Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis

Modeling the antecedents of intention to engage in the sharing economy: Evidence from a less-developed country

Modelování záměrů zapojení se do sdílené ekonomiky: evidence z méně rozvinuté země

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Study Degree Program: P6208 Economics and Management

Degree course: 6208V038 Management and Economics

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Zlin, June 2023

Key Words: collaborative consumption, culture, peer-provider, sharing economy, theory of planned behaviour

Klíčová Slova: kolaborativní spotřeba, kultura, peer-provider, sdílená ekonomika, teorie plánovaného chování

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ABSTRACT

Sustaining sharing economy business models in developing countries necessitates strategies to engage more resource suppliers in digital platforms. However, little knowledge is known about the consumers' psychology and behavioral mechanisms behind sharing idle resources on the platform and temporarily allowing distant others to access such resources. Therefore, to secure meaningful insights for marketing strategy development, the study investigates the factors predicting consumers' resource-sharing intentions in a digital platform precisely using the case of a developing country - the Philippines.

The study anchors on the theory of planned behavior, integrating various behavioral, cultural, prosocial, and control factors premised to influence attitudes, subjective norms, perceived behavioral control, and resource-sharing intentions of product types with different value characteristics. A mixed-method research design was employed, following the quantitative and supplementary qualitative research methods to fulfill the study's objectives. The quantitative study employed an online scenario-based survey, and through purposive sampling, 743 millennials and Gen Z consumers were involved. Data analysis and hypotheses testing was performed using the partial least squares structural modeling technique (PLS-SEM). Meanwhile, the qualitative study component conducted seven face-to-face interviews with randomly selected participants from the online survey, and thematic analysis was used for data analysis.

The findings confirm the relevance of attitude, subjective norms, and perceived behavioral control in shaping consumers' resource-sharing intentions on the platform. Perceived economic benefits, social benefits, and trust associated with sharing economy participation remain the best antecedents of attitude towards resource sharing in the platform while opposing environmental motives. Notably, the study also shed insights on the prosociality of sharing economy participation, such that altruism and warm glow-giving do not seem to play a role in shaping consumers' resource-sharing propensities. Sharing arrangements in the platform are not prosocially driven, plausibly grayed out by the commercial orientation of the platform. Another notable contribution is the influence of collectivistic cultural orientation on subjective norms, while perceived ease of use shapes perceived behavioral control. Above all, the study found no solid evidence that consumer psychology and behavioral outcomes differ when sharing product types with different value characteristics. The study offers valuable insights for targeting consumers to become providers of resources in the sharing economy platform. Most importantly, the study outlines initiatives that could institute a different trajectory for the sharing economy toward realizing its social and environmental promises in the developing world.

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ABSTRAKT

Udržení obchodních modelů sdílené ekonomiky v rozvojových zemích vyžaduje strategie pro zapojení většího počtu dodavatelů zdrojů do digitálních platforem. O psychologii spotřebitelů a behaviorálních mechanismech, které stojí za sdílením nevyužitých zdrojů na platformě a dočasným umožněním přístupu k těmto zdrojům vzdáleným osobám, je však známo jen málo. Proto, aby bylo možné získat smysluplné poznatky pro rozvoj marketingových strategií, zkoumá tato studie faktory předpovídající záměry spotřebitelů sdílet zdroje v digitální platformě právě na případu rozvojové země – Filipín.

Studie vychází z teorie plánovaného chování a integruje různé behaviorální, kulturní, prosociální a kontrolní faktory, u nichž je předpokládáno, že ovlivňují postoje, subjektivní normy, vnímanou behaviorální kontrolu a záměry sdílet zdroje u různých typů produktů s odlišnými hodnotovými charakteristikami. K naplnění cílů studie byl použit smíšený výzkum, který sledoval kvantitativní a doplňkové kvalitativní výzkumné metody. Kvantitativní studie využívala online průzkum založený na scénářích a prostřednictvím účelového výběru vzorku se do ní zapojilo 743 spotřebitelů z generace mileniálů a generace Z. Analýza dat a testování hypotéz bylo provedeno pomocí techniky strukturálního modelování cesty částečných nejmenších čtverců (PLS-SEM). V rámci kvalitativní části studie bylo provedeno sedm osobních rozhovorů s náhodně vybranými účastníky online průzkumu a získaná data byla analyzována pomocí tematické analýzy.

Zjištění potvrzují význam postojů, subjektivních norem a vnímané behaviorální kontroly při utváření záměrů spotřebitelů sdílet zdroje na platformě. Vnímané ekonomické přínosy, sociální přínosy a důvěra spojená s participací ve sdílené ekonomice zůstávají nejlepšími antecedenty postoje vůči sdílení zdrojů na platformě, zatímco proti nim stojí environmentální motivy. Studie rovněž přinesla další poznatky o prosociálnosti participace v ekonomice sdílení, takže se zdá, že altruismus a vřelé obdarovávání nehrají roli při utváření sklonů spotřebitelů ke sdílení zdrojů. Ujednání o sdílení v platformě nejsou prosociálně motivována, což je pravděpodobně dáno komerčním zaměřením platformy. Dalším pozoruhodným příspěvkem je vliv kolektivistické kulturní orientace na subjektivní normy, zatímco vnímaná snadnost použití formuje vnímanou behaviorální kontrolu. Především však studie nezjistila žádné solidní důkazy o tom, že by se psychologie spotřebitelů a výsledky chování lišily při sdílení typů produktů s různými hodnotovými charakteristikami. Studie nabízí cenné poznatky pro lepší zacílení spotřebitelů na participaci ve sdílené ekonomice jako poskytovatelů zdrojů platformy. A co je nejdůležitější, studie nastiňuje iniciativy, které by mohly nastolit odlišnou trajektorii sdílené ekonomiky směrem k realizaci jejích sociálních a environmentálních příslibů v rozvojovém světě.

ACKNOWLEDGEMENT

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ALT	Altruism
ATT	Attitude towards resource sharing
COL	Collectivism
ECO	Perceived economic benefits
EXP	Expensive product type group
EXPER	Past sharing experience
INEXP	Inexpensive product type group
INT	Intention to share resources in the platform
MGA	Multigroup analysis
MICOM	Measurement invariance of composite models
PBC	Perceived behavioral control
PD	Power distance
PEOU	Perceived ease of use
SE	Sharing Economy
SN	Subjective norms
SOC	Perceived social incentives
SUS	Perceived environmental benefits
TPB	Theory of planned behavior
TRU	Perceived trust
UA	Uncertainty avoidance
WGG	Warm glow giving

1. INTRODUCTION

1.1. Background

The sharing economy (SE) is an emerging economic phenomenon rooted in the age-old concept of sharing (Belk, 2007). Sharing is innate to human existence; however, rapid technological advances have prompted sharing activities to expand beyond close relations and geographic boundaries. The Internet and Web 2.0 have allowed greater collaboration among people (Belk, 2014), progressing the sharing-based business models in the 21st century, eventually labeled as the "*sharing economy*." The rise of the sharing economy is arguably one of the most significant global socioeconomic developments over the past decade, which descends from the 2008 financial crisis (Jiang & Tian, 2018). The adverse impact of the crisis on consumers' income has increased their concerns about consumption and spurred initiatives to explore more ways to efficiently use resources (Jiang & Tian, 2018; Osztovits et al., 2015). Additionally, the rapid spread of digital platforms, changing consumer attitudes, and increasing globalization and urbanization have led to the rapid spread of the economic phenomenon (Osztovits et al., 2015).

According to Eckhardt et al. (2019), the sharing economy is "*a scalable socioeconomic system that employs a technology-enabled platform to provide users the temporary access to tangible and intangible resources that may be crowdsourced*" (p.3). Transactions in the sharing economy involve three main actors: the platform provider, the resource provider, and the resource user (Figure 1). The users demand the usage of resources, while the resource providers possess idle resources and the ones granting users access to these resources for a limited duration.

Through the years, environmental concerns (i.e., climate change and global warming) have incited public & private institutions, societies, and individuals to seek initiatives that minimize the impacts of activities that endanger the environment. The United Nations (2018) sustainable development goal no. 12 advocates economies and societies around the globe to take initiatives that "ensure sustainable consumption and production patterns." The sharing economy is viewed as a route toward sustainability owing to its emphasis on efficient resource utilization (Botsman & Rogers, 2011; Frenken & Schor, 2017). Advocating access over ownership-based consumption counters the consequences of traditional consumerism and the exhaustion of sparse natural resources (Belk, 2010).

Sharing of underutilized asset

Digital Platform

Offer the use of asset

Requests use of asset

Owner of Asset |
Resource Provider
Supply

Seeker of Asset |
Resource User
Demand
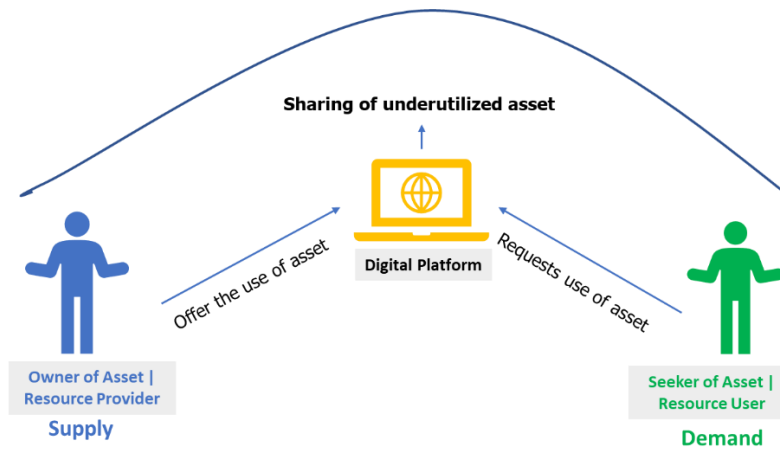
Source: Author's own
Figure 1: A simple visualization of the sharing economy model

Osztovits et al. (2015) reported that more than 200 startups with sharing economy models received investments reaching about 11.5 billion dollars. The growth forecast revealed that these sharing economy companies will likely generate around 335 billion dollars in sales in 2025. Projections on the growth rate of the global sharing economy between 2013 to 2025 specify the outgrowth of crowdfunding, online staffing, peer-to-peer accommodation, car sharing, and music and video streaming while undermining traditional rentals (Yaraghi & Ravi, 2017) (Figure 2). Moreover, sharing economy services may expand to include human resources, retail and consumer goods, finance, and energy-sharing sectors (Osztovits et al., 2015). PriceWaterhouseCoopers' (2015) consumer intelligence service study showed that 44% of the United States population expressed familiarity towards sharing economy activities, and 19% have transacted. In the same study, 36% of the population in the United Kingdom have used sharing economy services. On the other hand, a report from the European Commission's Flash Eurobarometer 467 in 2018 specified that 23% of Europeans used collaborative platforms, mainly in accommodation, transportation, professional services, and collaborative financing. Meanwhile, Asia-Pacific region consumer were reported to be the most willing to share their resources and are likely to rent from others (Figure 3). China (94%), Indonesia (87%), Slovenia (86%), the Philippines (85%), and Thailand (84%) are posted the top five countries that are likely to share from others.
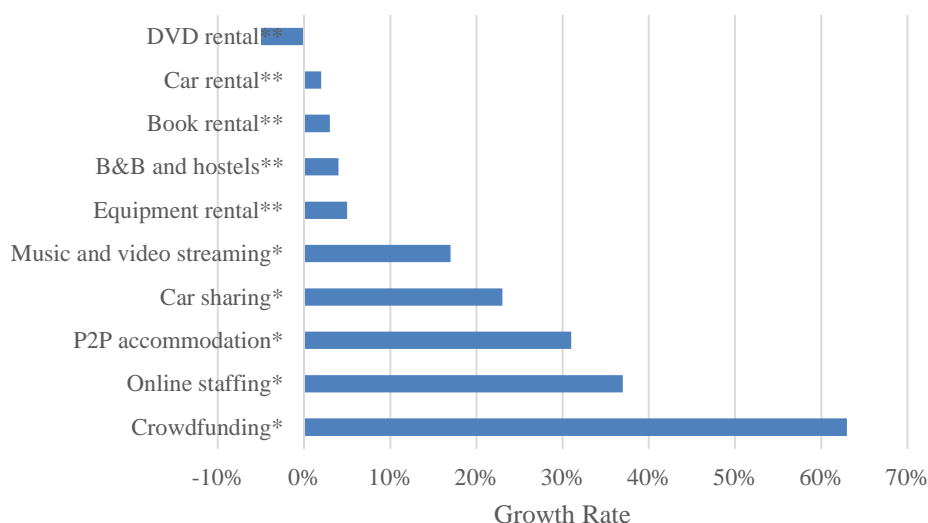
Note: *sharing economy, **traditional rental
Source: (Yaraghi & Ravi, 2017)
Figure 2: Projected growth rate of sharing economy sectors, 2013-2025
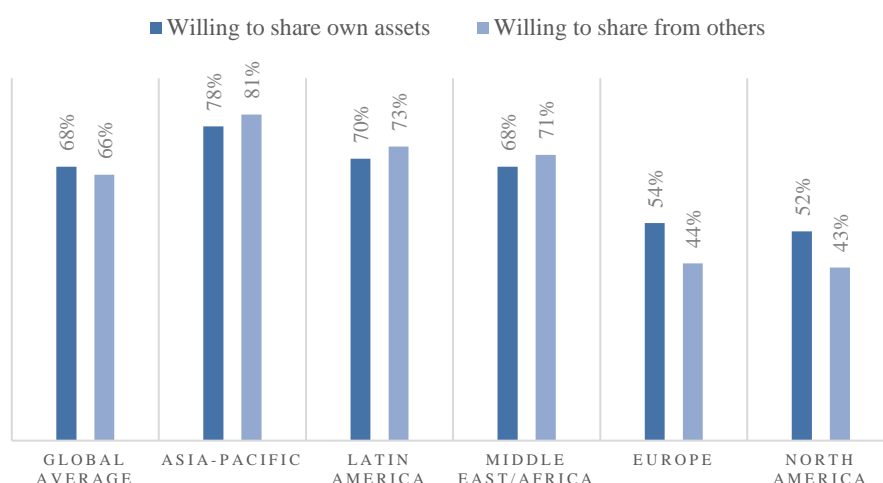
Source: Nielsen (2014) global survey
Figure 3: Willingness to participate in share communities around the world

The Covid-19 pandemic, however, hampered the growth trajectory of the sharing economy, particularly in the travel and tourism sectors. Meanwhile, others have shown resilience in crisis, such as on-demand food delivery, freelance work, and entertainment and multimedia streaming services (Batool et al., 2020; Koetsier, 2020). Advocates have viewed the health crisis as an opportunity for the sharing economy to re-align with its original ethos, focusing on economic, social, and pro-environmental promises (The Economist, 2020). In addition, Dolnicar & Zare (2020) believe that the accommodation-sharing sector's demand will recover, easing purely profit-oriented goals and stressing more on the true principles of sharing.

A review of the extant literature reveals the growing number of research investigations since the business model's emergence. However, these have concentrated mainly on the demand side of mobility and accommodation-sharing sectors in urban centers and highly industrialized countries (Bakker & Twining-Ward, 2018; Mont et al., 2020). Extant studies focusing on collaborative consumption phenomena largely represented contexts from western-developed economies. Socioeconomic (Retamal, 2019) and cultural (Akhmedova et al., 2020) factors influence consumer behavior; hence, sharing economy participation is plausibly distinct in the less developed world. The act of sharing is closely bounded by culture (Belk, 2007). Therefore, to advance theoretical and practical knowledge on the sharing economy phenomenon, it is imperative to investigate the role of cultural factors on the psychology and behavior of consumers toward sharing-based business models (Agarwal & Steinmetz, 2019; Belarmino et al., 2019).

Past studies assert the high usage of shared goods and services in the platform economy. Nevertheless, more understanding is essential from the suppliers' perspective, particularly the people's intention to share idle resources with distant others via digital platforms. Identifying the critical antecedents of their participation is crucial to acquire insights into sustaining this innovative model in the long run. The initiative is even more critical to identify pathways to take advantage of the model in less advanced economies. The sharing economy is deemed to bring relevant implications in developing countries by enhancing access to resources, promoting sustainable consumption, thrusting entrepreneurship, formalizing businesses, and boosting contribution to economic development (Retamal & Dominish, 2017). Moreover, as technology diffusion and economic growth progress in the less-developed world (Kauffman & Naldi, 2020), it endows opportunities for market expansion even beyond the accommodation and mobility sectors.

1.2. Problem Statement

Consumer participation in the sharing economy has become more apparent globally. Demand is noteworthy in the accommodation and mobility sectors, serving as alternatives for traditional lodging and mobility services (Osztovits et al., 2015). With the model's emergence having set off from the developed world, its growth is slowly cascading in the developing nations. Reports increasingly acknowledge its pervasiveness, popularity, and increasing demand in developing countries (Bakker & Twining-Ward, 2018; Nielsen, 2014).

A literature review of sharing economy studies from 2017-2020 reveals that advanced economies are largely represented, focusing on the demand outlooks in the accommodation and ridesharing sectors (Ratilla & Chovancová, 2020a) (Figure 4, 5, & 6). Knowledge remains limited about the role of resource

providers and the relevant factors shaping resource supply in the platforms. Narrowing this knowledge gap is crucial for the sustainability of the sharing economy model, especially in less-developed nations (Ratilla & Chovancová, 2020a, 2020b). Retamal & Dominish (2017) stresses that it is common in advanced societies to share resources due to excess resource capacities, yet, a different lens should be used to view sharing economy practices in the less-developed world. The recent comprehensive reviews of Hossain (2020) and Mont et al. (2020) also highlight the need to fill the knowledge gaps on sharing economy participation and practices in the developing world. Scholars suggest future studies that respond to this research gap to provide a more balanced picture of the novel phenomenon.
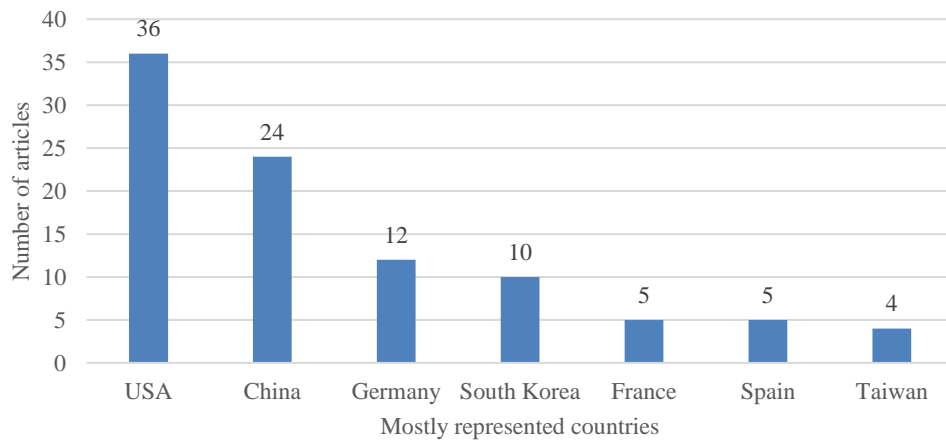
Source: (Ratilla & Chovancová, 2020a)

Figure 4: Distribution of publication by country of focus
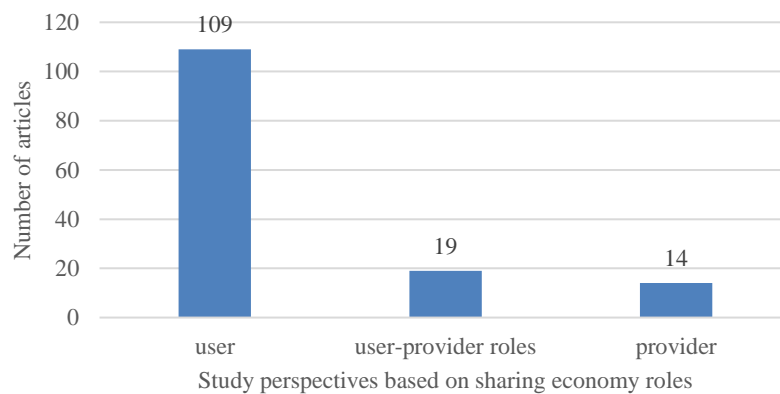
Source: (Ratilla & Chovancová, 2020a)

Figure 5: Distribution of publication by sharing economy roles
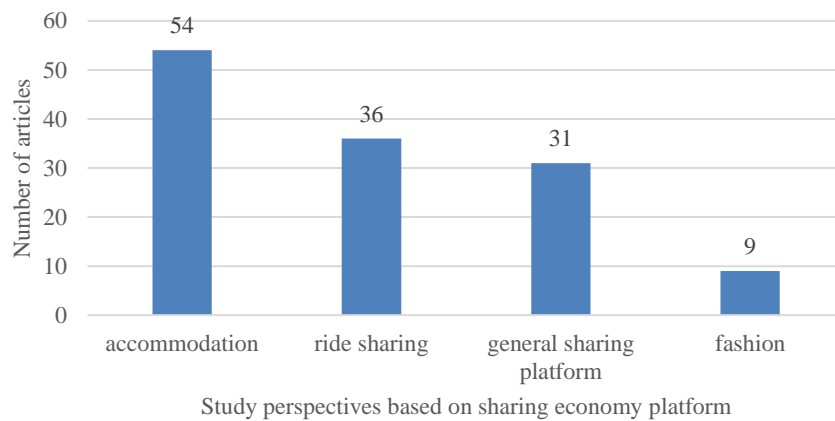
Source: (Ratilla & Chovancová, 2020a)
Figure 6: Distribution of publication by sector of focus

A crucial matter lies in the supply of resources, especially in settings where resources are scarce and expensive, a reality that people experience in developing countries. The sharing economy model can be likened to a two-sided marketplace that covers the exchanges between a user (demander) and the resource provider (supplier) via a digital platform; a considerable demand equally needs sufficient supply to sustain the model in the long run. Hence, a managerial question ensues: "*how can sharing economy platform providers encourage consumers in developing countries to share their idle resources with others through online platforms?*"

Further exploring the relevant literature underscores relevant factors influencing sharing economy participation. This includes economic benefits, social benefits, environmental benefits, and trust factors (Böcker & Meelen, 2017; Luri Minami et al., 2021). Though the factors are mostly articulated for users' usage of shared services, some scholars also indicate their importance in resource provision (Böcker & Meelen, 2017). Mayasari & Chrisharyanto (2018) argues that sharing resources on the platform is a good opportunity to supplement incomes, given the monetary rewards offered in well-established platforms like Airbnb or Uber. It is also noted that beliefs in the sharing economy's sustainability promises encourage consumer participation (Barnes & Mattsson, 2017; Böcker & Meelen, 2017). Social exchanges in the sharing economy are believed to be socially beneficial and can help build social bonds with others (Y. G. Kim et al., 2018). Most importantly, like other online transactions, trust perceptions remain an important driving factor for consumers to avail of sharing economy services (Boateng et al., 2019; Hawlitschek et al., 2018). However, a question arises if these dominant factors identified in the literature remain relevant in influencing the resource-sharing behavior of consumers in developing countries.

Furthermore, Akhmedova et al. (2020) propose to examine cultural factors that may shape consumers' usage of sharing economy services. This is

owing to the cultural roots of sharing (Belk, 2007) and cultural biases on consumer behavior in general (de Mooij & Hofstede, 2011). However, limited studies have investigated the individual-level cultural factors on the resource-sharing behavior of consumers in the sharing economy platform. Citing a few examples, Gupta et al. (2019) examined the influence of culture on peer-to-peer exchanges. They used Hofstede's national cultural values, and their findings suggest that intentions to acquire and provide assets in peer-to-peer exchange platforms positively affect values of collectivism and masculinism. The negative influence of uncertainty avoidance towards sharing also exists. Iran et al. (2019) also investigated collaborative fashion consumption and concluded that behaviors follow different patterns in different cultures. Lang (2018) claims that social norm is more effective in collectivist culture in collaborative fashion consumption. Godelnik (2017) mentions that cultural traditions can affect consumers' attitudes toward sharing economy and add to the complexity of consumer behavior. Considering the prior findings, cultural dimensions of individualism, power distance, and uncertainty avoidance seem to play relevant roles in sharing economy behavior. Also, inspecting the three dimensions further separates the cultural scores of western developed and developing countries in the east. Figure 7 shows the comparison of cultural dimension scores of the Philippines (east-developing country) and the United States (west-developed country) (Figure 7). Pratesi et al. (2021) also specify that the cultural values of power distance, individualism, and uncertainty avoidance largely differ between Asian and European consumers. However, Albinsson et al. (2019) argue that users across the globe inhabiting urban places with access to urban amenities manifest similar collaborative consumption behavior regardless of cultural orientation. The authors denote that a new consumer segment propels the sharing economy as the "global consumer." Therefore, there is still a need to validate whether cultural factors shape consumers' propensity to rent out idle resources on sharing economy platforms.
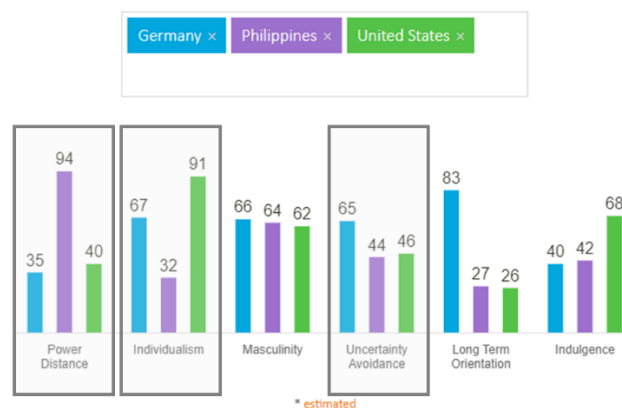
Source: Hofstede Insights (2022)

Figure 7: Cultural dimensions scores of the Philippines, United States, and Germany

Another topical concern concerns the prosociality of sharing activities, which may cover those resource-sharing behaviors in digital platforms. It is worth noting that early scholars have debated the motives behind prosocial behaviors (e.g., donation, sharing, helping behavior, charity-giving), whether altruism-driven or egoistic-driven. C. D. Batson et al. (1997) specified that helping others and solely minding other people's welfare is evoked by pure altruism. Meanwhile, motives that seek a self-rewarding feeling of pleasure and satisfaction derived from helping others are attributable to egoistic motivation. Andreoni (1989) termed this psychological and emotional utility as "warm-glow giving." Therefore, this study argues that prosocial factors like altruism and warm-glow-giving may shape propensities to share resources on the platform. Behavior in the sharing economy evinces a kind of prosocial behavior as the economic model is rooted in the concept of sharing. Consumers' drive to share idle resources with others in need through online platforms may be elicited by altruistic beliefs. Thus far, only the work of Hwang & Griffiths (2017) recognizes the influence of empathy-induced altruism on collaborative consumption behavior in general. However, further exploration and elaboration are required on the dynamics of altruism or warm-glow-giving factors in shaping consumers' resource supply intentions in the platform economy.

Liang et al. (2021) argue that motivations and the levels of sharing economy participation vary for different product types. Sarigöllü et al. (2021) accents that the higher the object's price, the more likely it will be redistributed than thrown away. Expensive products directly go with product quality (Lang et al., 2013) and imply more extended product use (Sung & Kincade, 2010). Nevertheless, different speculation may apply in less-developed territories and collectivist societies. Collective societies are materialistic (H. J. Cho et al., 2016) and may be less open to sharing resources (Belk, 2007). The study also argues that the socioeconomic conditions in less-developed countries add complexity to sharing decisions and behavior. When resources are scarce and more expensive to acquire, amplify a person's feeling of importance and attachment towards objects in possession (Davidson et al., 2018; Inglehart, 1971). As a result, patterns and mechanisms of sharing behavior may change depending on the worth of the item intended to share.

Finally, the dynamic nature of consumer behavior, advances in technology, the impact of the coronavirus disease 2019 (SARS-CoV-2), and implications in the post-Covid-19, even more justify this current research initiative. The themes and the research gaps addressed in this work are summarized in Table 1. Furthermore, given the preceding contentions derived from the literature, the following research questions are proposed:

RQ1: Do perceived economic benefits, social benefits, environmental benefits, and trust influence consumers' intentions to share idle

resources on the platform?

RQ2: Do individual cultural values of collectivism, power distance, and uncertainty avoidance affect consumers' propensities to share idle resources in sharing economy platforms?

RQ3: Do prosocial motives, altruism, and warm-glow-giving influence consumers' intention to share their idle resources in sharing economy platforms?

RQ4: Will consumers' intentions to share differ when sharing product types with different value characteristics?

RQ5: In what ways can participation in the sharing economy as resource providers progress in developing countries?

Table 1: Identified research gaps (Source: Author's synthesis in the literature)

Themes	Research Gaps
The context in the developing economies	The paucity of understanding of consumers' participation in the sharing economy in less-developed economies (despite evidencing rapid growth rates of sharing economy sectors)
Resource provider perspective in the sharing economy	Knowledge about resource providers and the relevant factor shaping resource supply in sharing economy platforms is limited.
The role of culture in sharing economy resource provision	Cultural factors' role in consumers' propensity to lend idle resources on sharing economy platforms remains limited.
Prosociality of sharing economy behavior (as for resource provider)	Exploration and elaboration are required on the dynamics of altruism or warm-glow-giving factors in shaping consumers' resource supply intentions through the platform
Psychological and behavioral mechanisms based on product types with different value characteristics	Patterns and mechanisms of sharing behavior may differ depending on the product type and value characteristics
Other contextual influences	Need to account for other contextual influences (i.e., the dynamic nature of consumer behavior, advances in technology, the impact of the coronavirus disease 2019, and post-Covid-19 implications)

1.3. Contextualizing the research: the Philippines' case

Along with other Southeast Asian countries, the sharing economy in the Philippines has been thriving over the years. The most notable sectors include transportation, accommodation, human resources, and retail/consumer goods sharing (Valencia, 2017). Nielsen's (2014) survey reveals that Asia-Pacific consumers, precisely from China, Indonesia, and the Philippines, manifest the highest willingness to engage in sharing-based activities. Filipinos have engaged in "barter" activities in the early years, which is a close manifestation of collaborative consumption (Tiquia, 2021). Acclaimed traits of empathy among Filipinos (Chin, 2018) propel the spirit of sharing in communities, which could extend to the platform economy.

Most importantly, the offshoot of sharing economy models in the country could be promising, given the rapid rise in internet penetration rates and booming digital market in the Southeast Asian region (Gilchrist, 2016). The Philippines' internet economy was valued at 7.5 billion USD in 2020, with 73 million internet users (Sanchez, 2020). Moreover, the adoption of digital technologies has even accelerated despite the lagging internet infrastructure throughout the Covid-19 pandemic (The World Bank, 2020).

Gilchrist (2016) maintains that the sharing economy allows connecting and tapping into resources that may address the resource scarcity issues in emerging countries, particularly in the ASEAN region. Ramizo (2019) also considers that the sharing economy offers informal workers an alternative income-generating opportunity. However, the commercialization of sharing services can derail the sharing economy from its original ethos of supporting sustainable consumption and production due to the addition of new capacity (e.g., buying new cars for for-profit purposes) (Ramizo, 2019).

Despite policymakers' global struggles in regulating the sharing economy, the Philippines is among the first countries to pronounce its openness and proactive response to craft legislation explicitly for mobility sharing (Gilchrist, 2016). It has even allowed on-demand delivery services as Covid-19 restrictions were enforced (de Vera, 2020). Nevertheless, Ramizo (2019) suggests that more evidence is required to support sharing economy policies and regulations to ensure optimal benefits to the Filipino people.

1.4. Research objectives

The main objective is to develop and empirically test a research model that examines the relevant antecedents shaping consumers' intention to share idle resources with other people through sharing economy platform in the context of a less-developed country – the Philippines.

The specific objectives of the study are as follows:

RQ1→RO1: to determine the influence of perceived economic benefits, social benefits, environmental benefits, and trust on consumers' resource-sharing intentions in the sharing economy platforms;

RQ2→RO2: to determine the roles of individual cultural values collectivism, power distance, and uncertainty avoidance on consumers' resource-sharing intentions in the sharing economy platforms;

RQ3→RO3: to determine the roles of altruism and warm-glow giving on consumers' resource-sharing intentions in the sharing economy platforms;

RQ4→ RO4: to determine whether consumers' resource-sharing intentions and their relationship to its predictors differ when sharing product types with different value characteristics;

RQ5→RO5: to determine pathways for better customer targeting, engaging more resource suppliers in the sharing economy platforms in developing country settings.

2.   THEORETICAL BACKGROUND

This chapter tackles the core theoretical underpinnings of the study. The study largely anchors the theory of planned behavior in explaining the specific phenomena probed in this study. The section also presents and discusses literature review findings that support the formulation of study hypotheses.

2.1. The theory of planned behavior

The theory of planned behavior (TPB) established by Ajzen (1991) is adopted as the core theoretical underpinning of the study. Several empirical studies have utilized the theory and suggest its robustness in explaining consumer behavior in diverse contexts. Ajzen (1991) noted that the theory exhibits flexibility in integrating more variables and explaining greater variance from the basic model. The theory postulates that three antecedents precede behavioral intention: attitude, subjective norms, and perceived behavioral control. These are formed by salient belief factors, which stem from associating objects with attributes through direct experience, inferential process, or information acquisition from environmental sources (Fishbein & Ajzen, 1975). Substantiating the influence of the core antecedents of behavioral intention within the TPB framework requires identifying and understanding belief factors. Quoting from the pioneering work of Ajzen (1991), "it is at the level of beliefs that we can learn about the unique factors that induce one person to engage in the behavior of interest and to prompt another to follow a different course of action" (p.207). Hence, this study argues that certain belief factors and consumer perceptions shape resource-provision intentions in the sharing economy platform.

2.2. Individual cultural values: Hofstede's dimensions

Hofstede's cultural dimensions framework is one of the most widely used frameworks in various fields to operationalize culture (Soares et al., 2007). The cultural dimensions include individualism, power distance, uncertainty avoidance, masculinity, long-term orientation, and indulgence. However, studies employing the framework associates cultural stereotypes with countries and fail to account for the individual-level cultural orientation of consumers. Future investigations are strongly encouraged to measure cultural values at the individual level. Therefore, the current study responds to previous research proposals and operationalizes cultural values at the individual level using the CVSCALE developed by Yoo et al. (2011). The scale is believed to have good psychometric properties and is flexible enough for applications in various behavioral situations (Yoo et al., 2011).

2.3. Altruism and warm-glow-giving theory

Individuals manifest reluctant altruism by selflessly helping others in need (C. D. Batson, 1987; Krebs, 1975). However, some studies contend that egoism could motivate helping behaviors (C. D. Batson, 1987). Andreoni (1990) proposes the theory of warm-glow giving to describe prosocial behaviors mainly due to egoistic reasons (i.e., feeling of utility and satisfaction). The literature stresses the ongoing debate on the varying motivations concerning prosocial behavior. Hence, further research is advised to narrow extant gaps and offer insights into the behavioral specificities as the collaborative consumption movement continues to spread around the globe. Sharing idle resources with others is a manifestation of prosocial behavior, and prior studies' evidence suggests altruism's role in such behaviors. Hence, the study integrates the primary forms of altruism and warm glow giving premised to be attitude's affective belief drivers.

2.4. Hypotheses development

After reviewing the extant literature, the study develops the following hypotheses.

2.4.1. Determinants of behavioral intentions

Ajzen (1991) has developed and expounded the theory of planned behavior (TPB) as an extension of its early work on the theory of reasoned action (TRA). The addition of volitional control in the model has significantly added variance in explaining consumer behavior. The theory stipulates that attitudes, subjective norms, and perceived behavioral control predicts behavioral intention (INT), which then predicts actual behavior. Attitude (ATT) towards a given behavior results from the positive or negative appraisal of the behavior to pursue, and subjective norm (SN) accounts for the receptivity to social pressure and approval of social referents of a given behavior. Meanwhile, perceived behavioral control (PBC) captures the perceived ease or difficulty in performing a particular behavior. In essence, people favor behavior that produces favorable consequences. Social referents influence the decision to carry out a behavior. In addition, an individual's availability of resources and opportunities can also dictate behavior. This study argues that consumers' resource-sharing intentions with others via the online platform are positively influenced by their positive assessment of resource sharing. It is also influenced by social pressures and influences, and the ease of sharing the resource with distant others through a digital platform. Accordingly, the study hypothesizes that:

H1: ATT positively influences INT

H2: SN positively influences INT

H3: PBC positively influences INT

2.4.2. Behavioral beliefs shaping attitudes toward resource sharing in the online platforms

As the number of sharing-economy-related studies surges over the years, extant findings reveal several antecedents of sharing economy participation. Although, studies in the context of accommodation and ridesharing sectors largely dominate. The economic, social, environmental, and trust factors are predominantly cited (Table 2). Nonetheless, Böcker & Meelen (2017) stress that the antecedents and their impact on intentions are contingent on product type or sharing economy sector. The subsequent discussions articulate the dominant factors influencing people's engagement as users and providers of resources in the sharing economy.

Perceived economic benefits (ECO). Cost-saving advantage allows consumers to use sharing economy services (Amirkiaee & Evangelopoulos, 2018; Godelnik, 2017; Hawlitschek et al., 2018; Lee & Chow, 2020; Tran & Filimonau, 2020; Yan et al., 2019). It is deemed to offer affordable alternatives for consumption. As for resource providers, the opportunity for income generation spurs their intentions to share idle resources with others. It also lures people to complement work with greater flexibility (Valente et al., 2019). Mayasari & Chrisharyanto (2018) likewise recognize the for-profit-driven motive among providers as they aspire to enhance living conditions. Sharing-out resources for for-profit purposes allow providers to cut cost arising from asset ownership (e.g., maintenance) (Wilhelms et al., 2017). This study argues that the economic benefits consumers can derive from sharing items with others will steer positive assessments toward resource sharing in the platform. Therefore, the study postulates that:

H4: ECO positively influences ATT towards resource sharing in the platform

Perceived environmental benefits (SUS). The sharing economy is commonly framed for its impact on environmental sustainability. Besides, the model's early feature is delineated to efficiently utilize unused resources, minimize the rapid depletion of scarce resources, reduce waste, and generate positive environmental impact. Extant studies have confirmed that the innate consciousness of individuals toward the environment will likely influence their participation in the sharing economy (Yu Wang et al., 2020). Consumers' attitudes toward sustainability can spawn collaborative consumption behavior (Roos & Hahn, 2019). Also, consumers' beliefs about the sharing economy's

sustainability promises drive their usage intentions of the service (Barnes & Mattsson, 2017; Böcker & Meelen, 2017; Hawlitschek et al., 2020; Laurenti & Acuña, 2020). Given the arguments in the extant literature, the study speculates that when consumers are aware of the environmental and sustainability implications of sharing initiatives will form a favorable evaluation of sharing idle resources through online platforms.

H5: SUS positively influences ATT towards resource sharing in the platform

Perceived social incentives (SOC). The exchanges between the resource providers and users in online platforms and the actual delivery of products/services are deemed socially beneficial. Extant findings in the literature indicate that consumers' desire for social interaction in the platform economy helps establish social relationships and creates meaningful social bonds (Böcker & Meelen, 2017). These social incentives and incentives inspire and drive people to be involved in the sharing economy (Möhlmann, 2015). It is most evident in peer-to-peer accommodation, wherein travelers desire to know, meet and interact with hosts and co-travelers and deepen their travel experiences. Likewise, Valente et al. (2019) acknowledge the significant role of social interaction in the ridesharing sector. G. Zhang et al. (2019) assert that social value is more significant than utilitarian motives in sharing economy. Y. G. Kim et al. (2018) accentuate that the desire to form social bonds, derived enjoyment from support to others, and reciprocity all propels participation in the sharing economy. Following these extant findings, the study hypothesizes that consumers' perception of the social incentives associated with sharing resources with others through online platforms helps shape a positive attitude toward resource sharing on the platform.

H6: SOC positively influences ATT towards resource sharing in the platform

Perceived Trust (TRU). As transactions occur online, customers and resource providers rely on trust-facilitating cues often expressed in online reviews, ratings, photos, and information verification. Trust holds a critical role in the platform economy as transaction transpires between strangers or two distant others (Boateng et al., 2019; Ert et al., 2016; Hawlitschek et al., 2018; Khan & Rundle-Thiele, 2019; Laurenti & Acuña, 2020; So et al., 2018; Ye et al., 2019). Amirkiaee & Evangelopoulos (2018) specify that guaranteed safety is imperative for consumers in transacting online platforms and using shared goods. As in the case of other digital platforms, privacy, and security risks prevail in the platform economy (Mao et al., 2020; Shao & Yin, 2019), implying the need for resolve to foster consumer confidence. Nevertheless, Barnes & Mattsson (2017) indicate the delicate role of trust in the platform

economy as platform providers continually enhance safeguards in governing online platforms, thus, engendering the assurance to consumers that transactions are safe. In this study, it is argued that when consumers believe that online sharing platforms are reliable and safe to use and that users of shared resources can be trusted will form positive attitudes toward resource sharing via the online platforms. Therefore, the study postulates that:

H7: TRU positively influences ATT toward resource sharing in the platform

2.4.3. Prosocial beliefs and resource sharing

As the sharing economy is rooted in the age-old concept of "sharing," sharing resources through online platforms could be paralleled as prosocial behavior, which prosocial factors could drive. Only a few attempts have investigated the role of prosocial beliefs in online-based sharing practices. Hsu & Lin (2008) denoted altruism (ALT) as a driver of helping behavior, focusing others' welfare over the self. Individuals exhibiting altruistic orientation would favor sharing initiatives to help others in need for selfless reasons. Prior studies suggest that altruistic orientation influences personal norms and, eventually, higher participation in collaborative consumption (Roos & Hahn, 2019; Y. Zhang et al., 2019).

Furthermore, a deeper look into the prosocial behavior literature reveals that emphatic emotion can elicit altruistic behavior by helping others in need (C. D. Batson, 1987). Krebs (1975) claims that people manifest altruistic behavior since they can experience empathy toward a needy person. This work refers to this behavioral manifestation as reluctant altruism, as helping behavior can be purely attributed to empathy and selfless act. Nevertheless, C. D. Batson et al. (1991) later stressed that egoistic concerns could revoke this empathy-induced altruism. That means people concentrate on the self-rewarding feeling of helping others instead of being genuinely selfless.

Table 2: Factors influencing sharing economy participation (Source: Ratilla & Chovancová, 2020b)

(Author, Year)	Motives / Constraints											
	ECO	SUS	SOC	TRU	ALT	SI	CON	HED	VAR	PR	FAM	EFF
Belk (2007)	/		/		/							
Möhlmann (2015)	/	x	/	/							/	
Ert et al. (2016)				/								
Gullstrand Edbring et al. (2016)	/	/	/	/			/					
Hamari et al. (2016)	/	/						/				
Andreotti et al. (2017)	/							/				
Barnes & Mattsson (2017)	/	/	/					/				
Benoit et al. (2017)	/	/						/				
Böcker & Meelen (2017)	/	/										
Hwang & Griffiths (2017)	/	x						/				
Amirkiaee & Evangelopoulos (2018)	/	x	x	/	x		/	x				
Becker-Leifhold (2018)	x	x			x	/		/				
Kim et al. (2018)											/	
Lang (2018)		/						/		/		
Lee et al. (2018)	/			/				/		/		
So et al. (2018)	/			/		/		/		x	x	
Tussyadiah & Pesonen (2018)	/	/		/							/	
Hawlitschek et al. (2018)	/	/	/	/					/	/	/	
Albinsson et al. (2019)		/		/				/				
Amaro et al. (2019)	/					/			/	x		
Boateng et al. (2019)	/			/			/					
Chun et al. (2019)	/							/		/		
Roos & Hahn (2019)	/	/	/		/							
Hallem et al. (2019)		/		/				/				/
Wang et al. (2020)	/	/						/		/		/
Laurenti & Acuña (2020)	x	/	/	/					/	/	/	x
Tran & Filimonau (2020)	/	x	x	/						/	/	
S. H. N. Lee & Chow (2020)	/	/				/	/					

Note: [/ - supported, x – not supported] ECO (Economic, financial, utilitarian, cost-saving benefits), **SUS** (Environmental benefits), **SOC** (Social benefits/ community belongingness), **SI** (Social/ Interpersonal influence), **CON** (Convenience/ Accessibility), **HED** (Hedonic, enjoyment, fun, pleasure motivations), **VAR** (Variety), **ALT** (Altruism), **TRU** (Trust), **PR** (Perceived Risk), **FAM** (Lack of Familiarity/Awareness), **EFF** (Efficacy/ capability/ /effort expectancy

Andreoni (1989) conceptualized this impure altruistic motive as "warm-glow-giving (WGG)," capturing the emotional rewards that an individual expects from helping others. The role of warm glow giving has been documented in sharing economy's proximate sector – crowdfunding (Kuppuswamy & Bayus, 2017; Sutanto et al., 2021). Schreiner et al. (2018) also revealed that the willingness to share items with others is driven by warm glow-giving over altruistic reasons. The warm glow associated with sharing activities also propels the legitimacy of sharing economy systems (Witt et al., 2015).

Nonetheless, it is still scientifically inconclusive whether reluctant altruism or a warm glow elicits prosocial behavior concerning resource provision in the sharing economy platforms. Through online platforms, peoples' participation in providing resources to others in need may be elicited by altruistic beliefs. However, more empirical evidence is required to elaborate on whether sharing behavior features a selfless or egoistic act. The inclusion of pure or reluctant altruism in the current study is further substantiated by the kind of society that the Philippines have. In a typical Filipino household, children at a very young age are already exposed to responsibilities for household chores. Gülseven et al. (2020), Kagitcibasi (2005), and Whiting et al. (1975) stressed that this exposure fosters one's sensitivity towards the needs of other people, which then promotes prosocial behaviors. Other evidence also accents that prosocial behavior is more prominent in people of lower socioeconomic class, as they bear greater values of compassion (Piff et al., 2010). Thus, in less developed economies like the Philippines, people can be expected to evoke empathy-induced altruistic values in sharing resources with others through digital platforms.

Therefore, it is posited that peoples' belief in helping someone in need (ALT), including the belief that helping can elicit positive emotional rewards (WGG), play roles in shaping attitudes toward sharing resources with others through online sharing platforms. The study hypothesizes that:

H8: ALT positively influences ATT toward resource sharing in the platform
H9: WGG positively influences ATT towards resource sharing in the platform

2.4.4. The role of culture in consumer behavior

Cultural influences have been extensively investigated in diverse consumer research. For example, Nguyen et al. (2017) and Higueras-Castillo et al. (2019) indicate that collectivism influence subjective norms and pro-environmental attitudes. Meanwhile, power distance and uncertainty avoidance shape green purchase behavior via subjective norms (Liobikienė & Bernatonienė, 2017). Santini et al. (2020) also indicate that uncertainty avoidance moderates the

relationship between consumer impulsivity and mobile banking usage during exposure to sales promotion. The moderating effect of cultural orientation was also observed in shaping customer loyalty in grocery retail stores via the quality of customer service (De Silva Kanakaratne et al., 2020).

The act of sharing can be linked with the subsisting cultural norms. According to Belk (2007), "sharing is culturally learned behavior" (p.130). Nonetheless, only a few studies have accounted for these. For example, Iran et al.'s (2019) adopted a holistic view of culture (i.e., cultural value not measured individually) and examined its role in collaborative fashion consumption. Their findings reveal different behavior patterns, especially on the degree of influence among factors affecting collaborative fashion consumption. The difference in behavior is likewise noted by Davidson et al. (2018), as behavioral outcomes associated with materialism in the sharing economy context differ in a cross-cultural setting. The authors strongly suggest measuring individual-level cultural values in future research to enhance the validity of extant findings.

Gupta et al. (2019) responded to the suggestion and examined the direct individual cultural orientation and participation in peer-to-peer sharing. Their findings indicate that collectivism and masculinism directly affected renting and renting out, while uncertainty avoidance negatively affected renting-out propensities among individuals. The moderating influence of cultural values between institutional and product trust in Airbnb was also highlighted by the work of Wu & Shen (2018). Contrarily, Albinsson, et al. (2019) posit the emergence of the global consumer segment in collaborative consumption. This new consumer segment resides in urban areas, thus presumed to manifest similar collaborative consumption behavior across geographical borders and cultures.

With all the notable findings, culture plays a role in consumer behavior. Extant findings reveal that culture's varying relationships (i.e., linear | moderating | mediating) shape behavioral outcomes. The review of the relevant literature acknowledges the paucity of research initiatives utilizing cultural lenses to understand the resource provider and user participation in the sharing economy context. Thus, extant studies have suggested conducting research initiatives in response to the existing research gap (Belarmino & Koh, 2020; B. Kim, 2019; Lee & Chow, 2020; Paundra et al., 2020; Roos & Hahn, 2019; Schreiner et al., 2018; S.-B. Yang et al., 2019). Ianole-Călin et al. (2020) explicitly noted that the extant literature only speculates on the impact of culture on sharing economy and collaborative consumption behavior. There is a need for more empirical studies to infer precisely how culture shapes consumer psychology and behavior. Furthermore, Sirola et al. (2019) emphasize that consumer behavior is deeply rooted in cultural context; thus, commensurate interventions must be designed based on a cultural viewpoint.

With the global expansion of the sharing economy model in less-developed countries, capturing the cultural perspective of consumers' resource-sharing behavior will offer relevant insights into designing effective strategy prescriptions.

As extant studies endorse the influence of individual cultural orientations on consumer behavior, this work further explores these cultural influences on consumers' intentions to share resources via digital platforms. The investigation mainly centers on the cultural values of collectivism, power distance, and uncertainty avoidance due to previous evidence on their influence on attitude and subjective norms. Moreover, the selected cultural dimensions are distinct to developing countries in the east, which are highly collectivistic and exhibit high power distance cultures.

Collectivism (COL) and subjective norms (SN). Hofstede (1980) describes collectivism (COL) as a tight social framework wherein people distinguish between in-groups and out-groups. Quoting from Hofstede's (1980) work, *"in a collective culture, individuals expect their in-group (relatives, clan, organizations) to look after them, and in exchange for that, they feel they owe absolute loyalty to it"* (Hofstede, 1980) (p.45). Extant studies have linked collectivistic cultures to compliance with subjective or social norms. Liobikienė et al. (2016) indicate that the relevance of subjective norms is higher in collective cultures. Cho & Lee (2015) also reported the robust predictive power of social norms on Korean samples, which are inherently collectivistic. Collectivistic individuals are more exposed to influences from social pressures (Van Hooft & De Jong, 2009). They are likely to conform to or adopt other peoples' opinions (Hui & Triandis, 1986), and decisions largely consider emotions and social acceptance (Choi & Geistfeld, 2004). Hence, owing to these conceptions, the study postulates that peoples' collectivistic cultural beliefs can influence their conformity to subjective norms.

H10: COL positively influences SN towards resource sharing in the platform

Power distance (PD) and subjective norms (SN). As quoted by Hofstede (1980), "*power distance refers to which a society accepts the fact that power in institutions and organizations is distributed unequally*" (p.45). People with high power distance orientation are likely to be influenced by their superiors' opinions (Hofstede, 1980; Srite & Karahanna, 2006). Judgments from people seen as superior, important, or influential are perused as sensible; thus, individual decisions can reasonably follow or comply with these judgments (Al-Gahtani et al., 2007). Schepers & Wetzels (2007) indicate that in high power distance cultures, others' opinions are likely to shape individual opinions for face-saving and group conformity reasons. High power distance endorses greater relevance of subjective norms and social influences (Schepers & Wetzels, 2007; Srite & Karahanna, 2006). Given these conceptions from the literature, the current study argues that power distance shapes receptivity to social pressures around resource-sharing behavior in the platform economy.

H11: PD positively influences SN towards resource sharing in the platform

Uncertainty avoidance (UA) and attitudes towards resource sharing (ATT). Quoting Hofstede's (1980) work, "*uncertainty avoidance is the extent to which a society feels threatened by uncertain and ambiguous situations and tries to avoid these situations by providing greater career stability, establishing more formal rules, not tolerating deviant ideas and behaviors, and believing in absolute truths and the attainment of expertise*" (p.45). de Mooij & Hofstede (2011) argue that individuals bearing high uncertainty avoidance are less open to new ideas and innovations. Scholars have established a linkage between uncertainty avoidance and aversive attitudes, especially when an individual is exposed to a risky and uncertain decision scenario (Crossler et al., 2019; Srivisal et al., 2021; Tang & Zhou, 2022). For example, individuals espousing a high degree of uncertainty avoidance are less open to sharing personal information with others (Cao & Everard, 2008), less prosocial (Stojcic et al., 2016), and aversive in making investment decisions (Tang & Zhou, 2022). In the sharing economy context, Urbonavicius & Sezer (2019) reported that high uncertainty avoidance in the Turkish sample inflates their risk perceptions, thus being more restricted to offering peer-to-peer accommodation services. Kozlenkova et al. (2021) also argue that sharing economy platforms integrate functionalities to minimize safety concerns and risks, which may be attractive to uncertainty-avoidant individuals. However, the heterogeneity of offerings (Kozlenkova et al., 2021) and information asymmetry (Ma et al., 2022) retain the risk involved in sharing economy transactions. This study posits that uncertainty avoidance negatively influences consumers' dispositions toward sharing resources with other people through digital platforms.

H12: UA negatively influences ATT toward resource sharing in the platform

2.4.5. Behavioral control factors: perceived ease of use and past experience

Ajzen's (1991) theory of planned behavior recognizes the importance of behavioral control in explaining behavioral intention. The theory stipulates that one's control of behavior covers the ease and effort of performing a particular behavior. Control over given behavior also relates to resources and opportunities available to an individual to demonstrate confidence in performing the behavior in question. The sharing economy utilizes digital platforms to facilitate the exchange of resources between individuals, and the ease of using or operating the platform may serve as a crucial driving factor. Extant research strongly recognizes the role of perceived ease of use (PEOU) on technology acceptance (Davis, 1989; Pavlou & Fygenson, 2006; Venkatesh, 2000). Along with other technologies and innovations, the less effort involved, the more individuals control its behavior, leading to higher technology adoption and acceptance (Chen et al., 2021).

Moreover, early studies consider past experiences as relevant sources of behavioral control perceptions (Ajzen, 1991; Bandura & National Institute of Mental Health, 1986). Additionally, Ajzen (1991) reasons that perceived behavioral control holds an essential mediating role in the effect of past behavior on future behavior. Hence, within the study context, it is presumed that past sharing experience (EXPER) can endorse perceived behavioral control (PBC) and, consequently, intentions to share resources. With these, this work postulates that:

H13: PEOU positively influences PBC toward resource sharing in the platform
H14: EXPER positively influences PBC toward resource sharing in the platform

2.4.6. The role of product type: sharing expensive versus inexpensive goods

Sarigöllü et al. (2021) investigated consumers' redistribution behavior for unused goods, and findings underscore the relationship between the price of goods and subsequent reselling and giving behavior, revealing that expensive and unused goods are more likely to be redistributed than thrown away. Expensive products directly go with product quality (Lang et al., 2013) and hence have extended product use (Sung & Kincade, 2010). Nevertheless, different speculation may transpire in less-developed and collectivist societies. In contexts where resources are scarce and more expensive to acquire, it may imply that people have greater feelings of importance and attachment toward

objects in possession (Davidson et al., 2018; Inglehart, 1971), which plausibly limits sharing behaviors. Cho et al. (2016) accents that people manifest high materialistic values in the developing world. Materialism is associated with a person's strong attachment to objects and antagonizes consumers' desire to share (Belk, 2007). Davidson et al. (2018) stress the need to fill the voids in the psychology and behavior of resource providers of the platform economy when they grant strangers access to their resources. Such investigations are imperative to understand how platform companies can encourage people to share different product types with different value characteristics. A pilot study was conducted and revealed that the Filipino consumer sample is more likely to share less expensive resources (e.g., clothing, food, household goods) than the capital-intensive ones (e.g., cars, accommodation) in the platform economy (Ratilla et al., 2020). Therefore, the study speculates that sharing inexpensive items (i.e., clothing) with others through the online platform is easier to perform than sharing expensive ones (i.e., motorcycle). Otherwise stated, when sharing inexpensive items, the stronger is the relationships between ATT→INT, SN→INT, PBC→ INT. In addition, the relationships between cultural factors to SN, behavioral beliefs to ATT, prosocial beliefs to ATT, and control factors to PBC are stronger when sharing inexpensive item.

H15a: The relationships between resource-sharing intentions (INT) and its predictors (i.e., ATT, SN, PBC) are stronger when sharing an inexpensive product type

H15b: The relationships between behavioral belief factors → ATT, prosocial belief factors → ATT, cultural factors → SN, and control factors → PBC are stronger when sharing an inexpensive product type

2.5. The research model

The study is grounded on the theory of planned behavior (TPB) to examine the antecedents shaping consumers' resource-sharing intentions with other people via an online sharing platform. A distinct facet of the work considers the context from a developing country and simultaneously explores a deeper understanding of which factors are shaping the core predictors of behavioral intention under the TPB model, namely the ATT, SN, and PBC. Explicitly, the study incorporates various behavioral, prosocial, cultural, and control belief factors and explores which best predicts the core constructs under the TPB framework. Another particularity of the study examines differences in consumer psychology behind resource-sharing intentions in sharing economy platforms, especially when sharing product types with different value characteristics (i.e., expensive versus inexpensive products). Following the

extant literature's conceptions, arguments, prior findings, and propositions developed, the research model is presented in Figure 8.
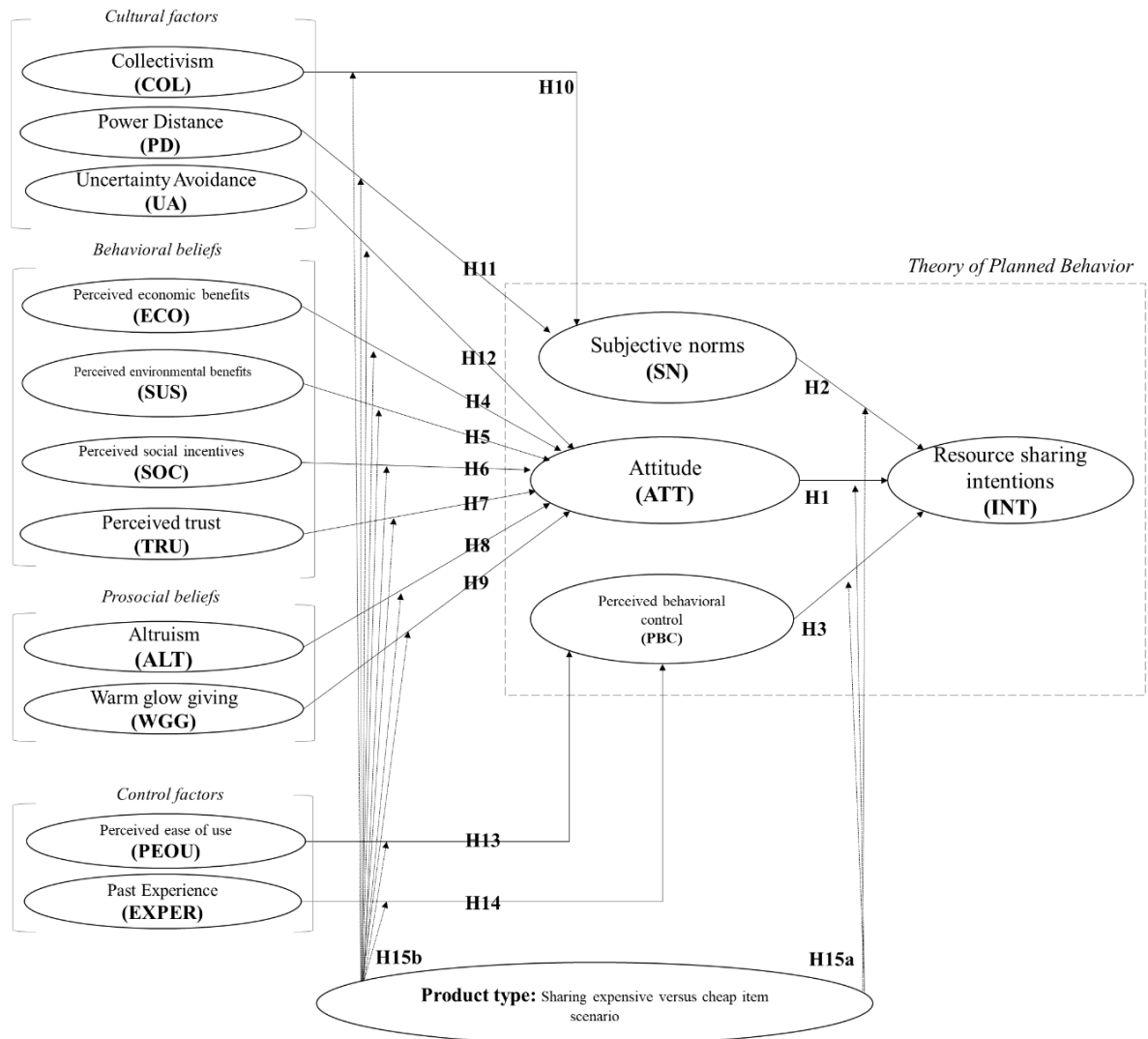
Source: Author's own

Figure 8: Research model of the study

2.6. Definitions of constructs

The constructs investigated in this study are further defined in Table 3.

Table 3: Definitions of constructs and indicators (Source: Author's own)

Construct/indicators	Definitions	Key references
Behavioral beliefs/perceptions		
Perceived economic benefits (ECO)	The extent to which an individual perceives the economic benefits of performing a particular behavior	(Belk, 2010; Bucher et al., 2016; Fota et al., 2019; Gazzola et al., 2019; I. P. Tussyadiah, 2015)
Perceived social benefits (SOC)	The degree to which a person perceives the social benefits (e.g., social interaction, establishing relationships) of a particular action	(Gazzola et al., 2019; Godelnik, 2017; van der Heijden, 2004)
Perceived trust (TRU)	A person's perceived confidence in their favorable expectations of what other people will do, based, in many cases, on previous interactions	(Fota et al., 2019; Gefen, 2000; Mittendorf, 2018; Schreiner et al., 2018)
Perceived environmental benefits (SUS)	The cognitions, perceptions, concerns, and sensibilities regarding environmental problems, as well as thoughts and attitudes toward solutions to such problems	(Chen & Hung, 2016; Fota et al., 2019; Hamari et al., 2016)
Prosocial beliefs		
Reluctant Altruism (ALT)	A specific form of motivation for benefiting another	(D. Batson, 2009; Comte, 1875; Hartmann et al., 2017)
Warm glow giving (WGG)	Emotional utility from the act of giving	(Andreoni, 1990)
Control beliefs		
Perceive ease of use (PEOU)	The degree to which a person believes that using a particular system would be free of effort	(Davis, 1989)
Past sharing experience (EXPER)	Reflects the extent of experiencing sharing-related events in the past	(Ajzen, 1991; Bandura, 1995)
Individual cultural orientation		
Collectivism (COL)	"The extent to which people expect their in-group (relatives, clan, organizations) to look after them, and in exchange for that, they feel they owe absolute loyalty to it" (*directly quoted from Hofstede, 1980*) (p.45)	(Hofstede, 1980) (p.45)
Power Distance (PD)	The extent to which the dominant values	(Hofstede, 1980)

	in society are assertiveness, the acquisition of money, and things." (*directly quoted from Hofstede, 1980*) (p.45)	(p.45)
Uncertainty Avoidance (UA)	"The extent to which a society feels threatened by uncertain and ambiguous situations and tries to avoid these situations by providing greater career stability, establishing more formal rules, not tolerating deviant ideas and behaviors, and believing in absolute truths and the attainment of expertise" (*directly quoted from Hofstede, 1980*) (p.45)	(Hofstede, 1980) (p.45)
TPB Constructs		
Attitude (ATT)	The degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question.	(Ajzen, 1991; Bucher et al., 2016; Hamari et al., 2016; Roos & Hahn, 2019)
Subjective Norm (SN)	The perceived social pressure to perform or not to perform the behavior.	(Ajzen, 1991; Hawlitschek et al., 2018; Roos & Hahn, 2019)
Perceived behavioral control (PBC)	The perceived ease or difficulty of performing the behavior is assumed to reflect experience as well as anticipated impediments and obstacles	(Ajzen, 1991; Taylor & Todd, 1995; Venkatesh et al., 2003)
Behavioral Intention (INT)	The intention and willingness to perform a purchase behavior in the future	(Ajzen, 1991)

3. METHODOLOGY

This section articulates the research design and methods employed to fulfill the main goal and objectives of the study. The study adopted a mixed-method research design, following quantitative and qualitative methodological procedures. The details of the adopted procedures are discussed in the subsequent sections.

3.1. Research Design

The current study followed the post-positivism research philosophy as it alludes to objectivity in understanding and verifying the realities of this world. The study employed a mixed-method research design involving quantitative and qualitative research methods to predict and explain the variables of concern and phenomenon under investigation. In particular, the quantitative aspect followed a deductive approach encompassing the following steps: 1) theory identification, 2) formulation of hypotheses, 3) observation, and 4) confirmation through data analysis. Meanwhile, the qualitative research was intended to substantiate the quantitative findings. It was designed to capture an in-depth understanding of the variable relationships examined in the study and, ultimately, the overall subject of the research investigation.

3.2. Quantitative study

The quantitative study adopted procedures in testing the hypotheses set out of this study. Study participants were selected using a purposive sampling procedure, data collection utilized a scenario-based online survey, and data analysis and hypotheses testing was performed using partial least squares structural equation modeling.

3.2.1. Data collection procedure

A scenario-based ("vignette") online survey was employed for data collection. The method addressed certain limitations behind generic surveys and interviews, especially dealing with novel concepts and abstract situations, which may elevate the bias on self-reported measures. Scenario-based surveys expose respondents to a close real-life situation where they must elicit their beliefs, perceptions, and opinions (Alexander & Becker, 1978). Böcker & Meelen (2017) have highlighted the differences in the motivation and participation of consumers in different sharing economy sectors. Therefore, a scenario-based survey method is deemed suitable to capture the study's intent to examine differences in consumer behavior toward sharing product types with different value characteristics. In addition, respondents may not be fully acquainted with the term "sharing economy" but only with its ostensive examples (e.g., Grab, Uber, Airbnb, Couchsurfing). Therefore, the scenarios were expected to offer clearer and well-balanced decision states and minimize

self-reported biases arising from consumers' lack of familiarity with the terminology. A similar approach was adopted by Weber & Maier (2020) to examine value perception differences between cross-channel delivery forms. The participants were randomly exposed to click-and-collect and home-delivery scenarios and subsequently measured their value perceptions after exposure to each delivery form scenario.

In setting up the scenarios, a fictitious web page of an online sharing platform was initially created. The page mirrors a typical sharing website for durable goods. The page highlights information about the frequently shared items and their descriptions, how the platform works, and promotional content underscoring what benefits/implications users can expect when transacting in the online platform (Figure 9).
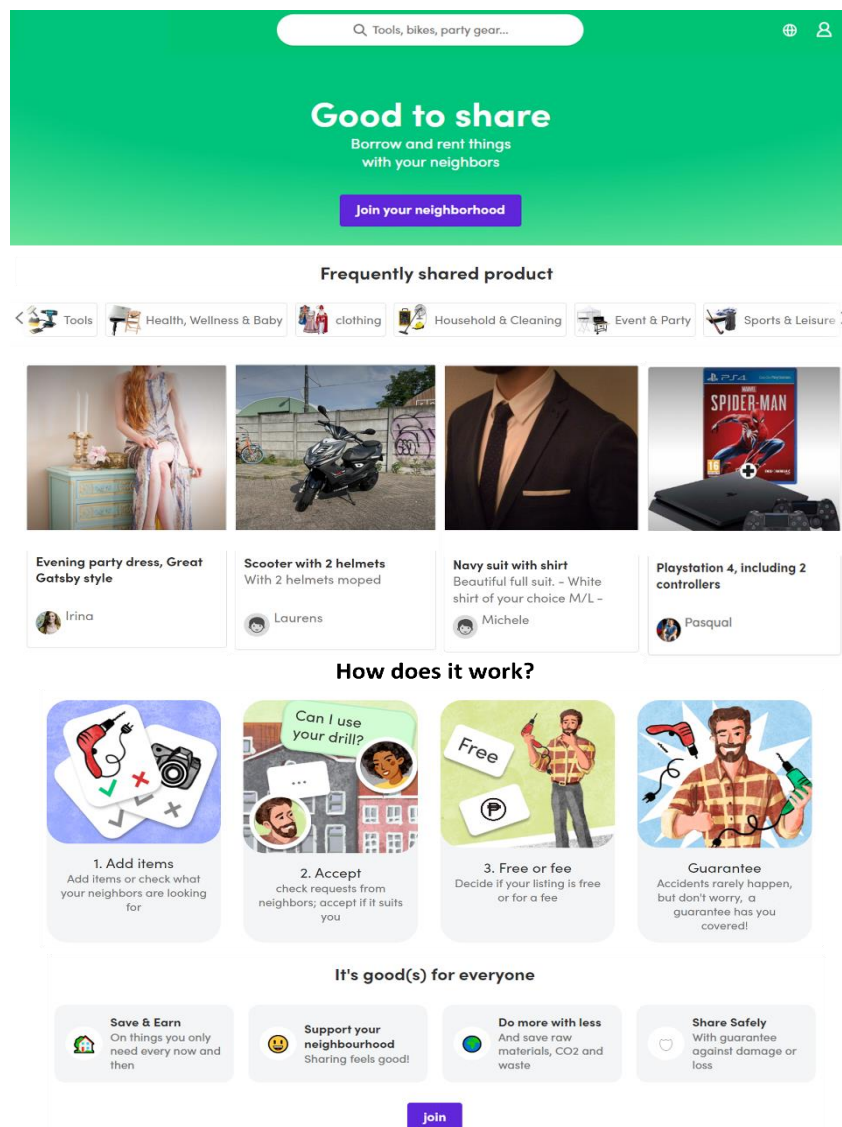
Source: Author's own

Figure 9: Illustration of the fictitious web page of a sharing economy platform

Moreover, two scenarios were developed based on two product types with different value characteristics: expensive versus inexpensive items. The exact narration of the vignettes/scenarios is presented in Table 4. In the expensive item scenario, participants imagined they were about to share their motorcycle (which they rarely use) with other people via the platform. In the inexpensive item scenario, participants imagined sharing out rarely used evening dresses/suits with people in the neighborhood through the sharing website. The participants were randomly assigned to each scenario and subsequently gauged their intention to share the item in the platform and other variables of interest in the study. The scenario exposure and the entirety of the online survey were implemented in the Qualtrics platform.

Table 4: Vignette developed in the study (Source: Author's own)

Vignettes based on product type	Description
Expensive product: motorcycle (EXP GROUP)	Imagine yourself as a registered user of the website. You noticed that many in your neighborhood are requesting to rent a motorcycle. You possess a motorcycle that you only use a few times a week. Take some time to think about your intention to share your motorcycle with others around your neighborhood and list your motorcycle on the website.
Cheap product: clothing (INEXP GROUP)	Imagine yourself as a registered user of the website. Many in your neighborhood are requesting to rent an evening party dress/suit. It so happens that you possess an evening party dress/suit which you rarely use. Take some time to think about your intention to share your evening party dress/suit with other people around your neighborhood, and list the item on the website.
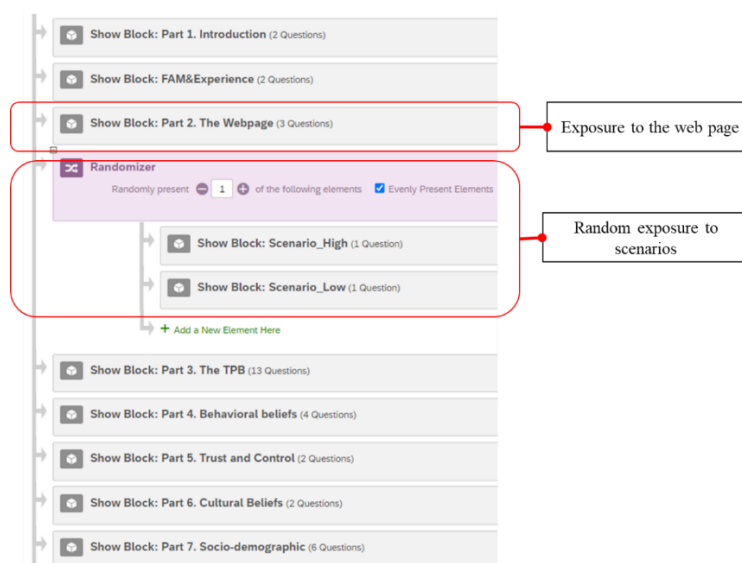
Source: Author's own

Figure 10: Survey flow and random assignment of participants in the scenarios

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3.2.2. Study participants

Following a purposive sampling procedure, around 850 millennial and Gen Z consumers in the Philippines were invited to participate in the study. Invitations were sent to participants through direct messages on social networking sites and emails to students and employees (only millennials and Gen Z) in one of the premier public universities in the Philippines – the Visayas State University. The university has been assertive in contributing to environmental conservation and fostering sustainable communities, which aligns with the sharing economy's original social and environmental ethos (Botsman & Rogers, 2011). Laurenti & Acuña (2020) argues that using university communities in investigating and fostering sharing economy activities could be relevant, owing to the closeness, local proximity, trust among peers, and students recurring need to access resources temporarily. Moreover, though the study's sample characteristics may limit the generalizability of the findings, it is argued that its use remains relevant given the study's exploratory nature. Ashraf & Merunka (2017) accentuate that student samples in consumer research should be used with caution; however, it could still be a viable approach for initial theory testing. They added that validation studies should be subsequently conducted utilizing more heterogeneous samples.

Additionally, the selection of the Gen Z and millennial cohorts is attributed to evidence from prior studies suggesting their dominant role in propelling the growth of collaborative consumption and the sharing economy movement (Godelnik, 2017; Hwang & Griffiths, 2017; Kumar et al., 2018). The sharing economy is also extremely popular with the younger generations, specifically among the millennials and Generation Z cohorts (Fan et al., 2022). Pew Research Center (2020) defines millennials as those individuals born between 1981 and 1996 (26-41), and Generation Z cohorts are those born between 1997-present (25 years old and younger). Kumar et al. (2018) reported that Gen Z and millennials have similar characteristics, as both are exposed to technology throughout their lifetimes. Considering their tech-savvy attitude, exposure to the internet and social media, and use of multiple electronic devices (Abrams & von Frank, 2014; Ng, 2020), these consumer groups serve as a lucrative market for offerings in the sharing economy. In the Philippines, around 70% of the population belongs to the millennials and generation Z groups (Ledesma, 2021). Participants who were extremely unaware of the sharing economy or its ostensive examples were also excluded from the study. From the total invitations, about 800 individuals expressed consent to participate in the study and responded to the online survey. Subsequently, after data screening procedures (e.g., check for missing/unengaged responses), only 743 responses are useful for further analysis. About 370 respondents were exposed to the expensive product type scenario, while 373 were exposed to the inexpensive

product type scenario. Respondents assigned in the two scenarios did not significantly differ based on gender ($\chi2$=1.623, p > 0.05), age ($\chi2$=1.781, p > 0.05), marital status ($\chi2$=1.011, p> 0.05), educational attainment ($\chi2$=10.175, p>0.05) and employment ($\chi2$=5.538, p> 0.05).

The work consulted Hair Jr et al.'s (2017) "10 times rule" to check whether the sample size is adequate for further analysis. The rule specifies that the sample size should be equal to or more than ten times the largest number of structural paths directed at a particular construct in the structural model" (Hair Jr et al., 2017) (p.24). Following this rule of thumb, the minimum sample size is n=110 for the study's research model. Power sample analysis using G*power software was also performed and revealed a minimum sample size of n=135, given a medium effect size (f^2) = 0.15, Power = 80%, significance level (α) = 5%, and with at least 14 predictor variables (Faul et al., 2007). Results of the sample size assessments suggest that the study's sample size, including each scenario group's sample size, is sufficient (Matthews, 2017). The sample sizes in both groups are nearly balanced. Hair & Page (2015) and Matthews (2017) specify that group sample size differences should not exceed 50% more than the other to obtain sound results of the statistical test of difference. The profile of the study participants is presented in Table 5.

Table 5: Respondents' profile (Source: Author's analysis in SPSS software)

Variable	Category	EXP (n=370)		INEXP (n=373)		Total (n=743)	
		n	(%)	n	(%)	n	(%)
Gender	Woman	228	61.6%	217	58.18%	445	59.89%
	Man	119	32.2%	131	35.12%	250	33.65%
($\chi2$=1.623, p = 0.805)	Transgender	3	0.8%	2	0.54%	5	0.67%
	Non-binary/non-conforming	4	1.1%	3	0.80%	7	0.94%
	Prefer not to respond	16	4.3%	20	5.36%	36	4.85%
Age	18 - 24	322	87.03%	322	86.33%	644	86.68%
($\chi2$=1.781, p = 0.776)	25 - 34	29	7.84%	35	9.38%	64	8.61%
	35 - 44	19	5.14%	16	4.29%	35	4.71%
Marital Status	Married	21	5.68%	28	7.51%	49	6.59%
($\chi2$=1.011, p= 0.603)	Single	349	94.32%	345	92.49%	694	93.41%
Educational Attainment	High school graduate	44	11.89%	36	9.65%	80	10.77%
	Some college	168	45.41%	185	49.60%	353	47.51%
	2 year degree	30	8.11%	31	8.31%	61	8.21%
($\chi2$=10.175, p= 0.179)	4 year degree	91	24.59%	81	21.72%	172	23.15%
	Professional degree	6	1.62%	5	1.34%	11	1.48%
	Master's degree	22	5.95%	33	8.85%	55	7.40%
	Doctorate	9	2.43%	2	0.54%	11	1.48%
Employment	Employed full time	40	10.81%	50	13.40%	90	12.11%
($\chi2$=5.538, p= 0.477)	Employed part-time	4	1.08%	9	2.41%	13	1.75%
	Unemployed	3	0.81%	3	0.80%	6	0.81%
	Student	323	87.30%	311	83.38%	634	85.33%

Note: EXP – product type (expensive); INEXP –product type (inexpensive)

3.2.3. Questionnaire development

Gauging the constructs pertinent to the study adapted measurement items that were validated from prior studies. Diverse sources were consulted in the assembly of measures for the dependent and independent variables of the study. This procedure is regarded to control for common method bias that may negatively affect the validity of the study results (Kock et al., 2021). The items measuring the core TPB constructs (i.e., INT, ATT, SN, PBC) were mainly adapted from the pioneering scale of Ajzen (1991). Measurement items for behavioral belief factors and perceptions were developed from multiple sources: ECO (Bucher et al., 2016; Fota et al., 2019; Gazzola et al., 2019; I. P. Tussyadiah, 2015), SUS (Fota et al., 2019; Hamari et al., 2016), SOC (Gazzola et al., 2019; van der Heijden, 2004), TRU (Fota et al., 2019; Gefen, 2000; Mittendorf et al., 2019; Schreiner et al., 2018). Measures of ALT and WGG were adapted from Konrath & Handy (2018) and Hartmann et al. (2017), respectively. Measures of PEOU were adapted from Venkatesh et al. (2003) scale, while the measure for EXPER was taken from Jun (2020). Finally, cultural orientations: COL, PD, and UA were measured using the CVSCALE of Yoo et al. (2011). The question items were tailor-fitted to the context of the study and were measured using a 5-point Likert Scale. The questions were framed in their original English language version as the targeted respondents use English as an official language. The measurement items used to measure the constructs of the study are presented in Table 6.

The online survey questionnaire consisted of the following parts:1) a brief background of the study and consent of respondents, 2) familiarity and experience towards sharing economy models, 3) web page and vignette exposure, 4) measure of behavioral intentions, 5) measure of behavioral beliefs towards sharing, 6) measure of trust and control factors, 7) measure of cultural beliefs and 8) socio-demographic information of the respondents. Before the actual launch of the survey, the questionnaire was reviewed by a few doctoral students and a marketing professor. The questionnaire was also pretested for about 30 college students in the Philippines. Common suggestions during the pretest were using easy terminologies, shortening some questions, and providing brief information about the sharing economy and its examples, as the respondents may not readily understand the term.

Table 6: Constructs and measurement items (Source: Author's synthesis in the literature)

TPB Constructs	
Resource sharing intentions (INT)	
INT1	If the circumstances allow it, I will share the item in the future.
INT2	It is likely that I will share the item with others through the website.
INT3	Given a chance, I predict that I will share the item in the near future.
Attitude toward resource-sharing (ATT)	
ATT1	Sharing the item with others through the website is a wise move.
ATT2	Sharing the item with other people via the website is a positive thing.
ATT3	Sharing the item with people in need is a good thing.
ATT4	Sharing the item with others via the platform makes sense.
Subjective norm (SN)	
SN1	People who are important to me think that I should share the item through the website.
SN2[d]	People who influence my behavior think that I should share the item through the website.
SN3	People whose opinions I value prefer that I share the item on the website.
Perceived behavioral control (PBC)	
PBC1	I would be able to share on the platform.
PBC2[d]	Sharing the item on the website is entirely within my control.
PBC3	I have the resources, knowledge and the ability to share the item via the website.
Behavioral beliefs and perceptions	
Perceived economic benefits (ECO)	
ECO1	I share the item via the website because it pays me money.
ECO2	Sharing item via the website allows me to make money from something I own.
ECO3	Earning extra money is an important factor when sharing the item through the website.
ECO4	Sharing the item via the website is a good way to supplement my income.
Perceived environmental benefits (SUS)	
SUS1	Sharing the item via the platform helps save natural resources.
SUS2	Sharing the item through the platform is sustainable.
SUS3	Sharing the item via the platform is ecological.
SUS4	Sharing the item through the platform is environmentally friendly.
Perceived social incentive (SOC)	
SOC1	It is enjoyable to share the item to other people via the website.
SOC2	Sharing the item through the website make me feel like part of a community.
SOC3	Sharing allows me to gain unique social experiences through meeting interesting people.
Perceived trust (TRU)	
TRU1	The sharing website provides a robust and safe environment.
TRU2	The sharing website is trustworthy.
TRU3	Even if not monitored, I'd trust the people with whom I share the item I own.
TRU4	I generally trust other people using the item I share on the platform.
TRU5[d]	I don't feel the risk of sharing the item on the platform.
Prosocial Beliefs	

Warm-glow giving (WGG)	
WGG1	Sharing the item gives me a pleasant feeling of personal satisfaction.
WGG2	Sharing the item makes me feel happy.
WGG3	Sharing the item makes me feel pleased to be doing something good.
WGG4 [d]	Sharing the item makes me feel satisfied.
Altruism (ALT)	
ALT1	I share the item because I feel compassion toward people in need.
ALT2	I share the item because I am willing to help others who are less fortunate.
ALT3	I share the item because I am concerned about those less fortunate than myself.
Control Beliefs	
Perceived ease of use (PEOU)	
PEOU1	Learning to operate the sharing platform would be easy for me.
PEOU2	I would find ways to get the sharing platform to do what I want it to do.
PEOU3	My interaction with the sharing platform would be clear and understandable.
PEOU4	I would find the sharing platform easy to use.
Past Experience	
EXPER	I have previous experience sharing the things I own with others
Cultural Orientation	
Collectivism (COL)	
COL1	Individuals should sacrifice self-interest for the group.
COL2	Group loyalty should be encouraged even if individual goals suffer.
COL3	Group success is more important than individual success.
COL4	Group welfare is more important than individual rewards.
Power Distance (PD)	
PD1	People in higher positions should make most decisions without consulting people in lower positions.
PD2	People in higher positions should not ask the opinions of people in lower positions too frequently.
PD3	People in higher positions should avoid social interaction with people in lower positions.
PD4	People in lower positions should not disagree with the decisions of people in higher positions.
PD5 [d]	People in higher positions should not delegate important tasks to people in lower positions.
Uncertainty Avoidance (UA)	
UA1 [d]	Rules and regulations are important because they inform me of what is expected of me.
UA2	It is important to closely follow instructions and procedures.
UA3	It is important to have instructions spelled out, so I will know what I'm expected to do.
UA4	Standardized work procedures are helpful.

Note: [d] - dropped as items are not compositionally invariant

3.2.4. Data analysis

The study used partial least squares modeling (PLS) via Smart PLS 3. Its usage over its covariance-based alternative (i.e., CB-SEM) is affixed to the nature of the current study, which is to explore and predict relevant factors of resource-sharing intentions in the sharing economy. The study bears an explorative and predictive nature; hence, it will benefit more from PLS's statistical power (Hair Jr et al., 2017). In addition, the study deals with a composite-based model (Dash & Paul, 2021) and non-normal data distribution (Hair Jr et al., 2017). Therefore, PLS-SEM is a more appropriate analytical approach to use. Using Hair Jr et al. (2017) guidelines in PLS-SEM, measurement, and structural model assessments were performed. Group-specific differences were also examined using multigroup analysis.

Multigroup analysis (MGA). A multigroup analysis (MGA) was performed to examine the differences in resource-sharing intentions and predictor relationships when sharing product types with different value characteristics: expensive: motorcycle scenario (Group: EXP) versus inexpensive: clothing scenario (Group: INEXP). MGA is particularly helpful in examining differences in group-specific parameter estimates (Hair Jr et al., 2017) or if there are differences when testing two identical models for different groups (Matthews, 2017). Before performing MGA, it is necessary to establish measurement invariance across the study group through the measurement invariance of composite models (MICOM) procedure. MICOM helps specify whether the measurement models measure the same attribute under different conditions (Henseler et al., 2015). Performing MICOM also checks whether data obtained from two groups exhibit heterogenous data structures (Weber & Maier, 2020). There are three core steps in executing MICOM: 1) configural invariance, 2) compositional invariance, and 3) equality of composite mean values and variances of variables in the research model. A summary of the MICOM results is presented in Table 7.

Step 1 was satisfied as the indicators used were equivalent per measurement model, and similar data treatment and algorithm settings were used (Henseler et al., 2016). A permutation test (n=1,000) was performed to check whether compositional invariance (Step 2) could be established. A construct demonstrates compositional invariance when the original correlation (c) is greater than 5% quantile (Henseler et al., 2016; Matthews, 2017) and when the composite scores do not significantly differ across the groups (p > 0.05) (Weber & Maier, 2020). After initial checks, some constructs had some issues; hence getting a closer look, there were problematic items (i.e., SN2, PBC2, TRU5, WGG4, and UA1) that needed to be dropped. A rerun of the permutation test establishes the compositional invariance for all the constructs. Subsequently, the constructs' equality of mean values and variances across

EXP and INEXP groups were examined (Step 3). The mean original difference values and variance difference values should fall within the lower (2.5%) and upper (97.5%) confidence intervals to establish full measurement invariance (Henseler et al., 2016; Matthews, 2017). The results reveal that constructs like PBC and ALT only have established partial invariance, failing to satisfy the confidence interval test for the composite mean difference. As full measurement invariance is not established, using pooled data for analysis is not applicable. Establishing partial measurement invariance indicates that multigroup analysis can proceed (Henseler et al., 2016; Matthews, 2017).

3.2.5. Assessment of common method bias

Common method bias (CMB) threatens the reliability and validity of empirical results, which usually arises when the measurements of the constructs are collected using the same response method (Kock et al., 2021). Therefore, the study employed procedural and statistical controls to dismiss serious CMB issues. For the procedural controls, the study adopted the following: 1) construct measurements were adapted from multiple sources, 2) clear instructions were given in the survey questionnaire, 3) anonymized responses, 4) keeping question items short and comprehensible, and separating measures of dependent and independent variables proximally (Kock et al., 2021). Meanwhile, Harman's single-factor test revealed that the first factor extracted registers at only 24.549%, which is way below the 50% threshold (Podsakoff et al., 2003). Therefore, the concerns for CMB can be dismissed.

Table 7: MICOM results (Source: Author's analysis in SMART PLS)

MICOM (step 2): Compositional invariance assessment

Composite	Correlation c	5% quantile	p-value	Compositional invariance?
Behavioral intention (INT)	1.000	0.999	0.587	Yes
Attitude (ATT)	1.000	0.998	0.718	Yes
Subjective norm (SN)	1.000	0.998	0.882	Yes
Perceived behavioral control (PBC)	0.999	0.995	0.483	Yes
Perceived economic benefits (ECO)	0.999	0.998	0.257	Yes
Perceived environmental benefits (SUS)	1.000	0.999	0.450	Yes
Perceived social incentive (SOC)	1.000	0.998	0.910	Yes
Perceived trust (TRU)	0.996	0.991	0.225	Yes
Warm-glow giving (WGG)	1.000	0.997	0.563	Yes
Reluctant Altruism (ALT)	0.999	0.996	0.409	Yes
Perceived ease of use (PEOU)	0.999	0.997	0.673	Yes
Renting Experience (EXPER)	1.000	1.000	0.285	Yes
Collectivism (COL)	0.994	0.975	0.506	Yes
Power Distance (PD)	0.980	0.969	0.132	Yes
Uncertainty Avoidance (UA)	0.997	0.965	0.778	Yes

MICOM (step 3): Equality of composite means and variances assessment

Composite	Mean diff. (EXP - INEXP)	CI 2.50%	CI 97.50%	p-value	Equal mean values?
Behavioral intention (INT)	-0.138	-0.148	0.137	0.061	Yes
Attitude (ATT)	-0.092	-0.157	0.130	0.216	Yes
Subjective norm (SN)	-0.038	-0.155	0.138	0.597	Yes
Perceived behavioral control (PBC)	-0.178	-0.149	0.150	0.025	No
Perceived economic benefits (ECO)	0.049	-0.137	0.149	0.492	Yes
Perceived environmental benefits (SUS)	-0.045	-0.146	0.147	0.545	Yes
Perceived social incentive (SOC)	0.006	-0.146	0.151	0.938	Yes
Perceived trust (TRU)	0.029	-0.151	0.147	0.676	Yes
Warm-glow giving (WGG)	-0.110	-0.142	0.148	0.138	Yes
Reluctant Altruism (ALT)	-0.144	-0.151	0.133	0.048	No
Perceived ease of use (PEOU)	-0.070	-0.154	0.147	0.355	Yes
Renting Experience (EXPER)	-0.050	-0.164	0.151	0.520	Yes
Collectivism (COL)	-0.087	-0.140	0.145	0.238	Yes
Power Distance (PD)	-0.006	-0.142	0.136	0.943	Yes
Uncertainty Avoidance (UA)	0.052	-0.137	0.138	0.469	Yes

Composite	Variance diff. (EXP - INEXP)	CI 2.50%	CI 97.50%	p-value	Equal variances?
Behavioral intention (INT)	-0.061	-0.263	0.258	0.660	Yes
Attitude (ATT)	-0.102	-0.276	0.287	0.485	Yes
Subjective norm (SN)	0.086	-0.199	0.219	0.435	Yes
Perceived behavioral control (PBC)	-0.090	-0.244	0.239	0.468	Yes
Perceived economic benefits (ECO)	-0.167	-0.270	0.269	0.228	Yes
Perceived environmental benefits (SUS)	-0.049	-0.250	0.247	0.708	Yes
Perceived social incentive (SOC)	-0.092	-0.266	0.256	0.494	Yes
Perceived trust (TRU)	-0.114	-0.215	0.197	0.283	Yes
Warm-glow giving (WGG)	0.043	-0.180	0.179	0.652	Yes
Reluctant Altruism (ALT)	0.101	-0.214	0.220	0.384	Yes
Perceived ease of use (PEOU)	-0.036	-0.282	0.274	0.797	Yes
Renting Experience (EXPER)	0.000	-0.209	0.197	0.995	Yes
Collectivism (COL)	0.015	-0.200	0.193	0.892	Yes
Power Distance (PD)	0.031	-0.195	0.213	0.754	Yes
Uncertainty Avoidance (UA)	-0.257	-0.261	0.260	0.056	Yes

Note: EXP – expensive product type scenario; INEXP – inexpensive product type scenario; CI - confidence interval

3.3. Qualitative study

The qualitative part of the study involves the collection of in-depth insights that will substantiate or further explain the quantitative results. Face-to-face interviews were conducted, and data were analyzed using thematic analysis utilizing QSR NVivo software.

3.3.1. Sample and data collection procedure

Of the respondents who participated in the online survey, around 15 of them were randomly selected and invited for face-to-face interviews. Invitations and consent forms were sent online; however, only seven came to the interview site. Each interview for every participant was duly scheduled, setting roughly an hour for each interview session. The interview sessions were conducted in one of the meeting rooms in a public university library. At the onset of the interview, the nature, duration, background, and purpose of the activity were explained. Data privacy and the use of pseudonyms for the interviewees were also expounded. The profile of the interview participants is presented in Table 8.

Table 8: Details of the respondents in the qualitative interviews (Source: Author's own)

Pseudonyms for interviewees	Age	Gender	Marital Status	Educational Attainment	Employment
RES1	18-24	Woman	Single	Some college	Student
RES2	25-34	Woman	Single	Master's degree	Employed full time
RES3	18-24	Woman	Single	Some college	Student
RES4	25-34	Woman	Single	4 year degree	Employed full time
RES5	18-24	Woman	Single	Some college	Student
RES6	18-24	Woman	Single	Some college	Student
RES7	25-34	Man	Single	Master's degree	Employed full time

Moreover, a semi-structured interview guide was developed to organize, structure, and ensure the smooth flow of the interviews. Also, the guide ensures that all relevant topics are covered during the interview. The qualitative interview mainly covers open-ended questions that intend to elicit respondents' behavioral beliefs, control beliefs, normative beliefs, and outcome evaluation when sharing expensive versus inexpensive items in the web-based sharing platform (Table 9). Some of the questions were adapted from Laurenti & Acuña's (2020) elicitation study, as they explore the antecedents of behavioral intention in online peer-to-peer resource sharing in a Swedish university setting.

Table 9: Qualitative questions (Source: Author's own)

a. What are your thoughts about sharing idle resources with other people via online platforms?
b. What are the advantages and disadvantages you can think about of sharing unused resources on sharing economy platforms?[a]
c. Do your peers or people you are close with influence your behavior, especially about sharing things with others? Do you think these social influences manifest in your decision to participate in the sharing economy as a resource provider? [a]
d. Do you have any issues that come to mind when you think about using the platform? [a]
e. Will your thoughts differ when sharing expensive items versus less-expensive ones?

Note: [a] questions adapted from Laurenti & Acuña (2020)

3.3.2. Data handling

The actual conduct of each interview lasted roughly for about 30 minutes. The interviews used the local language "Cebuano," although the participants can communicate and comprehend well in English. It is believed that they can express themselves better and respond to questions with more detail when using the local language. With the interviewees' consent, the audio recordings of the interview sessions were obtained. The interviews were then transcribed and translated into the English language. The sample size of the qualitative interviews was continually assessed, focusing on the quality of obtained information and the capacity to provide new knowledge (Malterud et al., 2016). In the fifth and sixth interviews, based on the subjective opinion of the researcher/interviewer, there seems nothing new and pivotal in the information obtained from interviewees. Therefore, it was decided to halt the interviews after the seventh session.

3.3.3. Data generation and analysis

The audio recordings of the interviews were transcribed and translated into English. The qualitative data were analyzed using thematic analysis. Utilizing QSR NVivo software, codes were assigned to responses and identified relevant themes (Castleberry & Nolen, 2018).

4. RESULTS

After analyzing the collected data, this chapter presents the study's quantitative and qualitative results.

4.1. Quantitative Results

The quantitative aspect of the study seeks to predict the relevant antecedents shaping consumers' intentions to share underutilized resources on a sharing economy platform. The section reflects the results of the quantitative analysis following the PLS-SEM approach. It highlights the outcomes of the measurement model assessment, structural model assessment, and hypotheses testing.

4.1.1 Measurement model assessment

The assessment intends to ensure that the measurement items and constructs specified in the research model demonstrate sufficient reliability and validity. The summary of the results is presented in Table 10.

Firstly, indicator reliability was established as factor loadings for items measuring the constructs are above 0.70 (Hair Jr et al., 2017). The constructs also exhibit satisfactory reliability as Cronbach's alpha values fall within 0.70-0.90, while the composite reliability scores are greater than the 0.70 critical thresholds (Hair Jr et al., 2017; Nunnally, 1994). Convergent validity of the constructs was also established, as average variance extracted (AVE) scores exceeded 0.50 (Hair Jr et al., 2017).

Inspecting further for multicollinearity issues, none of the items bear variance inflation factor (VIF) scores lower than 0.20 and higher than 5 (Hair Jr et al., 2017). Hence, it can be concluded that multicollinearity concerns can be dismissed. The reliability, validity, and multicollinearity check consistently revealed satisfactory results between groups.

Finally, the assessment revealed that the constructs demonstrate sufficient discriminant validity. Based on the Fornell-Larcker criterion (Table 11), the square root of the AVE of each construct is higher than its correlation with other constructs (Fornell & Larcker, 1981; Hair Jr et al., 2017). HTMT values are also less than 0.85-0.90 (Table 12), suggesting that the constructs bear satisfactory discriminant validity (Hair Jr et al., 2017; Henseler et al., 2015).

The results suggest that the measurement model is satisfactory; hence, the structural model can be assessed.

Table 10: Construct reliability and validity

	EXP GROUP					INEXP GROUP			
	L	AVE	CR	CA	VIF	L	AVE	CR	CA	VIF
TPB Constructs										
INT		0.725	0.888	0.810			0.729	0.890	0.814	
INT1	0.852				1.896	0.856				1.823
INT2	0.829				1.576	0.839				1.692
INT3	0.873				2.035	0.865				1.894
ATT		0.614	0.864	0.789			0.606	0.860	0.783	
ATT1	0.801				1.791	0.811				1.776
ATT2	0.814				1.804	0.768				1.646
ATT3	0.704				1.302	0.718				1.380
ATT4	0.810				1.693	0.815				1.662
SN		0.776	0.874	0.711			0.751	0.858	0.669	
SN1	0.885				1.436	0.874				1.337
SN3	0.876				1.436	0.859				1.337
SN2 [d]	d				d	d				d
PBC		0.709	0.830	0.600			0.723	0.838	0.625	
PBC1	0.880				1.218	0.845				1.261
PBC3	0.803				1.218	0.723				1.261
PBC2 [d]	d				d	d				d
Behavioral beliefs and perception										
ECO		0.729	0.915	0.877			0.733	0.917	0.879	
ECO1	0.833				2.347	0.848				2.189
ECO2	0.889				2.795	0.869				2.392
ECO3	0.843				2.184	0.859				2.393
ECO4	0.850				2.054	0.849				2.296
SUS		0.787	0.937	0.910			0.794	0.939	0.913	
SUS1	0.882				2.753	0.879				2.585
SUS2	0.884				2.594	0.882				2.874
SUS3	0.895				3.037	0.919				3.891
SUS4	0.888				2.823	0.884				2.765
SOC		0.737	0.893	0.823			0.739	0.895	0.825	
SOC1	0.886				1.874	0.876				1.790
SOC2	0.855				1.941	0.863				1.982
SOC3	0.833				1.757	0.839				1.848
TRU		0.617	0.865	0.804			0.679	0.894	0.844	
TRU1	0.842				1.793	0.818				1.768
TRU2	0.848				1.780	0.847				2.021
TRU3	0.717				2.110	0.810				2.410
TRU4	0.726				2.162	0.820				2.408
TRU5 [d]	d				d	d				d
Prosocial Beliefs										
WGG		0.836	0.939	0.903			0.792	0.919	0.870	
WGG1	0.909				2.499	0.903				2.197
WGG2	0.921				3.337	0.879				2.517
WGG3	0.914				3.052	0.888				2.256
WGG4 [d]	d				d	d				d
ALT		0.813	0.929	0.885			0.805	0.925	0.879	
ALT1	0.873				2.177	0.885				2.148
ALT2	0.922				3.309	0.924				3.223

	L	AVE	CR	CA	VIF	L	AVE	CR	CA	VIF
ALT3	0.909				2.703	0.882				2.549
Control Beliefs										
PEOU		0.678	0.894	0.842			0.697	0.902	0.855	
PEOU1	0.816				1.866	0.834				2.032
PEOU2	0.808				1.736	0.808				1.808
PEOU3	0.833				2.018	0.847				2.068
PEOU4	0.836				1.978	0.851				2.265
EXPER	1.000	1.000	1.000			1.000	1.000	1.000		
Cultural Orientation										
COL		0.659	0.885	0.826			0.651	0.882	0.824	
COL1	0.734				1.540	0.789				1.627
COL2	0.784				1.694	0.829				1.835
COL3	0.855				2.485	0.802				2.329
COL4	0.867				2.509	0.806				2.044
PD		0.737	0.918	0.884			0.735	0.917	0.883	
PD1	0.822				2.365	0.886				2.489
PD2	0.898				2.962	0.874				3.161
PD3	0.866				2.831	0.898				2.529
PD4	0.845				1.751	0.766				1.771
PD5 [d]	d				d	d				d
UA		0.666	0.856	0.747			0.679	0.864	0.768	
UA1[d]	d				d	d				d
UA2	0.836				2.051	0.850				1.815
UA3	0.864				2.100	0.797				1.711
UA4	0.742				1.217	0.825				1.389

Note: EXP – product type expensive; INEXP –product type inexpensive; L – factor loading; AVE = Average Variance Extracted; CR = Composite Reliability; CA = Cronbach's Alpha; VIF = Variance Inflation Factor; d = item dropped

Table 11: Discriminant validity assessment using Fornell-Larcker criterion

EXP GROUP

	ALT	ATT	COL	ECO	EXPER	INT	PBC	PD	PEOU	SN	SOC	SUS	TRU	UA	WGG
ALT	0.901														
ATT	0.336	0.784													
COL	0.274	0.151	0.812												
ECO	0.240	0.423	0.030	0.854											
EXPER	0.279	0.127	0.065	-0.025	1.000										
INT	0.308	0.681	0.141	0.255	0.175	0.852									
PBC	0.297	0.645	0.158	0.300	0.143	0.618	0.842								
PD	-0.008	-0.024	0.311	-0.136	-0.067	0.059	0.042	0.858							
PEOU	0.327	0.427	0.204	0.362	0.072	0.381	0.396	-0.039	0.823						
SN	0.358	0.587	0.225	0.226	0.115	0.554	0.488	0.149	0.315	0.881					
SOC	0.429	0.553	0.200	0.576	0.165	0.499	0.440	0.038	0.388	0.387	0.858				
SUS	0.377	0.438	0.160	0.519	0.096	0.374	0.304	-0.008	0.408	0.286	0.651	0.887			
TRU	0.315	0.411	0.334	0.185	0.136	0.400	0.319	0.224	0.495	0.401	0.404	0.414	0.786		
UA	0.277	0.185	0.124	0.181	0.036	0.156	0.162	-0.392	0.291	0.096	0.131	0.155	0.003	0.816	
WGG	0.723	0.377	0.241	0.208	0.298	0.346	0.318	0.014	0.277	0.372	0.468	0.367	0.334	0.203	0.915

INEXP GROUP

	ALT	ATT	COL	ECO	EXPER	INT	PBC	PD	PEOU	SN	SOC	SUS	TRU	UA	WGG
ALT	0.897														
ATT	0.249	0.779													
COL	0.206	0.138	0.807												
ECO	0.100	0.442	0.117	0.856											
EXPER	0.223	0.141	0.060	0.004	1.000										
INT	0.231	0.720	0.097	0.415	0.155	0.854									
PBC	0.227	0.700	0.147	0.443	0.124	0.700	0.850								
PD	-0.087	0.014	0.275	-0.091	-0.020	0.000	-0.042	0.858							
PEOU	0.238	0.454	0.252	0.366	0.146	0.426	0.448	0.013	0.835						
SN	0.192	0.563	0.180	0.253	0.077	0.603	0.527	0.119	0.349	0.867					
SOC	0.295	0.504	0.237	0.608	0.042	0.448	0.482	-0.001	0.451	0.381	0.859				
SUS	0.271	0.421	0.277	0.572	0.010	0.345	0.317	-0.016	0.370	0.220	0.639	0.891			
TRU	0.283	0.458	0.327	0.238	0.234	0.351	0.351	0.264	0.549	0.364	0.409	0.346	0.824		
UA	0.240	0.254	0.247	0.245	0.012	0.196	0.247	-0.245	0.327	0.176	0.299	0.242	0.135	0.824	
WGG	0.678	0.300	0.241	0.113	0.185	0.304	0.290	-0.009	0.306	0.234	0.311	0.245	0.362	0.196	0.890

Table 12: Discriminant validity using the heterotrait-monotrait ratio of correlations (HTMT)

	ALT	ATT	COL	ECO	EXPER	INT	PBC	PD	PEOU	SN	SOC	SUS	TRU	UA	WGG
ALT		0.399	0.325	0.269	0.296	0.362	0.400	0.051	0.379	0.449	0.501	0.419	0.365	0.337	0.808
ATT	0.299		0.182	0.502	0.143	0.850	0.932	0.088	0.523	0.784	0.677	0.515	0.482	0.238	0.443
COL	0.246	0.160		0.097	0.070	0.172	0.220	0.369	0.249	0.290	0.242	0.179	0.436	0.164	0.284
ECO	0.114	0.532	0.135		0.027	0.294	0.404	0.163	0.416	0.281	0.674	0.577	0.194	0.228	0.226
EXPER	0.240	0.160	0.079	0.018		0.195	0.185	0.062	0.078	0.136	0.179	0.100	0.173	0.044	0.317
INT	0.273	0.902	0.115	0.491	0.171		0.876	0.069	0.461	0.730	0.602	0.431	0.481	0.201	0.403
PBC	0.303	9.000	0.197	0.589	0.153	0.900		0.073	0.558	0.743	0.614	0.412	0.424	0.236	0.423
PD	0.109	0.113	0.323	0.107	0.024	0.049	0.063		0.087	0.175	0.051	0.047	0.308	0.498	0.043
PEOU	0.277	0.553	0.293	0.423	0.158	0.510	0.602	0.067		0.407	0.468	0.466	0.580	0.365	0.314
SN	0.252	0.778	0.231	0.332	0.093	0.817	0.804	0.137	0.461		0.500	0.354	0.513	0.131	0.461
SOC	0.347	0.618	0.273	0.714	0.047	0.539	0.662	0.077	0.539	0.507		0.753	0.472	0.169	0.539
SUS	0.300	0.495	0.311	0.641	0.019	0.398	0.418	0.041	0.417	0.279	0.741		0.451	0.187	0.402
TRU	0.329	0.552	0.388	0.269	0.248	0.419	0.455	0.315	0.641	0.483	0.479	0.387		0.138	0.393
UA	0.293	0.320	0.304	0.296	0.060	0.242	0.356	0.318	0.394	0.239	0.372	0.281	0.148		0.243
WGG	0.778	0.354	0.287	0.129	0.201	0.355	0.381	0.048	0.348	0.300	0.365	0.274	0.419	0.228	

Notes: below diagonal: product type (inexpensive); above diagonal: product type (expensive)

4.1.2. Structural model assessment

An initial step in the structural model assessment examines the coefficient of determination (R^2) figures, which explains the variance explained by independent variables and the explanatory ability of the model. The model explains 54.3% and 62.7% of the variance of intention (INT) to share expensive (EXP Group) and inexpensive (INEXP Group) product types, respectively. Conventionally, in consumer behavior studies, a model's predictive capacity and explanatory power are considered high when the R^2 value exceeds 0.20 (J. F. Hair et al., 2012; Henseler et al., 2009; Si et al., 2020). Therefore, the explanatory power of the model is very promising.

Meanwhile, examining the predictive relevance of the model by performing a blindfolding procedure, the Stone–Geisser (Q2) values of INT and other endogenous constructs ATT, SN, and PBC are greater than 0. This suggests that the model exhibits high predictive relevance (Q2 > 0 signifies a robust predictive relevance) (Barroso et al., 2010; Geisser, 1974; Hair Jr et al., 2017; Stone, 1974).

In addition, a PLS-predict analysis was performed to assess out-of-sample predictive performance for the study's indicators and constructs. The Q^2-$_{predict}$ scores of the endogenous constructs are still greater than 0, suggesting the model's robust predictive power (Ahmad et al., 2019; Shmueli et al., 2016).

Table 13: Coefficient of determination (R^2) and assessment of predictive relevance

Endogenous latent construct	EXP				INEXP			
	R^2	$R^2.a$	Q^2	Q^2-$predict$	R^2	$R^2.a$	Q^2	Q^2-$Predict$
INT	**0.543**	**0.539**	**0.384**	**0.239**	**0.627**	**0.624**	**0.450**	**0.231**
ATT	0.385	0.373	0.224	0.334	0.377	0.365	0.220	0.335
SN	0.057	0.052	0.037	0.043	0.038	0.033	0.020	0.020
PBC	0.170	0.165	0.106	0.155	0.204	0.200	0.138	0.189

Noted: R^2 - coefficient of determination; R^2.a – adjusted R^2; Q^2 - Stone-Geisser Q2; EXP – expensive product type; INEXP – inexpensive product type

4.1.3. Path analysis and hypotheses testing

A complete bootstrapping procedure with 5,000 subsamples was carried out to test the hypotheses developed in the study. The results of the hypothesis testing and structural relationships are summarized in Table 14. The current study used a 5% significance level for testing the statistical significance of the examined parameter relationships. This significance level is commonly used in many marketing-related studies (Hair Jr et al., 2017; Sawyer & Page, 1984) and other business disciplines of science (J. H. Kim & Choi, 2021). The results reveal that ATT, SN, and PBC have significant positive relationships with INT in sharing expensive and inexpensive product types. This validates the role of

ATT, SN, and PBC on INT under the TPB framework, hence supporting H1, H2, and H3. Between groups, the results also reveal that ECO, SOC, and TRU positively affect ATT, confirming H4, H6, and H7. Collectivistic belief (COL) also positively and significantly influences subjective norms, while PEOU exerts a positive and significant effect on PBC, supporting H10 and H13. As for EXPER, a significant positive effect can only be observed in the group assigned to expensive product scenarios, therefore only partial support can accorded on the effects of EXPER to PBC across product types. Visualization of the path analysis for the two models (product type: a) expensive, b) inexpensive) is presented in Figure 11.

Faul et al. (2007) accent effect size convention: small effect ($f2 = 0.02$), medium effect ($f2 = 0.15$), and large effect ($f2 = 0.35$). A closer look at the effect sizes in Table 14, among all direct antecedents of INT, only ATT poses a medium effect on INT across groups. Meanwhile, SN and PBC only demonstrate small effects on INT. Moreover, PEOU bears a medium effect on PBC across groups, while the rest of the factors' effects on ATT and SN only bear small effect sizes.

Table 14: Summary results of hypothesis testing (Source: Author's own)

PATH	EXPENSIVE PRODUCT			INEXPENSIVE PRODUCT				REMARK
	beta	t-value	effect size (f^2)	beta	t-value	effect size (f^2)		
Factors shaping intentions (INT)								
ATT	0.399***	6.332	0.169	0.365***	6.343	0.164	**H1**	**Supported**
Subjective norm (SN)	0.189***	3.702	0.050	0.224***	4.882	0.088	**H2**	**Supported**
Perceive behavioral control (PBC)	0.268***	4.774	0.088	0.327***	5.643	0.139	**H3**	**Supported**
Factors shaping attitude (ATT)								
Perceived economic benefits (ECO)	0.164***	2.675	0.027	0.206***	2.987	0.038	**H4**	**Supported**
Perceived environmental benefits (SUS)	0.014	0.186	0.000	0.05	0.806	0.002	H5	Not Supported
Perceived social incentives (SOC)	0.300***	3.969	0.062	0.182**	2.265	0.024	**H6**	**Supported**
Perceived trust (TRU)	0.222***	3.898	0.061	0.274***	4.544	0.092	**H7**	**Supported**
Altruism (ALT)	-0.018	0.247	0.000	-0.002	0.034	0.000	H8	Not Supported
Warm glow giving (WGG)	0.114	1.461	0.009	0.095	1.641	0.000	H9	Not Supported
Uncertainty avoidance (UA)	0.092	1.875	0.012	0.079	1.414	0.009	H12	Not Supported
Factors shaping subjective norms (SN)								
Collectivism (COL)	0.197***	3.546	0.037	0.160***	3.039	0.025	**H10**	**Supported**
Power distance (PD)	0.088	1.891	0.007	0.075	1.268	0.005	H11	Not Supported
Factors shaping perceived behavioral control (PBC)								
Perceived ease of use (PEOU)	0.388***	6.882	0.180	0.439***	7.94	0.237	**H13**	**Supported**
Past sharing experience (EXPER)	0.115**	2.237	0.016	0.06	1.236	0.004	H14	(*Partial support*)

Note: * significant at p-value < 0.01**; **** significant at p-value <0.05**

EXP – expensive product type; INEXP – inexpensive product type
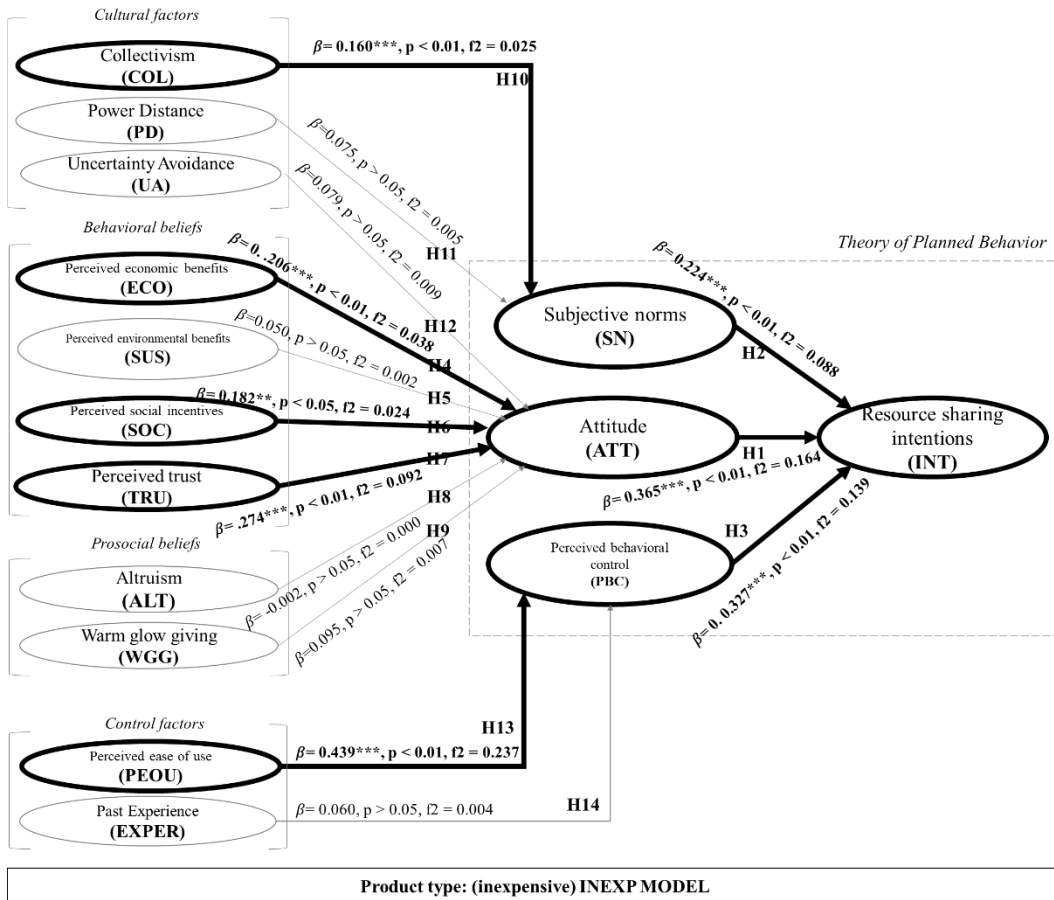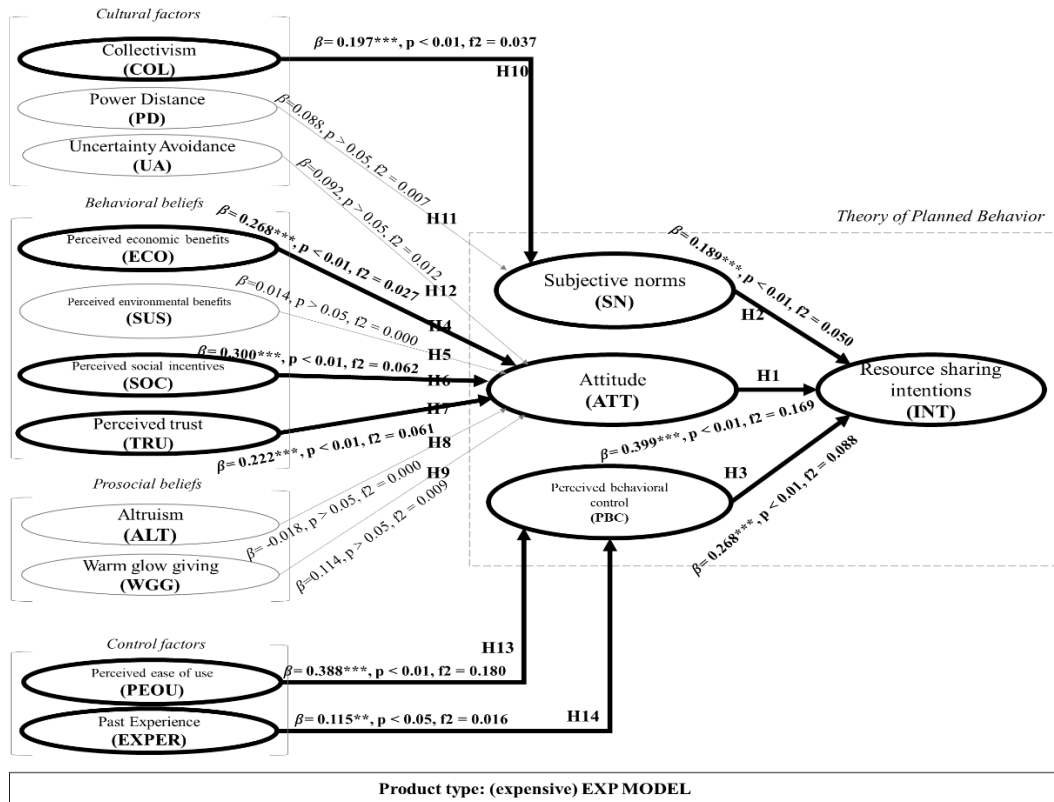
Source: Author's own

Figure 11: Path analysis for EXP and INEXP Groups

4.1.4. MGA for differences between product types

Furthermore, the results of the MICOM procedure (articulated in section 3.2.4) suggest partial measurement invariance of the model, hence making multigroup analysis (MGA) an appropriate approach for further examining group-specific differences (Henseler et al., 2016; Matthews, 2017). The multigroup analysis was performed to test whether there are differences in the strength of relationships between INT and its predictors when sharing product types with different value characteristics (i.e., expensive versus inexpensive items). Deeper analysis via MGA suggests that no significant differences between groups can be observed on specified parameter relationships in the research model (Table 15). Put differently, no sufficient evidence to prove that the relationships between INT and its predictors ATT, SN, and PBC are stronger when sharing inexpensive product types in the digital platforms, thereby rejecting H15a. In addition, the strength of relationships between behavioral belief factors→ ATT, prosocial belief factors → ATT, cultural factors → SN, and control factors → PBC do not differ when sharing product types with different value characteristics. Given this finding, H15b is not supported. Hence, regardless of sharing expensive or inexpensive items on a web-based sharing platform, psychological and behavioral mechanisms demonstrated by consumers do not significantly differ.

Table 15: Results of multigroup analysis (Source: Author's own)

Path	|difference| (EXP-INEXP)	p-value
Factors shaping INT		
ATT	0.034	0.689
SN	-0.036	0.602
PBC	-0.059	0.462
Factors shaping ATT		
ECO	-0.042	0.653
SUS	-0.036	0.719
SOC	0.118	0.285
TRU	-0.052	0.529
WGG	0.019	0.844
ALT	-0.016	0.862
UA	0.013	0.852
Factors shaping SN		
COL	0.037	0.623
PD	0.013	0.888
Factors shaping PBC		
PEOU	-0.051	0.514
EXPER	0.056	0.430

Notes: *** significant at 0.01; ** significant at 0.05; *significant at 0.10; EXP – expensive product type; INEXP – inexpensive product type

4.2. Qualitative Results

The qualitative study was intended to capture a more in-depth understanding of the phenomenon under investigation and to substantiate quantitative results. Meanings or explanations from the derived relationships of variables from the quantitative analysis were obtained. The work utilized thematic analysis, and identified relevant themes are summarized in Table 16.

Table 16: Evolving themes from the short interviews (Source: Author's own)

Themes	Illustrative extracts	Codes
Consumers see income-generating opportunities when sharing items on the platform	*... I think it is good because you can make good use of items you no longer use while earning money from them*	Need for compensation, earn income, passive income opportunity, extra income from excess items, business orientation, earning a living
Trust holds an influential role in sharing decisions.	*...I am scared because you are sharing with strangers. There are many what-ifs, like when renting the item and the borrower will damage it*	Sharing with strangers, damaged items, safe return of borrowed items, fraud experience, the popularity of the platform, platform security features, safeguards to protect lenders and borrowers
Social signals and influences drive consumers to share idle resources on the platform	*..The influence of other people will depend on their experience, how they present themselves, and their intentions* *.. Feedback from other people can influence me a lot despite the risk involved in online transactions. I always look at the reviews or those with good ratings*	Social influences, peers' experience, reviews as a social signal, feedback from peers, peers' experience, knowledge and credibility, group influence, superior influence
Consumers hold the sufficient ability to explore and use the web-based sharing platform	*...Exploring online platforms or websites is an easy thing to do. It is also because of my exposure to online shopping websites or other transactions or activities online. Moreover, if there are things I do not know about, I need to search on Google or YouTube for tutorials or vlogs*	Ease of use, past experience in online transactions, control in exploring websites, online platform navigation, website features, website navigation features
Consumers' perceptions of sharing expensive versus less-expensive items in the sharing economy platform	*..I am willing to share items with others no matter how much these costs when I acquire them, as long as I will receive something in return and it will give me some benefits* *..Trust issues are bigger when I lend expensive things. Compared to cheap lending items, if it is damaged, it is okay because I can buy another one. But if I receive money from lending the item, I may think twice*	Sharing expensive items, sharing cheap items, trust, compensation, damaged items, lender protection, terms, and conditions

4.2.1 Evolving themes from the interviews

Theme 1. The role of economic benefits. The theme highlights consumers' expectations of economic benefits for sharing idle resources on the platform. Participants are receptive to the idea of sharing idle resources on web-based platforms provided that there will be monetary incentives. It is better than disposing of unused resources as it provides alternative income streams. It is also viewed as a business opportunity. Some excerpts from the interview transcripts accent the following:

> *As a lender, renting your items is good because you can earn additional income - a passive income.[RES1]*

> *I have good thoughts about sharing. The concept of using the item instead of disposing of it is a positive thing. It is even better because it can help you earn income, which is a positive thing. [RES5]*

> *I will share things when I can collect some fees. I want to generate at least some profits. Additional income and do business with it. [RES7]*

> *You can do business with it, especially if you have a lot of unused resources. [RES4]*

Theme 2. Trust in sharing economy transactions. The theme captures the influential role of trust in sharing decisions. Trust needs to be established between exchanging parties and towards the web-sharing platform. Participants fear that the items lent may not be returned or recklessly used by borrowers and returned in bad condition. Participants have also enounced that it would be easy to share items if potential borrowers can be verified as genuine and eliminate potential dummy accounts created by opportunist scammers. Meanwhile, establishing concrete policies and safeguards is necessary to protect resource providers and borrowers. The web-based sharing platform should also embed features that secure transactions.

> *Participants in the sharing platform must be verified and need to use government IDs and other verification documents. With all the scams on online shopping sites, it is necessary to follow legalities in sharing platforms for it to succeed. [RES1]*

> *It will still depend on the website's features, how secure it is, if the users like it, and if concrete guidelines for transactions will*

protect both the user and the lender. Since it is not so popular yet, people will hesitate to use it because of their trust issues, and only a few people have used it. [RES3]

If only I can be assured that the item I will lend will be taken care of, even if that person is a stranger, as long as I can ensure that the item will be in good condition when it's returned. [RES4]

I am scared because you are sharing with strangers. There are many what-ifs, like when renting the item and the borrower will damage it. [RES5]

I will likely share items I rarely use if the platform is reliable. Reliable in the sense that the platform should have established policies and safeguards. [RES7]

Theme 3. Social signals and influences. The theme focuses on the social signals and influences driving consumers to share idle resources on the platform. Participants specify that their opinions and behavior, including their participation in the sharing economy, can be swayed by feedback from friends, social groups, or with other people. Meanwhile, online review systems adopted by digital platforms (e.g., star ratings and customer reviews) are deemed to send social signals influencing one's confidence and decisions to transact on the platform.

Feedback from other people can influence me a lot despite the risk involved in online transactions. I always look at the reviews, or those with good ratings. [RES3]

It will boost my confidence to engage in the sharing economy if my friends do so. If these people will persuade me to participate in the sharing platform, it may mean that they already know something about it and can say if it is a positive thing or not. [RES4]

Some participants also highlighted in-group influences on their beliefs and behavior. Group norms are important in shaping how one views sharing activities, including those related to resource-sharing in the platform economy.

> *If you are in the group, and they are into sharing activities, this will also motivate you to share. When it is a common norm in the group, it influences members' behavior. [RES2]*

> *Depending on the group's culture, you will likely do the same if the group is into sharing activities. You will imbibe the perspective of the group. [RES7]*

However, it is worth noting that the credibility and reliability of social referents influence the degree to which social influences shape an individual's beliefs and behavior. Appropriate knowledge and experiences, genuine intent, and confidence in persuasion are important elements to consider in assessing the credibility of social referents.

> *The person's credibility is important for it to influence my decisions and actions. When discussing technology use, the person persuading me should have the appropriate knowledge or experience before I can follow him/her, no matter how superior or influential the person is to me. [RES7]*

> *My peers' or friends' behaviors usually reflect on how I behave. When they treat sharing as good, then I also feel the same thing. But the influence of other people will depend on their experience, how they present themselves, and their intentions. [RES1]*

> *I will participate in sharing platforms if some persons superior to me have tried it. If they have taken it, so will I. Moreover, my thought of those superior to me are very intricate people; they evaluate their actions very well. So why would I not do it when they have done it? So, if I see them doing such behavior, I am more likely to do the same. [RES6]*

Theme 4. Capability to use the platform. The theme focuses on consumers' openness and ability to explore and use the web-based sharing platform. Participants express their degree of control in exploring and navigating through the sharing platform and making successful future transactions. Prior experiences of the participants navigating through other websites, mobile apps, and electronic devices made them more confident in utilizing information and communications technologies. The tech-savvy attitudes of millennials and Gen Z participants are evident, implying more openness to explore and engage in innovative platform-based business models.

I am capable and can navigate through websites or other online platforms. If I find the website interesting, I do not mind exploring it. [RES2]

Exploring websites is easy, given my experience of using laptops or computers. I have never really stopped exploring websites, even how complex they may be. [RES4]
I usually first explore the website or app before making transactions. [RES5]

Exploring websites are okay for me. Much more when I see feedback that the website or app is okay to use. Then, I will be the one to explore further how good it is. [RES6]

In general, exploring online platforms or websites is an easy thing to do. It is also because of my exposure to online shopping websites or other transactions or activities online. Moreover, if there are things I do not know about, I need to search on Google or YouTube for tutorials or vlogs. It is really easy. You can type, search for anything, and look for what you want. Well, initially, I will explore the website and determine its reliability, especially when the website/app is new to me. However, once I can solidify my thoughts about it, I'll be more confident, based on the reviews or experiences from people I know. Then I'll try it once. When my experience is okay, then I can repeat it. [RES7]

Theme 5. Perceptions of sharing cheap versus expensive items. The theme highlights the consumers' perceptions of sharing expensive versus less-expensive items in the sharing economy platform. Participants indicate that it would be easier to decide on sharing inexpensive items, especially with the risks and trust issues perceived in making transactions on the platform. However, this blurs when the platform offers monetary incentives from lending items to others. The participants concurred that given that appropriate compensation is offered in return, they can bear the risks of lending the items regardless of the item value.

I think I will deal more with trust issues when sharing expensive items. However, if they offer compensation and a guarantee that protects the lender and the item in case of damage. I can still go for it. [RES5]

Sharing cheaper items like clothing is okay because it is cheap. But if it is a more expensive one like a laptop or projector, plus you do not know the person borrowing it, I will be skeptical about lending the items. But maybe I can change my mind if there is compensation and some guarantees that will protect and secure the rented item. [RES1]

There came the point when I thought about sharing my motorcycle with somebody and making money from it. I am willing to share items with others no matter how much these costs when I acquire them, as long as I receive something in return and it will give me some benefits. [RES3]

If the item is cheap, sharing it would be less risky. I can even share it for free or ask for a minimal fee. However, if the item I share is expensive, I would ask for an appropriate fee as I bear a higher risk than sharing cheap ones. I need some payment to cover the risk I am taking. I will share any item, no matter how do they cost, as long as I can get some money from lending it to others.[RES7]

For me, sharing cheap goods with sentimental value makes it harder to share them with others. Cheap items with sentimental value make the item somehow expensive, and it is hard for me to share freely without asking for a fee. [RES2]

Finally, a word-cloud visualization of the qualitative data was generated to reflect the most frequent words used during the interviews (Figure 12). The figure shows that words like trust, earnings, platform issues, and other words articulated in the abovementioned themes are frequently used.

Source: Author's own analysis in QSR NVivo

Figure 12: World-cloud visualization of qualitative data

5. DISCUSSION

The study anchors on the theory of planned behavior (TPB) and examines the antecedents shaping consumers' intentions to share idle resources with others in a sharing economy platform. The study extends the theory by delving into the relevant perceptions towards resource sharing and the cultural, prosocial, and control belief factors that affect the key antecedents of behavioral intentions under the TPB framework: attitude, subjective norms, and perceived behavioral control. Distinctly, the work also addresses speculation on the potential differences in consumers' psychology and behavior when sharing product types with different value characteristics (i.e., expensive: motorcycle versus inexpensive: clothing), especially of certain contextual elements prevailing in the less developed world.

The study findings reveal that attitudes toward resource-sharing, subjective norms, and perceived behavioral control positively shape consumers' resource-sharing intentions on the platform. This validates the predictive capacity of the theory of planned behavior and its core constructs: attitude, subjective norm, and perceived behavioral control in explaining behavioral intentions to engage in the sharing economy (Hamari et al., 2016; Ianole-Călin et al., 2020; Lang, 2018) and also in other consumer behavior contexts (Ajzen, 1991; Chen & Hung, 2016; Sutton, 2012). Consumers accent positive views toward sharing items on the sharing economy platform, given its advantages of efficiently using idle resources and, most importantly, making money from it. Meanwhile, feedback and opinions from friends, peers, social groups, and even those social signals in the form of reviews and ratings embedded in the platforms impact one's decisions and behavioral outcomes. Social influence exerts greater when the information emanates from credible individuals or social groups and possesses appropriate knowledge and experience related to the behavior in question. It is also evident in the study that millennials and Gen Z consumer groups are more open to platform-based business models. They perceived sufficient capability to explore and make transactions on online platforms. Their exposure to digital technologies and tech-savvy attitude may have equipped them with some proficiency to peruse online platforms and make transactional decisions.

Previously, studies have endorsed the influence of perceived economic benefits (ECO) (Mayasari & Chrisharyanto, 2018; Valente et al., 2019), environmental benefits (SUS) (Böcker & Meelen, 2017; Hawlitschek et al., 2020; Roos & Hahn, 2019), social benefits (SOC) (Valente et al., 2019; Ying Wang, 2016; T. C. Zhang et al., 2019), and trust (TRU) (Barnes & Mattsson, 2017; Mao et al., 2020) on consumers' participation in the sharing economy. The study confirms the positive influence of ECO, SOC, and TRU perceptions while dismissing the influence of SUS on ATT towards resource-sharing in the platform. The findings suggest that consumers' regard for the possibility of

earning money shapes their favorable disposition toward sharing arrangements on the platform. It can provide additional passive income while fully utilizing resources and being sighted as a good business opportunity. Meanwhile, perceptions of the social benefits (e.g., enjoyment, sense of belonging, unique social experiences) derived from interacting with the exchanging party (even to distant others) and platform are also deemed relevant in ATT formation. Prior studies largely consider social benefits as an important factor for customers of sharing economy services, as forming emotional bonds and relations with service providers seems meaningful (S. Yang et al., 2017). Nevertheless, the social exchanges on the platform seem to be socially beneficial as well from the providers' perspective.

Prior studies also assert that trust is an important currency in online transactions (Gefen et al., 2008; Li et al., 2012). Akande et al. (2020) specify that trust in the platform and transacting parties in the sharing economy determines attitude toward participation in peer-to-peer sharing. However, the authors stress that little is known about its effect from the perspective of resource provision. The study reveals that perceptions towards platform reliability and security, and most importantly on the trust of the borrowers of resources, are key to forming positive attitudes towards resource sharing in the platform. Sharing items on the platform can easily occur when the platform providers place clear and concrete policies and safeguards for protecting exchanging parties. This will help reduce fear when lent items are not returned or are returned in poor condition.

Furthermore, there was insufficient evidence to prove that perceived environmental benefits positively affect attitudes toward resource-sharing on the platform. Advocates of the sharing economy accent its pro-environmental implications, such that it can potentially reduce waste and carbon emissions (Möhlmann, 2015; Puschmann & Alt, 2016) through product life extension and maximizing its use (Kathan et al., 2016). Scholars also argue that pro-environmental beliefs propel consumers' sharing economy participation (Barnes & Mattsson, 2017; Yu Wang et al., 2020). However, the study findings oppose this plausibly because the target consumers may not yet fully understand the sharing economy's sustainability implications. The model is still in its early stages in developing countries, which is more driven by profit objectives (Hossain, 2020). Additionally, there exist some contradictions in the sharing economy's environmental promise. As goods become accessible and affordable, more demand is created, requiring more supply of resources (Acquier et al., 2017) and triggering potential rebound effects (Demailly & Novel, 2014).

Sharing resources through the platform could be paralleled as prosocial behavior (Hwang, 2019), driven by altruism and warm glow motives. Prior empirical studies acknowledge the role of altruism in people's sharing

propensities, yet it has been observed mostly in prosocially oriented sharing activities (Bellotti et al., 2015; Bucher et al., 2016). Market-mediated exchanges involving economic gains plausibly blur the influence of prosocial factors (Bardhi & Eckhardt, 2012; Möhlmann, 2015). Selfless desire to help others suppresses when monetary rewards are derived from lending items to others in the platform. The commercial orientation of the sharing arrangements in the platform may have also overtaken the warm glow effects or emotional rewards of sharing resources with others. Positive feelings from helping or sharing resources with others can be dismissed without the apparent social impact of sharing activities on the platform or when the sharing model is perceived to be purely business-oriented (Lukasiewicz & Nadolska, 2022).

Prior studies have also espoused cultural factors' influence on consumer behavior. Thus, the study explores whether cultural factors shape resource-sharing behavior with others via the platform, such that the sharing act is strongly linked to subsisting cultural norms (Belk, 2007). It is postulated in the study that collectivism and power distance are potential antecedents that influence individuals' conformity to subjective norms. Nevertheless, only collectivism exerts a positive and significant influence on subjective norms. This implies that as people express great concern for others and recognize in-group relevance are more receptive to other people's opinions and social influences and are likely to manifest behaviors that are within the norms of the group (Hui & Triandis, 1986; Ratilla et al., 2021; Van Hooft & De Jong, 2009).

Meanwhile, the study finds no support for speculation about the influence of power distance on subjective norms. Following the opinions and judgments of people perceived as superior, important, or influential may not materialize in making resource-sharing decisions on the platform. Young generations may manifest greater control of their decisions and perceive less power distance, thus less likely to follow orders by seniority or superiority. This follows the recent findings of Hinduan et al. (2020), Nordin et al. (2022), and Easton & Steyn (2022), to which young generations in the supposedly high power distance societies in Asia are found to hold less power distance when the cultural dimension was measured at the individual level. Meanwhile, the findings did not support the relationship between uncertainty avoidance and attitudes toward resource sharing, opposing the findings of Crossler et al. (2019), Srivisal et al. (2021), and Tang & Zhou (2022). This may be attributed to the younger generation's openness to explore or try out new ideas and innovations. Though they may be aware of the risk associated with sharing economy transactions, their tech-savviness and capability in navigating and assessing the reliability of platforms/websites dismiss severe aversive attitudes. Kozlenkova et al. (2021) argue that sharing economy platforms typically embed features that address safety concerns and risk, which may be perceived as well by the study sample.

The study also reveals that perceived ease of use influences perceived behavioral control. This means that the consumers manifest greater control of their behavior, perceiving less effort and ease when interacting with the sharing platform. Meanwhile, the influence of past sharing experience in shaping perceived behavioral control is only significant for the group exposed to the expensive product-type scenario. However, the MGA results further reveal no differences between groups in the expensive and inexpensive product types. Therefore, the study argues against Manstead & van Eekelen's (1998) findings. Past sharing experience may be perceived differently from sharing activities in the platform, making it less useful in establishing control over future decisions to share unused resources in the platform.

Finally, the study's results tackle speculations on the differences in the strength of relationships between intention to share its predictors. Scholars assert that attachment to objects is higher in developing countries, which could limit sharing behaviors (H. J. Cho et al., 2016; Davidson et al., 2018; Inglehart, 1971). However, the findings find no support for this. The idea of sharing capital-intensive resources (e.g., motorcycles) over inexpensive ones (e.g., clothing) can still be promising. Sharing behavior could materialize, provided appropriate compensation is offered for lending products to others. Economic incentives from sharing resources seem to counterbalance potential differences in consumers' psychology and behavior toward sharing product types with different value characteristics. It likely dismisses prosocial and sustainability objectives and offsets risk perceptions and trust issues associated with sharing economy transactions. Kozlenkova et al. (2021) pointed out that the effects of utilitarian and social values on sharing economy participation are greater in territories with high income and social inequality. When some people have surpluses of resources, while some face scarcity, the perceptions of the opportunities and benefits associated with sharing progress (Kozlenkova et al., 2021).

6. CONCLUSION

The study aims to understand the sharing economy phenomenon from the resource-provider perspective in a territory with distinct socio-economic and cultural characteristics. The findings confirm the relevance of attitude, subjective norms, and perceived behavioral control in shaping behavioral intentions. Perceived economic benefits, social benefits, and trust associated with engagement in the sharing economy remain the best antecedents of attitude towards resource sharing in the platform. Moreover, prosocial factors altruism and warm glow-giving do not seem to play a role in shaping consumers' sharing propensities. Only the collectivistic cultural orientation influences subjective norms, while perceived ease of use shapes perceived behavioral control. Above all, the study found no solid evidence that consumer psychology and behavioral outcomes differ when sharing product types with different value characteristics.

6.1. Theoretical contributions

The study contributes to the literature by validating the predictive capacity of the theory of planned behavior in explaining resource-sharing intentions in the platform economy. The constructs of attitude, subjective norms, and perceived behavioral control are proven to explain behavioral intentions well. Moreover, the study extends the theory by integrating behavioral, prosocial, and cultural factors, premised to be strongly linked to sharing behavior. The findings validate predominant claims in the extant literature that perceived economic benefits, social benefits, and trust remain relevant factors influencing consumers' participation in the sharing economy and stretching it from the perspective of resource providers in the platform.

Incipiently, the prosocial behavior literature covers acts of sharing and is surmised to be driven by altruism or warm glow-giving motives. Nevertheless, the study shed further insights that sharing activities that transpire in the platform are not prosocially motivated, which could be plausibly offset by the commercial orientation of the platform. Another notable contribution relates to the role of individual-level collectivistic cultural orientation in driving receptivity to social pressures shaping resource-sharing propensities. Finally, the study shed light upon the potential effect of product type (based on value characteristics) on behavioral intention and its examined predictors. Consumer psychology and behavioral outcomes do not differ when sharing expensive versus inexpensive products. Economic motives or utilitarian desires associated with sharing activities seem to dominate in high-income and social inequality contexts, which is a typical scenario in most developing countries.

6.2. Practical contributions

Based on the study's findings, offering monetary incentives, embedding social signals, easing platform navigation and trust features, creating meaningful social experiences for users, and imbuing a sense of belonging in the sharing community could be effective measures to encourage consumers to share their resources in the platform.

Money incentives can compensate for consumers' risk perceptions when sharing expensive versus inexpensive product types. Besides, as stressed from the qualitative interviews, if appropriate compensation is offered for sharing items regardless of their value, sharing arrangements can be viewed positively, providing passive income and a good business opportunity. Like other established sharing economy platforms like Uber and Airbnb, establishing pricing mechanisms can serve well for those resource suppliers sensitive to monetary rewards.

Platform providers can also embed trust-building features in the platform. This can be done by ensuring that verified parties transact on the platform. Establishing platform policies that protect resource providers is necessary to foster their confidence in sharing items regardless of value to distant others. Consumers fear that items will not be returned or returned in poor condition. Hence, platforms should be able to handle escalations when these scenarios happen to dismiss trust issues among potential providers. It can also be effective when platforms integrate reviews and star rating features to identify reliable providers and users. These serve as proximate social information signals that can steer desired behavioral outcomes. In addition, ensuring easy platform navigation features may capture younger generations and attract older ones.

Building a sense of community in the platform through implementing initiatives that bring about social or environmental impacts may upkeep and strengthen users' engagement. This could potentially shift the platforms' predominant commercial objective to prosocial or environmental ends. Awareness of the sustainability and prosocial implications of the sharing economy may still be blurry in countries where it is demonstrating early growth scenarios. Hence, creating environments that can shed light on the sharing economy's social and environmental promises may institute its different trajectory in developing countries.

6.3. Limitations and future research directions

The study is not without limitations. Firstly, though other countries with closely similar characteristics as the Philippines in terms of socioeconomic conditions, level of digitalization, cultural orientation, and sharing economy maturity may draw from the study findings, caution is still advised in

generalizing the results in a broader context. More studies are required to validate the findings in developing countries, especially in a non-Asian context. Also, sample characteristics regarding generational cohorts' proportion within the total sample and their source need to be improved in further investigations. Future validation studies must involve a more heterogeneous adult population to dismiss generalizability issues further. Secondly, the study adopted an online scenario-based survey which may have reflected abstract scenes where respondents must elicit their opinions, limiting the study findings' external validity. It is suggested to conduct future investigations using an existing sharing platform to which respondents could spontaneously interact. Thirdly, the study only captures behavioral intentions. Though prior studies consider it a proximate determinant of actual behavior, some scholars argue that not all intentions can be converted to actual behavior. Thus, in tandem with exposing participants to an actual sharing platform, actual behavior must also be measured. Fourth, the study developed scenarios to reflect product types with different value characteristics. Though the choice was based on a pilot study, it is necessary to precisely measure the perceived value of the products and examine their moderating effects on the dependent and independent variable relationships. Finally, the dynamic nature of consumer behavior necessitates continual investigation of consumer engagement in the platform over time. At present, sharing economy models may still be enduring early growth scenarios in most developing countries; hence, examining consumer dynamics throughout its growth states is imperative.

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- **RATILLA, M.**, DEY, S. K., & CHOVANCOVÁ, M. (2021). The sharing economy and the antecedents of resource sharing intentions: Evidence from a developing country. *Cogent Business & Management*, *8*(1). https://doi.org/10.1080/23311975.2021.1997245
- KWARTENG, M. A., PLATA-LERMA, D. F., **RATILLA, M.**, NOVAK, P., ZLAMAL, L. (2022). Extending the UTAUT model to understand the barriers towards SME digitalization. *Serbian Journal of Management*, 17(2), 403-424. https://doi.org/10.5937/sjm17-37629
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- DEY, S.K., **RATILLA, M.**, KHAN, K.A., AKHTER, M.A. (2022). Predictors of Perception towards Peer-to-Peer Accommodation Services: Evidence from an Emerging Economy. *Forum Scientiae Oeconomia.* (*Accepted 11 October 2022*)
- **RATILLA, M.,** HAIDER, I., KAROLYOVA, D., DOHNALOVA, Z (2023). Nudging healthy restaurant selection in an online food delivery platform: the effect of availability and priming. *Transformations in Business & Economics Journal.* (*Accepted 10 January 2023*)
- KAROLYOVA, D., HAIDER, I., **RATILLA, M.,** DOHNALOVA, Z., HORAK, M., BUČKOVÁ, M. (2023). The impact of a nudge intervention on healthy complementary food purchasing: an experiment from a Czech university canteen. *Transformations in Business & Economics Journal.* (*Accepted 10 January 2023*)

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- **RATILLA, M.**, DEY, S.K., CHOVANCOVA, M. (2022). Revisiting the Gig Economy: Emergence, Challenges and COVID-19 Implications. In: Gupta, A., Tewary, T., Gopalakrishnan, B.N. (eds) Sustainability in

the Gig Economy. *Springer*, Singapore. https://doi.org/10.1007/978-981-16-8406-7_24

ARTICLE IN CONFERENCE PROCEEDINGS

- HAIDER, I., **RATILLA, M.,** KAROLYOVA, D., DOHNALOVA, Z. (2022). Understanding the factors underlying Czech consumers' choice of healthy food: a conceptual framework. Proceedings of the *5th International Conference on Economics and Social Sciences* At Bucharest University of Economic Studies, Romania

- KAROLYOVA, D., HAIDER, I., **RATILLA, M.,** DOHNALOVA, Z. (2021). Nudging Healthy Food Consumer Choices in Diverse Environments: Extant Knowledge and Research Directions. *IFKAD 2021: Managing Knowledge in Uncertain Times* At: Rome, Italy

- DEY, S., **RATILLA, M.,** TUČKOVÁ, Z., (2021). Clustering the Sharing Economy in the Philippines: The Gaussian Graphical Approach. *4th International Conference on Tourism Research* At: Polytechnic Institute of Porto, Portugal

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- DEY, S., **RATILLA, M.,** TUČKOVÁ, Z., HUNG, V. (2020). Explaining green purchase behaviour through generational cohort theory: A conceptual study., *Proceedings of the 14th International Scientific Conference INPROFORUM Business Cycles – more than Economic Phenomena* at: University of South Bohemia in České Budějovice, Faculty of Economics

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- **RATILLA, M.,** CHOVANCOVÁ, M. (2020). A review on the antecedents of consumer participation in the sharing economy and insights for future research directions. KNOWCON 2020: *Knowledge on*

Economics and Management Conference Proceedings, Palacký University Olomouc, Czech Republic

- **RATILLA, M.,** CHOVANCOVÁ, M. (2020). Engaging Consumers in the Sharing Economy: A Proposed Empirical Study from the Perspective of an Emerging Country. *DOKBAT: 16th Annual International Bata Conference for Ph.D. Students and Young Researchers Conference Proceedings*, Tomas Bata University in Zlín, Faculty of Management and Economics

UPCOMING PUBLICATIONS

- **RATILLA, M.,** DEY, S., CHOVANCOVÁ, M., KWARTENG, M. (2023). Predicting the antecedents and outcomes of psychological ownership in online rental commerce: a generation Z perspective. Business: *International Journal of Electronic Marketing and Retailing*. [article under review]
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- **RATILLA, M.,** HAIDER, I., KAROLYOVA, D., DOHNALOVA, Z (2023). Motivations underlying healthy dietary adoption intentions: evidence from the Czech Republic. *Society and Economy Journal*. [article under review]

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PERSONAL INFORMATION

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Sex Male | Date of birth 06/06/1993 | Nationality Filipino

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WORK EXPERIENCE

February 2014 – November 2019	**Lecturer** Visayas State University, Visca, Baybay City, Leyte, Philippines. Website: www.vsu.edu.ph — Teaching undergraduate management courses (Managerial Economics, Project Feasibility Study, Financial Management, Management Science) Business or sector Instruction
April 2013 – November 2013	**Science Research Assistant** Visayas State University, Visca, Baybay City, Leyte, Philippines. Website: www.vsu.edu.ph — Data collection, encoding, analysis and preparation of research write-up Business or sector Research

EDUCATION AND TRAINING

November 2019 - Present	**Doctoral degree in Economics and Management** Faculty of Management and Economics, Tomas Bata University in Zlin, Czech Republic
September 2014 to June 2016	**Master's degree in Business Management** Masaryk University, Brno, Czech Republic — Awarded with the Dean's Award for Excellent Master Thesis [Thesis Title: Quantitative Marketing Research]
June 2009 to October 2012	**Bachelor of Science in Agribusiness** Visayas State University, Visca, Baybay City, Leyte, Philippines. — Agribusiness (Magna cum laude) — Best Thesis Awardee (*socio-economics category*) [Thesis Title: Value chain-based Assessment for Agribusiness Investment Opportunity for Cardaba banana (*Musa balbisiana*) in San Isidro, Leyte]

PROJECT INVOLVEMENT

January 2018 – September 2019	**Project Staff – technology business incubator** Technology Business Incubation Project - Visayas State University. Funded by the Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development, Department of Science and Technology, Los Banos, Laguna, Philippines Business or sector Commercialization
February 2018 –	**Agriculture-based value addition enterprise and marketing**

April 2018	**consultant** Centre for International Studies and Cooperation (CECI) and the Centre for Emergency Aid and Rehabilitation (CONCERN Inc.) — Prepare feasibility studies, business plans and manual of operations as well as providing technical assistance to farmer groups and community-based organizations in their value addition enterprise Business or sector Research and Extension
January 2017-December 2018	**Study Leader** 1. Visayas State University. Micro and Small Enterprises (MSES) Assistance And Monitoring Services Project — Assess MSEs need and provide business and management assistance to MSEs in the communities Business or sector Research and Extension 2. Visayas State University. Pilot Testing And Assessment Of Inclusive And Sustainable Value Chain Development Strategies For Climate Change Resilient Communities And Livelihood Options For Karlang (*Xanthosoma Sagittifolium L. Schott*) In Sogod Bay, Southern Leyte, Philippines — Conduct value chain research and market assessment of "karlang" Business or sector Research and Extension
March 2017-April 2017	**Value chain and marketing Consultant** Food for the Hungry Philippines (FHP). Key commodity value chain and market assessment for selected barangays in La Paz, Leyte — Conduct value chain research and market assessment of key commodities Business or sector Research and Extension
January 2014 – June 2014	**Study Leader** Worldfish Organization and Visayas State University. Value Chain Analysis for Key Commodities in Selected Aquatic and Agricultural Communities in Sogod, Southern, Leyte, Philippines — Supervise data collection, encoding, analysis and prepares the research write-up Business or sector Research and Extension

INTERNSHIPS

November 2015 – February 2016	**Student Internship** IBM CIC, Brno, Czech Republic — Project Management (Transition and Transformation Project Management Office Community Redesign Project) Business or sector Information Technology and Project Management

PERSONAL SKILLS

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Communication skills *(English)*	C1/2	C1/2	C1/2	C1/2	C1/2

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user Common European Framework of Reference for Languages

— Can express well in both oral and written communication and can get along with different kinds of people
— Experienced at giving presentations and lectures to an audience

Organizational skills	— Project Leader/Consultant on Agriculture-based value addition enterprise and marketing — Project Leader/Consultant on Value chain analysis of agricultural commodities in La Paz, Leyte

	— Study Leader for Micro and Small Enterprises Extension Project in Baybay City, Leyte, Philippines.
	— Leadership (4th year representative in the College of Management and Economics – Supreme Student Council and 2nd year representative in the Society of Agribusiness Students)
	— Organized focus group discussions in rural communities acquired from work experiences
Job-related skills	— Conduct in-depth interviews and focus group discussion
	— Project management skills (e.g. planning, scheduling, monitoring activities)
	— Quantitative marketing research
	— Use of quantitative statistical methods
	— Conduct value chain research
	— Prepare project feasibility studies
	— Prepare financial statements
	— Analyse financial statements using financial ratios
Computer skills	— Good command of Microsoft Office™ tools
	— Use of SPSS Statistics in analysing research data
	— Designing posters using XARA acquired through work experiences

PRESENTATIONS

— Keynote Speaker: Business Model Development. Agriculture and Food Technology Business Incubator Visayas State University, Philippines. January 2019.

— Paper presenter on the paper entitled "The Impacts of National Culture Towards Online Shopping Among Czech, Slovak and Filipino Consumers and Its Implication to Online Retailers" during the The Asian Conference on Cultural Studies (ACCS) 2018 on June 1-3 at the Kobe Arts Center, Kobe, Japan.

— Paper presenter on the paper entitled "Value chain-based Assessment for Agribusiness Investment Opportunity for Cardaba banana (Musa balbisiana) in San Isidro, Leyte" during the 2013 Phi Delta Outstanding Undergraduate Thesis in the Social Science Category on April 5, 2013 at the Visayas State University, Baybay City, Leyte

TRAININGS, SEMINARS AND WORKSHOPS ATTENDED

— Training-Workshop on Technology Valuation and Technology Transfer Modes held November 27-29, 2018, Technology Transfer and Promotion Division, Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development, Department of Science and Technology, Los Banos, Laguna, Philippines

— Quantitative and Qualitative Statistical Analysis In-depth Training-Workshop held on October 22-24, 2018 at University of Cebu-Main Campus, Philippines.

— Training-Workshop on Socio-Economic Research Methods using R Studio held on September 7, 2018, Visayas State University, Baybay City, Leyte, 6521-A, Philippines.

— Workshop on Economic Research Methods held on 9-13 January 2017 at Visayas State University Main Campus - Philippines

HONORS AND AWARDS

— Awardee of the Dean's Award for Excellent Master Thesis, Faculty of Economics and Administration, Masaryk University (2016)

— Magna Cum Laude (with great distinction) and ranked #2 among 822 university graduates (2013)

— Consistent University Scholar (from 2009 to 2013)

— Best Paper Awardee (Socio-economics category) on the paper entitled "Investment Needs Assessment Using Value Chain Approach: A Pilot Study in the Province of Leyte, Philippines" held during the 25th National Research Symposium on December 18, 2013 at the DA-BAR

Complex, Diliman, Quezon City. Philippines.

— Best Paper Awardee (Socio-economics category) on the paper entitled "Value chain-based Assessment for Agribusiness Investment Opportunity for Cardaba banana (Musa balbisiana) in San Isidro, Leyte" during the 2013 Phi Delta Outstanding Undergraduate Thesis in the Social Science Category on April 5, 2013 at the Visayas State University, Baybay City, Leyte. Philippines

— Silver Paper Awardee on the paper entitled "Production of Bioplastic from Sago (Metroxylon sagu) Starch and Urea" during the Annual Math/Science Fair and Congress on September 2008 at the Visayas State University, Baybay City, Leyte, Philippines.

— Research Poster Contest Bronze Awardee on the paper entitled "Investment Needs Assessment Using Value Chain Approach: A Pilot Study in the Province of Leyte, Philippines" held during the 25th National Research Symposium on December 18, 2013 at the DA-BAR Complex, Diliman, Quezon City. Philippines.

REFERENCES

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APPENDICES

Appendix 1. Informed consent form

INFORMED CONSENT

INVESTIGATORS' STATEMENT:
We are asking you to be in a research study that assesses your intention to share-out resources in online platforms. The purpose of this consent form is to give you the information you will need to help you decide whether or not to be in the study. Please read the form carefully. You may ask questions about the purpose of the research, what we would ask you to do, the possible risks and benefits, your rights as a volunteer, and anything else about the research or this form that is not clear. When all your questions have been answered, you can decide if you want to be in the study or not. This process is called 'informed consent.'

PURPOSE: We aim gauge your intention to share out idle resources in a web-based sharing platform.

BENEFITS: You will receive no direct benefits from participating in this research study. However, your responses may help us learn more how we can mainstream online sharing activities for unused resources in the less advanced economies and take advantage of the opportunities to access products and services previously beyond reach, promote sustainable consumption, economic development, entrepreneurship, and business formalization.

PROCEDURES: By expressing consent to participate in this study, you will be direct to a survey landing page that will collect basic demographic data such as age, gender, highest educational attainment, employment status, income level. No personal data other than indicated above will be collected. We enable the anonymize response function in the survey platform, thus, any identifying information (i.e., names, email address, IP address and location) will be removed from the saved data responses. After the collection of demographic data, you will be exposed to a vignette (scenario) where you will imagine yourself that you are scanning an web-based sharing platform. A sample hypothetical web-page of the sharing website will be presented. You will then be given some time to scan the page. Afterwards, you will be asked a series of questions relating to your intention to share a particular resource, and your perceptions about sharing activities. The session will only take 12 minutes to complete. You may refuse to answer any question or item in the survey or exit the survey at any time.

RISKS, STRESS, OR DISCOMFORT: Participation in the study involves minimal risks or discomforts. Participants may feel a little uncomfortable, sad or tired answering personal queries. If you have health concerns that impact your ability to participate, you may withdraw or exit the survey at any time.

CONFIDENTIALITY: In order to maintain confidentiality, your name will not be connected to any publication or presentation that uses the information and data collected about you or with the research findings from this study. Data recorded in the survey platform will be exported in an Excel file and the survey responses stored online will be permanently deleted. All responses will remain anonymous and no one will be able to identify your responses, and no one will know whether you in the study. No names or identifying information would be included in any publications or presentations based on the data, and the responses will remain confidential. Not any single data of this study will be transferred to any third party. Data will be strictly used for academic purposes only. You may refuse to participate or may withdraw from the study at any time without penalty or loss of benefits to which they are otherwise entitled.

PARTICIPATION: Participation in research is entirely voluntary. You may refuse to participate or withdraw from participation at any time without jeopardizing your employment, student status or any other entitlements. The investigator may withdraw you at his/her professional discretion.

CONTACT INFORMATION: Please contact the following person in-charge if at any time you have questions regarding the research, your participation or any other concerns or complaints about the research: Ing. Mark Ratilla (ratilla@utb.cz).

PARTICIPANT'S STATEMENT

I have read the above purpose of the study, and understand my role in participating in the research. I volunteer to take part in this research. I have had a chance to ask questions. If I have questions later, about the research, I can ask the investigator listed above. I understand that I may refuse to participate or withdraw from participation at any time without jeopardizing my employment, student status or other rights to which I am entitled. The investigator may withdraw me at his/her professional discretion. I certify that I am 18 years of age or older and freely give my consent to participate in this study.

Appendix 2. Check for CMB using Harman's single factor test

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.257	24.549	24.549	13.257	24.549	24.549
2	5.255	9.731	34.281	5.255	9.731	34.281
3	3.790	7.019	41.299	3.790	7.019	41.299
4	3.030	5.611	46.910	3.030	5.611	46.910
5	2.601	4.817	51.727	2.601	4.817	51.727
6	2.084	3.859	55.586	2.084	3.859	55.586
7	1.479	2.738	58.324	1.479	2.738	58.324
8	1.271	2.353	60.677	1.271	2.353	60.677
9	1.187	2.198	62.875	1.187	2.198	62.875
10	1.004	1.860	64.735	1.004	1.860	64.735
11	.924	1.710	66.445			
12	.888	1.645	68.090			
13	.858	1.589	69.679			
14	.839	1.554	71.233			
15	.778	1.441	72.674			
16	.719	1.331	74.005			
17	.667	1.234	75.240			
18	.646	1.197	76.437			
19	.601	1.112	77.549			
20	.586	1.086	78.634			
21	.573	1.062	79.696			
22	.563	1.043	80.739			
23	.556	1.029	81.768			
24	.523	.968	82.736			
25	.489	.906	83.642			
26	.467	.865	84.506			

Appendix 3. Result of the power sample analysis in G*power

G*Power 3.1.9.7

File Edit View Tests Calculator Help

Central and noncentral distributions | Protocol of power analyses

critical F = 1.77574

Test family	Statistical test
F tests	Linear multiple regression: Fixed model, R² increase

Type of power analysis

A priori: Compute required sample size – given α, power, and effect size

Input Parameters

Determine =>	Effect size f²	.15
	α err prob	.05
	Power (1–β err prob)	.80
	Number of tested predictors	14
	Total number of predictors	15

Output Parameters

Noncentrality parameter λ	20.2500000
Critical F	1.7757382
Numerator df	14
Denominator df	119
Total sample size	135
Actual power	0.8016164

Appendix 4. Descriptive statistics of measurement items

| Item	Missing	Mean	Median	Min	Max	σ	Excess Kurtosis	Skewness
INT1	0.000	3.801	4.000	1.000	5.000	0.941	1.101	-1.010
INT2	0.000	3.437	4.000	1.000	5.000	0.984	0.018	-0.658
INT3	0.000	3.673	4.000	1.000	5.000	0.919	0.572	-0.788
SN1	0.000	3.419	4.000	1.000	5.000	0.993	-0.195	-0.501
SN2	0.000	3.355	3.000	1.000	5.000	0.917	-0.027	-0.520
SN3	0.000	3.440	4.000	1.000	5.000	0.913	-0.101	-0.471
PBC1	0.000	3.639	4.000	1.000	5.000	0.904	0.177	-0.639
PBC2	0.000	3.915	4.000	1.000	5.000	1.073	0.270	-0.924
PBC3	0.000	3.723	4.000	1.000	5.000	0.927	0.714	-0.854
ATT1	0.000	3.460	4.000	1.000	5.000	1.008	-0.212	-0.441
ATT2	0.000	3.568	4.000	1.000	5.000	0.927	0.240	-0.616
ATT3	0.000	4.260	4.000	1.000	5.000	0.875	3.190	-1.569
ATT4	0.000	3.746	4.000	1.000	5.000	0.946	0.509	-0.831
ECO1	0.000	3.688	4.000	1.000	5.000	1.036	0.168	-0.789
ECO2	0.000	3.946	4.000	1.000	5.000	0.983	1.342	-1.187
ECO3	0.000	3.984	4.000	1.000	5.000	1.001	1.274	-1.187
ECO4	0.000	3.863	4.000	1.000	5.000	0.986	0.864	-0.998
SOC1	0.000	3.612	4.000	1.000	5.000	0.930	0.376	-0.577
SOC2	0.000	3.783	4.000	1.000	5.000	0.938	0.515	-0.742
SOC3	0.000	3.930	4.000	1.000	5.000	0.953	0.921	-0.973
SUS1	0.000	3.871	4.000	1.000	5.000	0.975	0.823	-0.954
SUS2	0.000	3.795	4.000	1.000	5.000	0.963	0.524	-0.787
SUS3	0.000	3.751	4.000	1.000	5.000	0.949	0.567	-0.745
SUS4	0.000	3.778	4.000	1.000	5.000	0.990	0.362	-0.736
WGG1	0.000	3.318	3.000	1.000	5.000	1.041	-0.594	-0.039
WGG2	0.000	3.485	4.000	1.000	5.000	1.035	-0.575	-0.240
WGG3	0.000	3.647	4.000	1.000	5.000	1.004	-0.380	-0.440
WGG4	0.000	3.493	4.000	1.000	5.000	1.067	-0.544	-0.307
ALT1	0.000	3.719	4.000	1.000	5.000	1.049	-0.326	-0.560
ALT2	0.000	3.966	4.000	1.000	5.000	0.974	0.213	-0.810
ALT3	0.000	3.818	4.000	1.000	5.000	0.981	-0.081	-0.591
EXPER	0.000	2.891	3.000	1.000	5.000	0.940	-0.231	-0.093
TRU1	0.000	3.306	3.000	1.000	5.000	0.926	-0.098	-0.306
TRU2	0.000	3.083	3.000	1.000	5.000	0.896	-0.097	-0.176
TRU3	0.000	2.766	3.000	1.000	5.000	1.015	-0.708	-0.060
TRU4	0.000	2.921	3.000	1.000	5.000	0.965	-0.468	-0.173
TRU5	0.000	2.590	3.000	1.000	5.000	0.988	-0.473	0.174
PEOU1	0.000	3.649	4.000	1.000	5.000	0.857	0.460	-0.558
PEOU2	0.000	3.553	4.000	1.000	5.000	0.835	0.496	-0.524
PEOU3	0.000	3.680	4.000	1.000	5.000	0.827	0.741	-0.562
PEOU4	0.000	3.755	4.000	1.000	5.000	0.849	0.746	-0.594
COL1	0.000	3.187	3.000	1.000	5.000	0.992	-0.361	-0.324
COL2	0.000	3.145	3.000	1.000	5.000	1.157	-0.729	-0.212
COL3	0.000	3.495	4.000	1.000	5.000	1.088	-0.370	-0.450
COL4	0.000	3.524	4.000	1.000	5.000	1.024	-0.199	-0.474
PD1	0.000	2.062	2.000	1.000	5.000	1.239	-0.431	0.881
PD2	0.000	1.911	1.000	1.000	5.000	1.122	-0.052	1.005
PD3	0.000	1.742	1.000	1.000	5.000	1.098	0.706	1.337
PD4	0.000	2.069	2.000	1.000	5.000	1.122	-0.376	0.752
PD5	0.000	2.378	2.000	1.000	5.000	1.203	-0.824	0.423
UA1	0.000	4.334	5.000	1.000	5.000	0.826	2.169	-1.362
UA2	0.000	4.545	5.000	1.000	5.000	0.727	3.059	-1.697
UA3	0.000	4.451	5.000	1.000	5.000	0.775	2.298	-1.463
UA4	0.000	4.101	4.000	1.000	5.000	0.849	0.506	-0.776

Note: σ – standard deviation

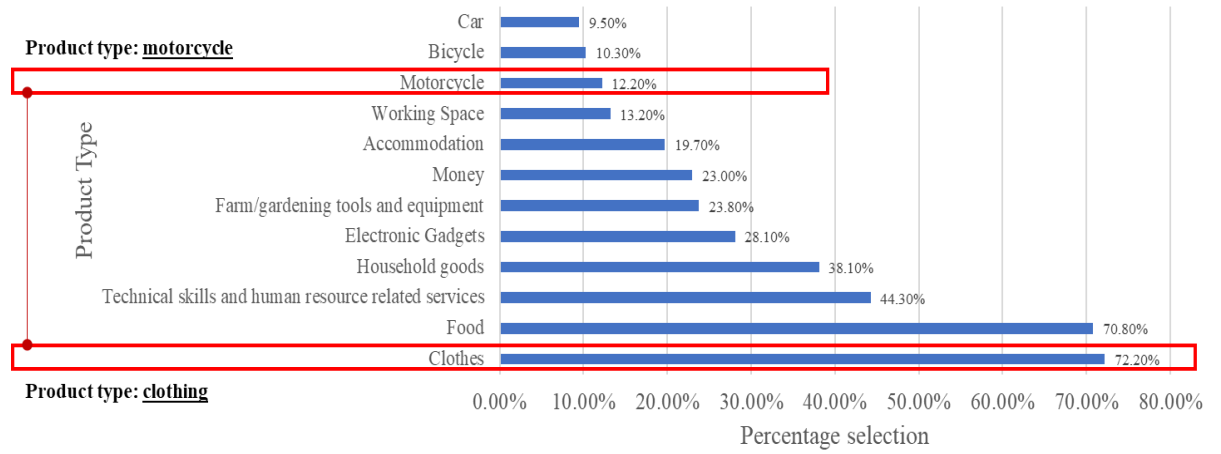Appendix 5. Measure of respondents' collectivistic beliefs
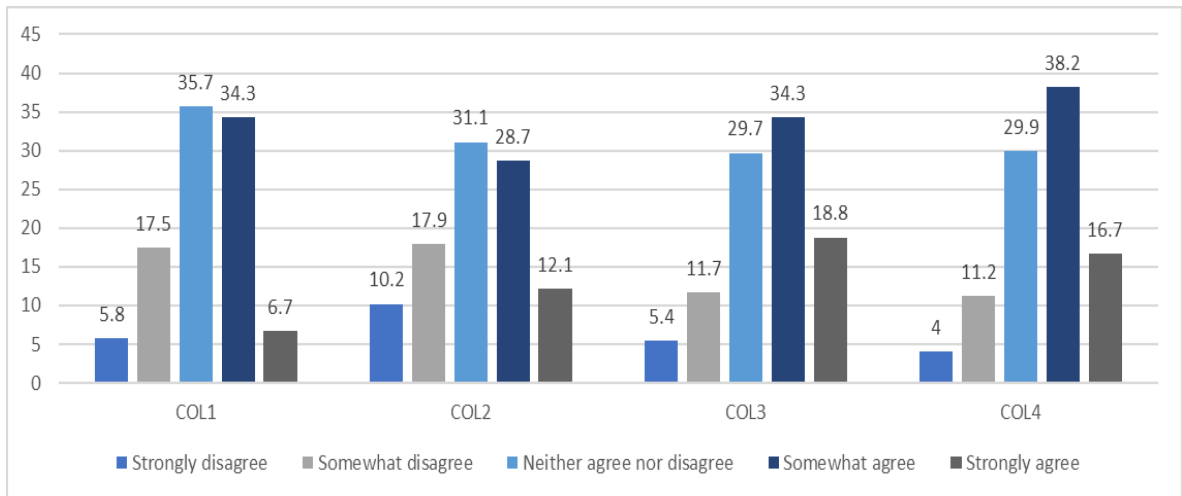
Appendix 6. Measure of respondents' power distance beliefs
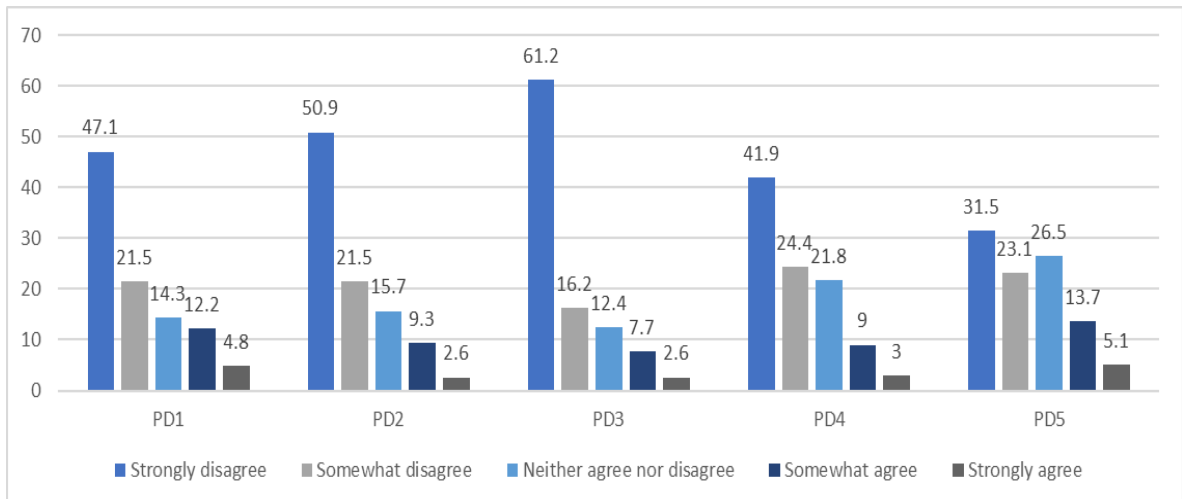
Appendix 7. Measure of respondents' uncertainty avoidance beliefs
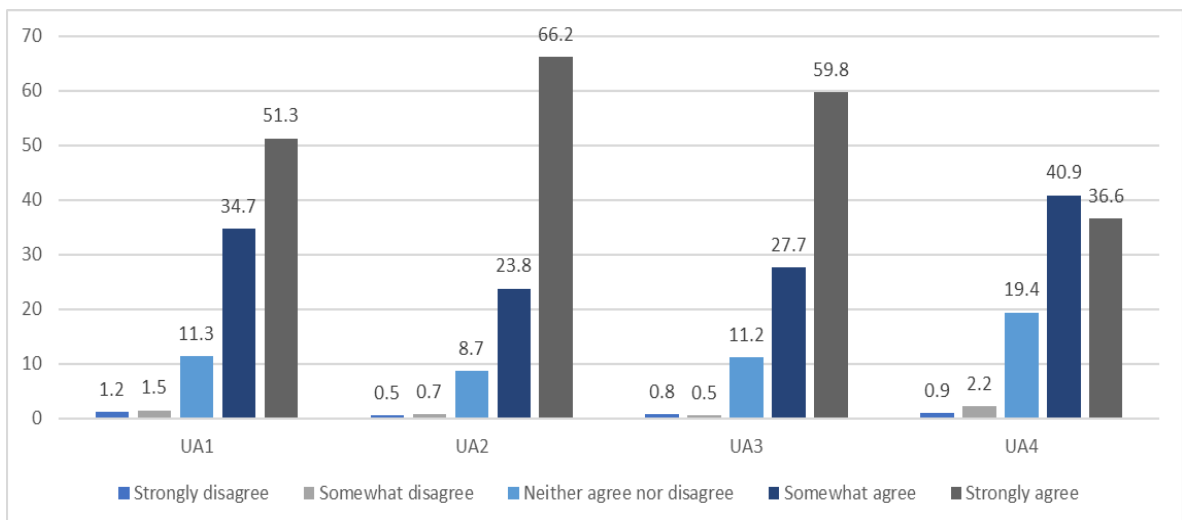
Appendix 8. Propensity spectrum for sharing different product types (Source: Ratilla et al., 2020)

Mark Ratilla

Modelling the antecedents of intention to engage in the sharing economy: Evidence from a less-developed country

Modelování záměrů zapojení se do sdílené ekonomiky: evidence z méně rozvinuté země

Doctoral Thesis