met de onderstaande drie stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
De mensen die belangrijk voor mij zijn, zouden vinden dat ik mijn eigen goederen op Peerby moet aanbieden (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mensen die belangrijk voor mij zijn, zouden willen dat ik mijn eigen goederen op Peerby aanbied (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mensen wiens mening ik waardeer zouden het liefst zien dat ik mijn eigen goederen op Peerby aanbied (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 De volgende stellingen gaan over hoe Peerby bij kan dragen aan uw persoonlijke doelen. In hoeverre bent u het eens met de onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik denk dat ik door middel van Peerby mijn doelen efficiënter kan bereiken (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat ik sneller kan bereiken wat ik wil door middel van Peerby (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik denk dat Peerby nuttig voor mij is, omdat ik kan bereiken wat ik wil bereiken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Over het algemeen denk ik dat Peerby nuttig is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 Ik denk dat het aanbieden van mijn eigen goederen op Peerby...

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Plezierig is (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spannend is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leuk is (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interessant is (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aangenaam is (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q15 Onderstaande stellingen gaan over u persoonskenmerken. In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Het is geheel aan mij om mijn goederen aan te bieden op Peerby (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben ervan overtuigd dat ik Peerby kan gebruiken om mijn goederen aan te bieden wanneer ik dat wil (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Er staat mij niets in de weg om mijn goederen aan te bieden op Peerby (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik koop meestal alleen de dingen die ik nodig heb (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeer mijn leven eenvoudig te houden, wat bezittingen betreft (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De dingen die ik bezit zijn niet zo belangrijk voor mij (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik geef graag geld uit aan dingen die niet zo praktisch zijn (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dingen kopen geeft mij veel plezier (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik hou van veel luxe in mijn leven (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik hecht minder belang aan materiële zaken dan de meeste mensen die ik ken (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 In hoeverre bent u het eens met onderstaande stellingen?

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik help andere mensen graag, zelfs als ik ze nooit meer zal zien (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het voelt goed om anderen te helpen hun problemen op te lossen, ook als ze eigenlijk geen vrienden van mij zijn (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik help anderen graag, zelfs als ik ze niet ken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Pagina-einde

Q18 Gelieve aangeven in hoeverre u het eens bent met de volgende drie stellingen.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Ik heb de intentie om Peerby te gebruiken als aanbieder (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gegeven dat ik toegang heb tot Peerby, dan voorspel ik dat ik het als aanbieder zou gebruiken (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als Peerby bij mij in de buurt beschikbaar is, ben ik van plan het in de toekomst als aanbieder te gebruiken (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Start van blok: Blok 2**

Q19 Met welk geslacht identificeert u zich?

- Man (1)
- Vrouw (2)
- Anders (3)
- Ik zeg dat liever niet (4)

Q20 Wat is uw hoogst genoten opleiding?

- Geen of basisschoolonderwijs (1)
- Lager beroepsonderwijs/VMBO (kader-of beroepsgerichte leerweg) /MBO 1/ VBO (2)
- MAVO / HAVO of VWO (eerste driejaar) / VMBO (theoretisch of gemengd) (3)
- HAVO of VWO (4e, 5e, 6e klas) / MBO 2-4 (4)
- Propedeuse (HBO of universitair) (5)
- Bachelor (HBO of universitair) (6)
- Master/doctor/postdoctor (7)

Q21 Geef aan in hoeverre de volgende drie stellingen passen bij de buurt waarin u woonachtig bent.

	Helemaal niet mee eens (1)	Enigszins mee oneens (2)	Noch eens noch oneens (3)	Enigszins mee eens (4)	Helemaal mee eens (5)
Mensen in mijn buurt hebben veel contact met elkaar (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik woon in een gezellige buurt, waar veel samenhorigheid is (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De mensen in de buurt kennen elkaar nauwelijks (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 In welke categorie valt uw leeftijd?

- 18-24 (1)
- 25-34 (2)
- 35-44 (3)
- 45-54 (4)
- 55-65 (5)
- 65+ (6)

**Appendix 4: Measurement model before deleting items.**

**Appendix 4a: Cronbach's alpha and AVE before adjustments**

Construct	Original # items	Cronbach's alpha	Composite reliability (rho c)	Average variance extracted (AVE)
Altruism	3	0.865	0.911	0.775
Emotional Value	5	0.738	0.828	0.532
Familiarity	3	0.926	0.953	0.871
Intention to Use	3	0.926	0.953	0.870
Materialism	7	0.736	0.310	0.204
Perceived Behavioural Control	3	0.615	0.761	0.526
Perceived economic benefits	3	0.787	0.874	0.699
Perceived ease of use	4	0.828	0.885	0.657
Perceived Platform Brand Reputation	4	0.610	0.752	0.450
Perceived platform Quality	9	0.804	0.851	0.390
Perceived Platform Trust	4	0.821	0.881	0.650
Perceived Risk	3	0.669	0.817	0.598
Perceived social benefits	4	0.859	0.904	0.703
Perceived sustainability	4	0.871	0.913	0.726
Perceived Usefulness	4	0.823	0.886	0.664
Social Cohesion	3	0.884	0.693	0.466
Social Norm	3	0.954	0.970	0.916

n = 274

**Appendix 4b: HTMT before adjustments**

	Altr	EmVal	Fam	ITU	Mat	PBCr tl	PEc oB	PEoU	PP BR	PPQlt y	PPTr	PRi sk	PSo cB	PSus	PU eF	SoCoh	Soc No
Altr																	
EmVal	0.314																
Fam	0.065	0.075															
ITU	0.212	0.732	0.172														
Mat	0.286	0.249	0.075	0.194													
PBCr tl	0.320	0.446	0.074	0.291	0.283												
PEc oB	0.154	0.434	0.051	0.357	0.208	0.245											
PEoU	0.313	0.402	0.031	0.306	0.161	0.717	0.165										
PP BR	0.195	0.451	0.409	0.396	0.216	0.323	0.1	0.389									
PPQlt y	0.287	0.421	0.074	0.278	0.161	0.421	0.2	0.651	0.5								
PPTr	0.290	0.438	0.079	0.285	0.130	0.415	0.1	0.511	0.4	0.649							
PRi sk	0.256	0.553	0.134	0.408	0.165	0.324	0.1	0.247	0.4	0.340	0.377						
PSocB	0.200	0.532	0.040	0.388	0.162	0.139	0.2	0.202	0.3	0.328	0.233	0.1					
PSus	0.311	0.329	0.037	0.210	0.159	0.484	0.2	0.596	0.3	0.388	0.461	0.1	0.3				
PU eF	0.298	0.572	0.122	0.534	0.186	0.318	0.4	0.245	0.3	0.406	0.314	0.2	0.4	0.300			
							0.90		0.94			0.61	0.88				

SoCoh	0.064	0.058	0.028	0.054	0.114	0.067	0.0	0.046	0.1	0.107	0.181	0.0	0.1	0.108	0.0	
							59		63			78	30		75	
SocNo	0.095	0.528	0.057	0.462	0.155	0.182	0.3	0.075	0.1	0.185	0.143	0.2	0.3	0.160	0.4	0.028
							24		74			73	85		25	

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**Notes:** PSUS (perceived sustainability); PSB(perceived social benefits); PEB(perceived economic benefits); SN(social norms); PU (perceived usefulness) PPBREP(perceived platform brand reputation); PPQ (perceived platform quality); PPTRUS(perceived platform trust); FAM(familiarity); PRIS (perceived risk); PEOU(perceived ease-of-use); PBC (perceived behavioral control); PEV(perceived emotional value); ALT(altruism); MAT(materialism); ITU(intention-to-use)

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**Appendix 5: Exploratory Factor analysis 1.**

- KMO & Bartlett test

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling	.820
Bartlett's Test of Sphericity	of Approx. Chi-Square	10747.622
	df	2346
	Sig.	.000


**Total Variance Explained**

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.946	17.313	17.313	11.570	16.768	16.768
2	5.573	8.077	25.390	5.243	7.599	24.367
3	3.543	5.134	30.525	3.136	4.545	28.911
4	3.056	4.429	34.954	2.726	3.951	32.863
5	2.754	3.992	38.945	2.459	3.563	36.426
6	2.610	3.783	42.729	2.216	3.211	39.637
7	2.537	3.677	46.405	2.200	3.188	42.825
8	2.070	2.999	49.405	1.696	2.458	45.283
9	1.807	2.619	52.024	1.505	2.181	47.464
10	1.708	2.475	54.500	1.354	1.962	49.426
11	1.569	2.274	56.774	1.212	1.757	51.183
12	1.513	2.193	58.967	1.110	1.608	52.791
13	1.462	2.118	61.085	1.007	1.459	54.251
14	1.295	1.877	62.962	.822	1.192	55.442
15	1.217	1.764	64.726	.756	1.095	56.538
16	1.147	1.662	66.388	.691	1.001	57.539
17	1.100	1.594	67.982	.676	.980	58.518
18	1.042	1.509	69.491	.647	.937	59.456
19	.989	1.433	70.924			
20	.963	1.396	72.320			
21	.919	1.331	73.651			
22	.884	1.282	74.933			
23	.853	1.237	76.170			
24	.793	1.149	77.318			
25	.774	1.122	78.440			

26	.737	1.067	79.507		
27	.707	1.024	80.532		
28	.677	.982	81.513		
29	.659	.954	82.468		
30	.595	.863	83.331		
31	.582	.844	84.175		
32	.567	.821	84.996		
33	.559	.811	85.807		
34	.534	.774	86.581		
35	.523	.758	87.339		
36	.491	.712	88.050		
37	.461	.668	88.719		
38	.441	.639	89.357		
39	.427	.618	89.976		
40	.406	.588	90.564		
41	.384	.556	91.120		
42	.378	.547	91.667		
43	.358	.518	92.186		
44	.351	.509	92.695		
45	.343	.498	93.193		
46	.320	.464	93.657		
47	.309	.447	94.105		
48	.297	.431	94.536		
49	.294	.427	94.962		
50	.285	.413	95.376		
51	.275	.398	95.774		
52	.259	.376	96.150		
53	.244	.354	96.504		
54	.234	.339	96.843		
55	.230	.333	97.176		
56	.221	.320	97.496		
57	.202	.293	97.789		
58	.183	.265	98.054		

59	.174	.252	98.307		
60	.161	.234	98.540		
61	.154	.223	98.763		
62	.138	.199	98.963		
63	.134	.194	99.157		
64	.120	.173	99.330		
65	.105	.152	99.483		
66	.098	.143	99.625		
67	.094	.137	99.762		
68	.092	.133	99.896		
69	.072	.104	100.000		

Extraction Method: Principal Axis Factoring.

Model A 274 - PLS All items [Select detail](#) 

Construct reliability and validity - Overview Zoom (87%)  [Copy to Excel](#) [Copy to R](#)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Altr	0.865	1.084	0.911	0.775
EmVal	0.738	0.840	0.828	0.532
Fam	0.926	0.937	0.953	0.871
ITU	0.926	0.929	0.953	0.870
Mat	0.736	0.246	0.310	0.204
PBCrtI	0.615	0.615	0.761	0.526
PEcoB	0.787	0.805	0.874	0.699
PEoU	0.828	0.844	0.885	0.657
PPBR	0.610	0.653	0.752	0.450
PPQty	0.804	0.808	0.851	0.390
PPTr	0.821	0.821	0.881	0.650
PRisk	0.669	0.685	0.817	0.598
PSocB	0.859	0.866	0.904	0.703
PSus	0.871	0.894	0.913	0.726
PUseF	0.823	0.845	0.886	0.664
SoCoh	0.884	-1.073	0.693	0.466
SocNo	0.954	0.955	0.970	0.916

## Appendix 6: Exploratory Factor analysis 2.

### Appendix 6a: Results after deleting items

Construct reliability and validity - Overview Zoom (100%)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Altr	0.865	1.085	0.911	0.774
EmVal	0.829	0.839	0.887	0.663
Fam	0.926	0.937	0.953	0.871
ITU	0.926	0.927	0.953	0.870
Mat	0.678	0.737	0.792	0.492
PBCtrl	0.712	2.698	0.823	0.708
PEcoB	0.787	0.806	0.874	0.699
PEoU	0.828	0.844	0.885	0.657
PPBR	0.613	0.629	0.794	0.564
PPQty D1	0.681	0.683	0.822	0.606
PPQty D2	0.680	0.698	0.822	0.606
PPQty D3	0.672	0.674	0.821	0.605
PPTr	0.821	0.821	0.881	0.650
PRisk	0.669	0.685	0.817	0.598
PSocB	0.859	0.867	0.904	0.703
PSus	0.871	0.894	0.913	0.726
PUseF	0.823	0.853	0.886	0.665
SoCoh	0.878	0.977	0.940	0.888
SocNo	0.954	0.955	0.970	0.916

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.821
Bartlett's Test of Sphericity	Approx. Chi-Square	10615.412
	df	2278
	Sig.	.000

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	11.957	17.584	17.584	11.957	17.584	17.584	5.637
2	5.488	8.070	25.654	5.488	8.070	25.654	3.985
3	3.534	5.197	30.851	3.534	5.197	30.851	2.803
4	3.019	4.439	35.291	3.019	4.439	35.291	3.231
5	2.723	4.004	39.294	2.723	4.004	39.294	2.727
6	2.598	3.820	43.115	2.598	3.820	43.115	3.477
7	2.512	3.694	46.808	2.512	3.694	46.808	5.225
8	2.071	3.046	49.855	2.071	3.046	49.855	3.634
9	1.811	2.663	52.518	1.811	2.663	52.518	4.996
10	1.713	2.520	55.037	1.713	2.520	55.037	3.134
11	1.572	2.312	57.350	1.572	2.312	57.350	5.005
12	1.508	2.217	59.567	1.508	2.217	59.567	3.892
13	1.396	2.052	61.619	1.396	2.052	61.619	4.683
14	1.285	1.889	63.509	1.285	1.889	63.509	2.183
15	1.185	1.742	65.251	1.185	1.742	65.251	3.506
16	1.131	1.663	66.914	1.131	1.663	66.914	2.717
17	1.095	1.610	68.524	1.095	1.610	68.524	3.110
18	1.045	1.536	70.060	1.045	1.536	70.060	5.170
19	.973	1.431	71.492				
20	.963	1.416	72.907				
21	.909	1.336	74.244				
22	.869	1.278	75.521				
23	.814	1.197	76.718				
24	.774	1.138	77.857				
25	.747	1.099	78.955				
26	.709	1.043	79.999				
27	.683	1.005	81.003				
28	.672	.989	81.992				
29	.618	.909	82.902				
30	.595	.874	83.776				
31	.579	.852	84.628				
32	.561	.825	85.454				
33	.542	.798	86.251				
34	.525	.772	87.023				
35	.495	.727	87.750				
36	.464	.682	88.432				
37	.454	.667	89.099				
38	.432	.635	89.735				
39	.419	.617	90.352				
40	.384	.565	90.917				
41	.376	.553	91.470				
42	.359	.529	91.999				
43	.354	.521	92.520				
44	.340	.500	93.020				
45	.335	.492	93.512				
46	.315	.463	93.974				
47	.307	.452	94.426				
48	.298	.438	94.864				
49	.286	.421	95.285				
50	.275	.404	95.689				
51	.261	.384	96.073				
52	.245	.361	96.434				
53	.236	.347	96.781				
54	.229	.337	97.118				
55	.221	.325	97.443				
56	.208	.305	97.749				
57	.185	.273	98.022				
58	.175	.258	98.279				
59	.164	.241	98.520				
60	.152	.224	98.744				
61	.139	.204	98.948				
62	.135	.199	99.147				
63	.120	.176	99.323				
64	.102	.150	99.473				
65	.099	.146	99.619				
66	.095	.140	99.759				
67	.092	.135	99.894				
68	.072	.106	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Appendix 6b: Factor analyse loadings – rotation solution

