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

Ing. Mark Ratilla, Ph.D.

Doctoral Thesis Summary

Tomas Bata University in Zlín

Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis Summary

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

Modelovací faktory záměru zapojit se do ekonomiky sdílení: Důkazy z méně rozvinuté země

Author: **Ing. Mark Ratilla, Ph.D.**

Degree Programme: P6208 Economics and Management

Degree course: 6208V038 Management and Economics

Supervisor: doc. Ing. Miloslava Chovancová, CSc.

Examiners: prof. Ing. Dr. Róbert Štefko, PhD.

doc. Ing. Alena Klapalová, Ph.D.

Zlín, June 2023

Published by **Tomas Bata University in Zlín** in the Edition **Doctoral Thesis Summary.**
The publication was issued in the year 2023

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

Key words in Czech: *kolaborativní spotřeba, kultura, peer-provider, sdílená ekonomika, teorie plánovaného chování*

Full text of the doctoral thesis is available in the Library of TBU in Zlín.

ISBN 978-80-7678-172-6

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.

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.

CONTENTS

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 socio-economic developments over the past decade, which has emerged following the global 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).

The term "sharing economy" has been used synonymously with collaborative consumption (Möhlmann, 2015), "accessed-based consumption," "the mesh," and "connected consumption (Codagnone & Martens, 2016). Eckhardt et al. (2019) assert that the definitions in the existing literature did not capture the overall characteristics of the sharing economy concept. Thus, the authors synthesize the extant definitions and put forward that sharing economy is "*a scalable socioeconomic system that employs technology-enabled platform to provide users the temporary access to tangible and intangible resources that may be crowdsourced*" (p.3). A typical sharing economy transaction involves three main parties: the platform provider, the resource provider, and the user of the resource. The platform provider establishes the internet-based platform, serving as a two-sided marketplace that facilitates the exchanges between the resource provider and users (Hawlitschek et al., 2018). The users demand access for resources for brief time duration, while the resource providers are the ones' granting users the access to such resources.

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). Nielsen's (2014) survey reports that consumers in the Asia-Pacific region posted the highest willingness to share their resources and are likely to rent from others. China (94%), Indonesia (87%), Slovenia (86%), the Philippines

(85%), and Thailand (84%) are posted as the top five countries that are likely to share with others.

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). Kuah & Wang (2020) specify that prior investigations on consumers' involvement in circular economy practices, encompassing collaborative consumption, primarily focused on western contexts despite its promising developments in Asia. Practices in sharing economy vary in different socioeconomic (Retamal, 2019) and cultural (Akhmedova et al., 2020) contexts. As Belk (2007) also reiterates, the act of sharing is shaped by culture. Previous studies strongly recommend considering cultural influences on sharing economy behavior to strengthen and validate extant findings (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 and consequently promote sustainable consumption, economic development, entrepreneurship, and business formalization (Retamal & Dominish, 2017). Mainstreaming the sharing economy in less advanced economies presents vast opportunities in allowing consumers to access products and services previously beyond their reach.

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). Knowledge remains limited about the role of resource providers and the relevant factor 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.

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) in a digital platform. If there is a considerable demand, it requires 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 the online platform?*"

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). A question arises if these dominant factors identified in the literature remain relevant in influencing the resource-sharing behavior of consumers in developing countries.

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). A few attempts have integrated culture into predicting consumers' participation in the sharing economy. Another topical concern relates to the prosociality of sharing activities, encompassing those resource-sharing behavior 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. 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.

Most importantly, it is argued 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.

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 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. 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:

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;

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;

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

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

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

1.4. Doctoral thesis outline

This doctoral thesis will be structured based on the following sections:

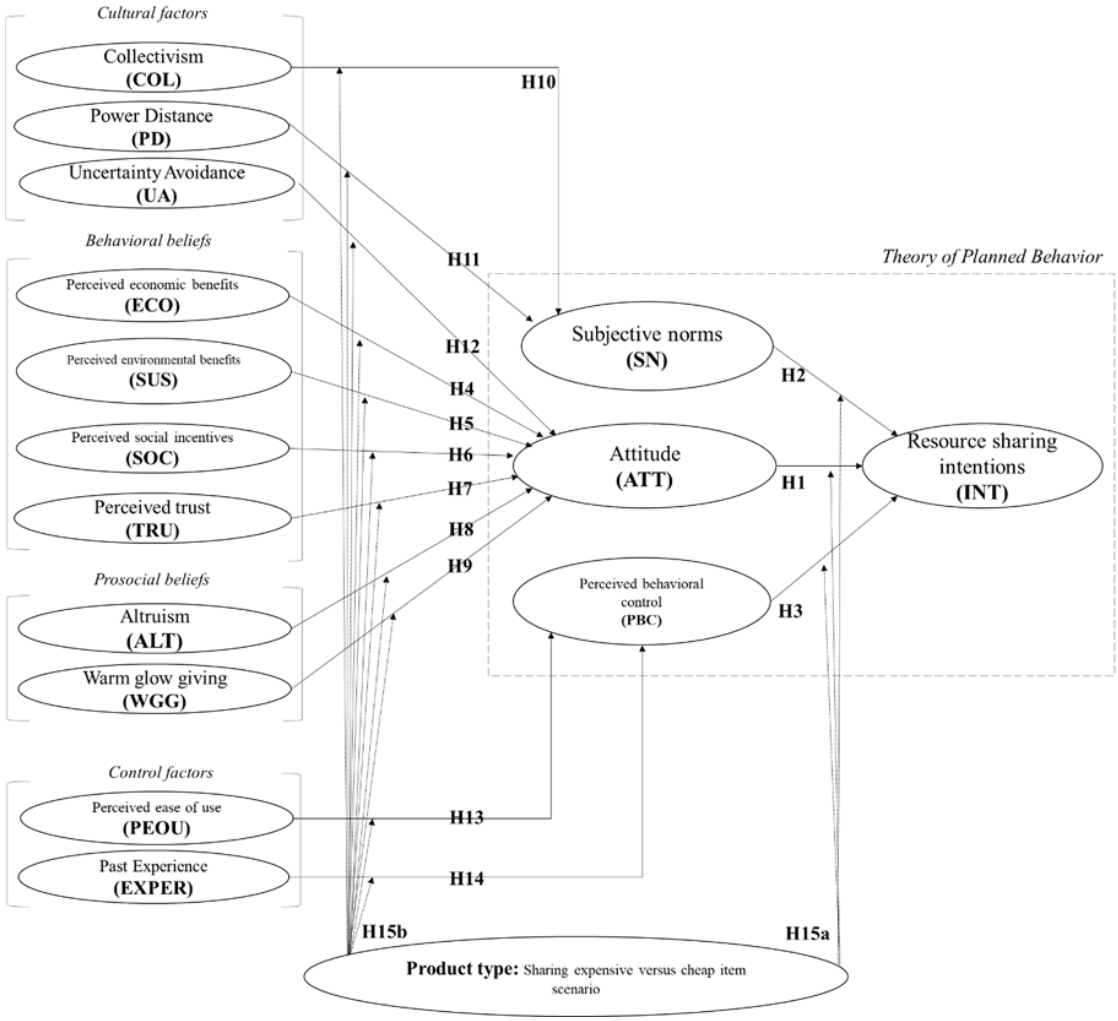
1. establishing the research problem
2. the setting of key research questions and objectives
3. reviewing the literature on empirical findings and theories
4. conceptualizing the study
5. operationalizing the study
6. designing of the study
7. analysis of data and interpretation
8. discussion and findings
9. contribution to theory and practice

2. RESEARCH MODEL AND HYPOTHESES

2.1. Conceptual framework

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 behavioral intention is preceded by three antecedents, namely the attitude (positive or negative evaluation of the behavior), subjective norms (perceived social approval of behavior in question), and perceived behavioral control (perceived ease or difficulty of executing a behavior). 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). It is emphasized that identifying and understanding the underlying belief factors is critical to substantiate the influence of attitude, subjective norms, and perceived behavioral control to predict behavioral intention and, accordingly, actual behavior (Ajzen, 1991).

Given the relevance of culture in explaining consumer behavior (de Mooij & Hofstede, 2011), the study also integrates individual cultural factors in the theory of planned behavior. Several studies employed Hofstede's cultural framework and used "country" as a proxy for cross-cultural comparison. Future investigations are strongly encouraged to measure cultural values at the individual level. Therefore, the current study responds to previous proposals in the literature and operationalizes cultural values at the individual level using the CVSCALE developed by Yoo et al. (2011). Furthermore, sharing idle resources with others is a manifestation of prosocial behavior, and prior studies' evidence suggests altruism's role in such behaviors. However, C. D. Batson (1987) also presumes that altruistic behavior is also egoistically induced. Recent findings in the prosocial and pro-environmental behavior domains reveal inconclusive evidence of whether one's altruistic behavior is a genuine selfless or selfish act. Hence, the study integrates the primary forms of altruism (reluctant altruism and warm glow giving) premised to be attitude's affective belief drivers. The research model is presented in Figure 1.



Source: Author's own

Figure 1: Research model of the study

2.2. Hypotheses development

2.2.1. Determinants of behavioral intention

Ajzen's (1991) theory of planned behavior argues that behavioral intentions (INT) are a proximate determinant of actual behavior. It is preceded by attitudes (ATT), subjective norms (SN), and perceived behavioral control (PBC). In essence, people favor behavior that produces favorable consequences. Pressures from social groups or peers also influence the decision to carry out a behavior. In addition, the availability of resources and opportunities to an individual can also dictate fulfilling a particular behavior. This study argues that consumers' intentions to share their idle resources with others through 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

2.2.2. 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 (Böcker & Meelen, 2017; Luri Minami et al., 2021), influencing attitude and behavioral intentions to participate in the sharing economy. 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). 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). 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 (Wang et al., 2020). Roos & Hahn (2019) explicitly indicate that consumers' attitudes toward sustainability can spawn collaborative consumption behavior. Also, consumers' perceptions of the environmental sustainability implications of the sharing economy can positively influence their participation (Barnes & Mattsson, 2017; Böcker & Meelen, 2017; Hawlitschek et al., 2020; Laurenti & Acuña, 2020). Given the arguments in the extant literature, the study speculates that:

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 the accommodation-sharing sector, wherein travelers desire to know, meet and interact with hosts and co-travelers and deepen their travel experiences (Tussyadiah, 2015). Y. G. Kim et al. (2018) accentuate that the desire to form social bonds, derived enjoyment from support to others and reciprocity all propel participation in the sharing economy. Following these extant findings, the study hypothesizes that:

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

Perceived Trust (TRU). Trust holds a critical role in the platform economy as transaction transpires between strangers (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

2.2.3. Prosocial beliefs and sharing behavior

As the sharing economy is embedded in the age-old concept of "sharing," sharing resources through online platforms could be paralleled as prosocial behavior, which could be motivated by prosocial beliefs and motives. Only a few attempts have investigated the role of prosocial beliefs in online-based sharing practices. For instance, Hsu & Lin (2008) works on altruism (ALT), denoted by being passionate and helpful to others and promoting the welfare of others over

the self. Presumably, individuals exhibiting altruistic orientation would likely support the idea of sharing or collaborative consumption (Zhang et al., 2019).

Krebs (1975) claims that people manifest altruistic behavior since they can experience empathy toward a needy person. 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. 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. Piff et al. (2010) also argue that people in lower socioeconomic classes manifest more remarkable prosocial behavior as they hold greater values of compassion and egalitarianism. Therefore, it is posited that:

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

2.2.4. Role of culture in consumer behavior

Sharing is culturally learned behavior, and culture gauges the nuance of generosity, fairness, and the altruistic nature of sharing (Belk, 2007). Nonetheless, only a few studies have accounted for the role of culture. Iran et al.'s (2019) work adopted a holistic view of culture (i.e., cultural value not measured individually), and their findings reveal different behavior patterns, especially on the degree of influence among factors affecting collaborative fashion consumption. However, scholars strongly suggest measuring individual-level cultural values in future research to enhance the validity of extant findings. The current 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). 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, it is postulated that:

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

Power distance (PD) and subjective norms (SN). 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). Thus, it is posited that:

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

Uncertainty avoidance (UA) and attitudes towards resource sharing (ATT). 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). Urbonavicius & Sezer (2019) also reported that high uncertainty avoidance in the Turkish sample inflates their risk perceptions, thus being more restricted to offering peer-to-peer accommodation services. This study posits that:

H12: UA negatively influences ATT toward resource sharing

2.2.5. Behavioral control factors: perceived ease of use and experience

Behavioral intentions also embody the ease and effort or the degree of control of performing a particular behavior (Ajzen, 1991). 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 experience a relevant source of

behavioral control perception (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. 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

2.2.6. The role of product type and value characteristics

Sarigöllü et al. (2021) accent the relationship between the price of goods and subsequent reselling and giving behavior. Their work revealed that expensive and unused goods are more likely to be redistributed than thrown away. 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) argue 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). 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 speculates that when sharing inexpensive items, the stronger 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 items.

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

2.3. Definition of variables

Definitions of key constructs are required to conceptualize and operationalize the research.

Table 2. Definitions of constructs and indicators (Source: Author's own research)

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)
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	(Hofstede, 1980; Yoo et al., 2011)
Power Distance (PD)	The extent to which the dominant values in society are assertiveness, the acquisition of money, and things."	(Hofstede, 1980; Yoo et al., 2011)
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."	(Hofstede, 1980; Yoo et al., 2011)
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

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. 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.

3.1.1. The quantitative study

A scenario-based ("vignette") online survey was employed for data collection. A fictitious web page of an online sharing platform was initially created, which 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. 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 3. 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. Gauging the constructs pertinent to the study adapted measurement items that were validated from prior studies.

Table 3: Vignette developed in the study (Source: Author's own)

Vignettes	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.
Inexpensive 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.

Following a purposive sampling procedure, around 850 millennial and Gen Z consumers in the Philippines were invited to participate in the study. The selection of the generational 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). About 743 individuals from Gen Z and millennials successfully participated in the study, with 370 respondents exposed to the expensive product type scenario and 373 exposed to the inexpensive product type scenario. The power sample analysis results using G*power software suggest that the sample size is acceptable. The minimum sample size is 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). The profile of the study participants is presented in Table 4.

Partial least squares modeling (PLS) via Smart PLS 3 was used for data analysis. The study bears an explorative and predictive nature; hence, it will benefit more from PLS's statistical power (Hair Jr et al., 2017). Prior to conducting MGA, the measurement invariance of composite models (MICOM) procedure was performed to check measurement invariance across the study group (i.e., expensive: motorcycle scenario → Group: **EXP**; inexpensive: clothing scenario → Group: **INEXP**. After establishing partial measurement invariance, multigroup analysis (MGA) proceeded.

Table 4: Respondents' profile (Source: Author's own)

		EXP (n=370)		**INEXP (n=373)**		**Total (n=743)**	
Variable	Category	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 =	25 - 34	29	7.84%	35	9.38%	64	8.61%
0.776)	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=	4 year degree	91	24.59%	81	21.72%	172	23.15%
0.179)	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%
	Employed part-time	4	1.08%	9	2.41%	13	1.75%
($\chi2$=5.538, p= 0.477)	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)

3.1.2. The qualitative study

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. The profile of the interview participants is presented in Table 8. A semi-structured interview guide was developed to organize, structure, and ensure the smooth flow of the interviews. It mainly comprises of 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. Some questions were adapted from Laurenti & Acuña's (2020) elicitation study. The interviews used the local language "Cebuano." With the interviewees' consent, the audio recordings of the interview sessions were obtained. 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). 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).

Table 5: 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

4. RESULTS

4.1. Quantitative results

The results suggest that the measurement model is satisfactory (Table 6). 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). Finally, the assessment revealed that the constructs demonstrate sufficient discriminant validity. Based on the Fornell-Larcker criterion, 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, suggesting that the constructs bear satisfactory discriminant validity (Hair Jr et al., 2017; Henseler et al., 2015).

Table 6: 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
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

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. The model also exhibits robust predictive relevance as the blindfolding procedure revealed Stone–Geisser (Q2) values of INT and other endogenous constructs ATT, SN, and PBC are greater than 0 (Barroso et al., 2010; Geisser, 1974; Hair Jr et al., 2017; Stone, 1974). Meanwhile, The Q^2-$_{predict}$ scores of the endogenous constructs are also greater than 0, suggesting the model's robust predictive power (Ahmad et al., 2019; Shmueli et al., 2016).

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 7. The results reveal that ATT, SN, and PBC have positive and significant 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 accord to the effect of EXPER on PBC across product types. Deeper analysis via MGA suggests no significant differences between groups on specified parameter relationships in the research model (Table 8). 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. Moreover, 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 7: Summary results of hypothesis testing (Source: Author's own)

Path	EXP GROUP			INEXP GROUP				Remark
	beta	t-value	effect size (f^2)	beta	t-value	effect size (f^2)		
Factors shaping INT								
ATT	0.399***	6.332	0.169	0.365***	6.343	0.164	**H1**	**Supported**
SN	0.189***	3.702	0.050	0.224***	4.882	0.088	**H2**	**Supported**
PBC	0.268***	4.774	0.088	0.327***	5.643	0.139	**H3**	**Supported**
Factors shaping ATT								
ECO	0.164***	2.675	0.027	0.206***	2.987	0.038	**H4**	**Supported**
SUS	0.014	0.186	0.000	0.05	0.806	0.002	H5	Not Supported
SOC	0.300***	3.969	0.062	0.182**	2.265	0.024	**H6**	**Supported**
TRU	0.222***	3.898	0.061	0.274***	4.544	0.092	**H7**	**Supported**
ALT	-0.018	0.247	0.000	-0.002	0.034	0.000	H8	Not Supported
WGG	0.114	1.461	0.009	0.095	1.641	0.000	H9	Not Supported
UA	0.092	1.875	0.012	0.079	1.414	0.009	H12	Not Supported
Factors shaping SN								
COL	0.197***	3.546	0.037	0.160***	3.039	0.025	**H10**	**Supported**
PD	0.088	1.891	0.007	0.075	1.268	0.005	H11	Not Supported
Factors shaping PBC								
PEOU	0.388***	6.882	0.180	0.439***	7.94	0.237	**H13**	**Supported**
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

Table 8: 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 p-value < 0.01**; **** significant at p – value <0.05**

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 9.

Table 9: 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*	Sharing expensive items, sharing cheap items, trust, compensation, damaged items, lender protection, terms, and conditions

5. DISCUSSION

The study anchors on the theory of planned behavior (TPB) to examine 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 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 dominantly highlight social benefits as an important factor for customers of sharing economy services, as forming emotional bonds and relations with service providers seems meaningful (Yang et al., 2017); however, the social exchanges on the platform seem to be socially beneficial for providers as well.

Prior studies also assert that trust is an important currency in online transactions (Gefen et al., 2008; Li et al., 2012). The study further confirms this and suggests 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. Furthermore, scholars argue that pro-environmental beliefs propel consumers' sharing economy participation (Barnes & Mattsson, 2017; 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, 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. However, 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, especially without the apparent social impact of sharing activities on the platform.

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. 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. 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.

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).

4.1. Gains for Science (Theory)

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.

4.2 Gains for Practice

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. Platform providers can also embed trust-building mechanisms 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. It can also be effective when platforms

integrate reviews and star ratings feature 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 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.

5. LIMITATIONS

The study is not without limitations. Firstly, caution is 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, future validation studies should improve sample characteristics and utilize samples from heterogenous adult population. 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. 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.

6. CONCLUSIONS

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 influence 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.

REFERENCES

ACQUIER, A., DAUDIGEOS, T., & PINKSE, J. (2017). Promises and paradoxes of the sharing economy: An organizing framework. Technological Forecasting and Social Change, 125, 1–10. https://doi.org/10.1016/j.techfore.2017.07.006

AGARWAL, N., & STEINMETZ, R. (2019). Sharing Economy: A Systematic Literature Review. International Journal of Innovation and Technology Management, 16(06), 1930002. https://doi.org/10.1142/S0219877019300027

AHMAD, N. H., RAMAYAH, T., MAHMUD, I., MUSA, M., & ANIKA, J. J. (2019). Entrepreneurship as a preferred career option: Modelling tourism students' entrepreneurial intention. Education and Training, 61(9), 1151–1169. https://doi.org/10.1108/ET-12-2018-0269

AJZEN, I. (1991). The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 179–211.

AKHMEDOVA, A., MAS-MACHUCA, M., & MARIMON, F. (2020). Value co-creation in the sharing economy: The role of quality of service provided by peer. Journal of Cleaner Production, 266, 121736. https://doi.org/10.1016/j.jclepro.2020.121736

AL-GAHTANI, S. S., HUBONA, G. S., & WANG, J. (2007). Information technology (IT) in Saudi Arabia: Culture and the acceptance and use of IT. Information & Management, 44(8), 681–691. https://doi.org/https://doi.org/10.1016/j.im.2007.09.002

AMIRKIAEE, S. Y., & EVANGELOPOULOS, N. (2018). Why do people rideshare? An experimental study. Transportation Research Part F: Traffic Psychology and Behavior, 55, 9–24. https://doi.org/10.1016/j.trf.2018.02.025

ANDREONI, J. (1989). Giving with Impure Altruism: Applications to Charity and Ricardian Equivalence. Journal of Political Economy, 97(6), 1447–1458. https://doi.org/https://doi.org/10.1086/261662

ANDREONI, J. (1990). Impure Altruism and Donations to Public Goods: A Theory of Warm-Glow Giving. The Economic Journal, 100(401), 464–477.

BAKKER, M., & TWINING-WARD, L. (2018). Tourism and the Sharing Economy: Policy and Potential of Sustainable Peer-to-Peer Accommodation. Retrieved from http://documents.worldbank.org/curated/en/161471537537641836/pdf/130054-REVISED-Tourism-and-the-Sharing-Economy-PDF.pdf

BANDURA, A. (1995). Exercise of personal collective efficacy in changing societies. In A. Bandura (Ed.), Self-Efficacy in Changing Societies (pp. 1–45). Cambridge University Press. https://doi.org/10.1017/cbo9780511527692.009

BANDURA, A., & NATIONAL INSTITUTE OF MENTAL HEALTH. (1986). Social foundations of thought and action: A social cognitive theory. Prentice-Hall, Inc.

BARDHI, F., & ECKHARDT, G. M. (2012). Access-Based Consumption: The Case of Car Sharing. Oxford University Press, 39(December). https://doi.org/10.1086/666376

BARNES, S. J., & MATTSSON, J. (2017). Understanding collaborative consumption: Test of a theoretical model. Technological Forecasting and Social Change, 118, 281–292. https://doi.org/10.1016/j.techfore.2017.02.029

BARROSO, C., CARRIÓN, G. C., & ROLDÁN, J. L. (2010). Applying Maximum Likelihood and PLS on Different Sample Sizes: Studies on SERVQUAL Model and Employee Behavior Model BT - Handbook of Partial Least Squares: Concepts, Methods and Applications (V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (eds.); pp. 427–447). Springer Berlin Heidelberg. https://doi.org/10.1007/978-3-540-32827-8_20

BATSON, C. D. (1987). Prosocial motivation: Is it ever truly altruistic? Advances in Experimental Social Psychology, 20(1), 65–122. https://doi.org/10.1016/S0065-2601(08)60412-8

BATSON, C. D., BATSON, J. G., SLINGSBY, J. K., HARRELL, K. L., & et al. (1991). Empathic joy and the empathy-altruism hypothesis. Journal of Personality and Social Psychology, 61(3), 413–426. https://doi.org/10.1037//0022-3514.61.3.413

BATSON, D. (2009). Altruism. The Corsini Encyclopedia of Psychology. https://doi.org/https://doi.org/10.1002/9780470479216.corpsy0040

BELARMINO, A., WHALEN, E., KOH, Y., & BOWEN, J. T. (2019). Comparing guests' key attributes of peer-to-peer accommodations and hotels: mixed-methods approach. Current Issues in Tourism, 22(1), 1–7. https://doi.org/10.1080/13683500.2017.1293623

BELK, R. (2007). Why Not Share Rather Than Own? The ANNALS of the American Academy of Political and Social Science, 611(1), 126–140. https://doi.org/10.1177/0002716206298483

BELK, R. (2010). Sharing. Journal of Consumer Research, 36(5), 715–734.

BELK, R. (2014). You are what you can access: Sharing and collaborative consumption online. Journal of Business Research, 67(8), 1595–1600. https://doi.org/10.1016/j.jbusres.2013.10.001

BOATENG, H., KOSIBA, J. P. B., & OKOE, A. F. (2019). Determinants of consumers' participation in the sharing economy: A social exchange perspective within an emerging economy context. International Journal of Contemporary Hospitality Management, 31(2), 718–733. https://doi.org/10.1108/IJCHM-11-2017-0731

BÖCKER, L., & MEELEN, T. (2017). Sharing for people, planet or profit? Analysing motivations for intended sharing economy participation. Environmental Innovation and Societal Transitions, 23, 28–39. https://doi.org/10.1016/j.eist.2016.09.004

BUCHER, E., FIESELER, C., & LUTZ, C. (2016). What's mine is yours (for a nominal fee) – Exploring the spectrum of utilitarian to altruistic motives for Internet-mediated sharing. Computers in Human Behavior, 62, 316–326. https://doi.org/10.1016/j.chb.2016.04.002

CAO, J., & EVERARD, A. (2008). User Attitude Towards Instant Messaging: The Effect of Espoused National Cultural Values on Awareness and Privacy. Journal of Global Information Technology Management, 11(2), 30–57. https://doi.org/10.1080/1097198X.2008.10856466

CASTLEBERRY, A., & NOLEN, A. (2018). Thematic analysis of qualitative research data: Is it as easy as it sounds? Currents in Pharmacy Teaching and Learning, 10(6), 807–815. https://doi.org/https://doi.org/10.1016/j.cptl.2018.03.019

CHEN, S.-C., & HUNG, C.-W. (2016). Elucidating the factors influencing the acceptance of green products: An extension of theory of planned behavior. Technological Forecasting and Social Change, 112, 155–163. https://doi.org/10.1016/j.techfore.2016.08.022

CHEN, S.-C., JONG, D., HSU, C.-S., & LIN, C.-H. (2021). Understanding Extended Theory of Planned Behavior to Access Backpackers' Intention in Self-Service Travel Websites. Journal of Hospitality & Tourism Research. https://doi.org/https://doi.org/10.1177/1096348021994166

CHO, H. J., JIN, B., & WATCHRAVESRINGKAN, K. T. (2016). A Cross-cultural Comparison of Materialism in Emerging and Newly Developed Asian Markets. International Journal of Business, Humanities and Technology, 6(1), 1–10. http://www.ijbhtnet.com/journals/Vol_6_No_1_February_2016/1.pdf

CHO, H., & LEE, J.-S. (2015). The influence of self-efficacy, subjective norms, and risk perception on behavioral intentions related to the H1N1 flu pandemic: A comparison between Korea and the US. Asian Journal of Social Psychology, 18(4), 311–324. https://doi.org/https://doi.org/10.1111/ajsp.12104

CHOI, J., & GEISTFELD, L. V. (2004). A cross-cultural investigation of consumer e-shopping adoption. Journal of Economic Psychology, 25(6), 821–838. https://doi.org/10.1016/j.joep.2003.08.006

CODAGNONE, C., & MARTENS, B. (2016). Scoping the Sharing Economy: Origins, Definitions, Impact and Regulatory Issues. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.2783662

COMTE, A. (1875). System of positive philosophy. In London: Longmans, Green & Co (Vol. 1). London: Longmans, Green & Co.

CROSSLER, R. E., ANDOH-BAIDOO, F. K., & MENARD, P. (2019). Espoused cultural values as antecedents of individuals' threat and coping appraisal toward protective information technologies: Study of U.S. and Ghana. Information & Management, 56(5), 754–766. https://doi.org/https://doi.org/10.1016/j.im.2018.11.009

DAVIDSON, A., HABIBI, M. R., & LAROCHE, M. (2018). Materialism and the sharing economy: A cross-cultural study of American and Indian consumers. Journal of Business Research, 82, 364–372. https://doi.org/10.1016/j.jbusres.2015.07.045

DAVIS, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly: Management Information Systems, 13(3), 319–339. https://doi.org/10.2307/249008

DE MOOIJ, M., & HOFSTEDE, G. (2011). Cross-cultural consumer behavior: A review of research findings. Journal of International Consumer Marketing, 23(3–4), 181–192. https://doi.org/10.1080/08961530.2011.578057

DEMAILLY, D., & NOVEL, A.-S. (2014). The sharing economy: make it sustainable. Studies N°03/14, 1–30. https://www.iddri.org/sites/default/files/import/publications/st0314_dd-asn_sharing-economy.pdf

ECKHARDT, G. M., HOUSTON, M. B., JIANG, B., LAMBERTON, C., RINDFLEISCH, A., & ZERVAS, G. (2019). Marketing in the Sharing Economy. Journal of Marketing, 83(5), 5–27. https://doi.org/10.1177/0022242919861929

ERT, E., FLEISCHER, A., & MAGEN, N. (2016). Trust and reputation in the sharing economy: The role of personal photos in Airbnb. Tourism Management, 55, 62–73. https://doi.org/10.1016/j.tourman.2016.01.013

FAUL, F., ERDFELDER, E., LANG, A. G., & BUCHNER, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. Behavior Research Methods, 39(2), 175–191. https://doi.org/10.3758/BF03193146

FISHBEIN, M., & AJZEN, I. (1975). Belief, attitude, intention and behavior: an introduction to theory and research. Addison-Wesly Publishing Company. https://people.umass.edu/aizen/f&a1975.html

FORNELL, C., & LARCKER, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research, 18(1), 39. https://doi.org/10.2307/3151312

FOTA, A., WAGNER, K., & SCHRAMM-KLEIN, H. (2019). Is renting the new buying? A quantitative investigation of the determinants of the rental-commerce intention. The International Review of Retail, Distribution and Consumer Research, 29(5), 582–599. https://doi.org/10.1080/09593969.2019.1664616

GAZZOLA, P., VĂTĂMĂNESCU, E.-M., Andrei, A. G., & Marrapodi, C. (2019). Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. Corporate Social Responsibility and Environmental Management, 26(4), 741–751. https://doi.org/10.1002/csr.1715

GEFEN, D. (2000). E-commerce: the role of familiarity and trust. Omega, 28(6), 725–737. https://doi.org/10.1016/S0305-0483(00)00021-9

GEFEN, D., BENBASAT, I., & PAVLOU, P. (2008). A Research Agenda for Trust in Online Environments. Journal of Management Information Systems, 24(4), 275–286. https://doi.org/10.2753/MIS0742-1222240411

GEISSER, S. (1974). A Predictive Approach to the Random Effect Model. Oxford University Press, 61(1), 101–107.

GODELNIK, R. (2017). Millennials and the sharing economy: Lessons from a 'buy nothing new, share everything month' project. Environmental Innovation and Societal Transitions, 23, 40–52. https://doi.org/10.1016/j.eist.2017.02.002

HAIR, J. F., SARSTEDT, M., RINGLE, C. M., & MENA, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. Journal of the Academy of Marketing Science, 40(3), 414–433. https://doi.org/10.1007/s11747-011-0261-6

HAIR Jr, J., HULT, G. T., RINGLE, C., & SARSTEDT, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In Sage (Second Edi). Sage.

HAMARI, J., SJÖKLINT, M., & UKKONEN, A. (2016). The sharing economy: Why people participate in collaborative consumption. Journal of the Association for Information Science and Technology, 67(9), 2047–2059. https://doi.org/10.1002/asi.23552

HARTMANN, P., EISEND, M., APAOLAZA, V., & D'Souza, C. (2017). Warm glow vs. altruistic values: How important is intrinsic emotional reward in proenvironmental behavior? Journal of Environmental Psychology, 52, 43–55. https://doi.org/10.1016/j.jenvp.2017.05.006

HAWLITSCHEK, F., NOTHEISEN, B., & Teubner, T. (2020). A 2020 perspective on "The limits of trust-free systems: A literature review on blockchain technology and trust in the sharing economy." Electronic Commerce Research and Applications, 40(January), 100935. https://doi.org/10.1016/j.elerap.2020.100935

HAWLITSCHEK, F., TEUBNER, T., & GIMPEL, H. (2018). Consumer motives for peer-to-peer sharing. Journal of Cleaner Production, 204, 144–157. https://doi.org/10.1016/j.jclepro.2018.08.326

HENSELER, J., RINGLE, C. M., & SARSTEDT, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the

Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

HENSELER, J., RINGLE, C. M., & SINKOVICS, R. R. (2009). The use of partial least squares path modeling in international marketing. In R. R. Sinkovics & P. N. Ghauri (Eds.), New Challenges to International Marketing (Vol. 20, pp. 277–319). Emerald Group Publishing Limited. https://doi.org/10.1108/S1474-7979(2009)0000020014

HOFSTEDE, G. (1980). Motivation, Leadership, and Organization: Do American Theories Apply Abroad? American Management Association, 42–63. Retrieved from https://pdf.sciencedirectassets.com/272151/1-s2.0-S0090261600X01088/1-s2.0-0090261680900133/main.pdf?X-Amz-Security-Token=IQoJb3JpZ2luX2VjEB8aCXVzLWVhc3QtMSJHMEUCIGJMyj4W6enrOFcvS0MZePqLPBWwDcGqy7Ygk3ww1E9MAiEAn3DwzNF6F8VYD9L9dTP3AeXUZwyKzhX13p3FHSCKT9Mqv

HOSSAIN, M. (2020). Sharing economy: A comprehensive literature review. International Journal of Hospitality Management, 87, 102470. https://doi.org/10.1016/j.ijhm.2020.102470

HUI, C. H., & TRIANDIS, H. C. (1986). Individualism-collectivism: A Study of Cross-Cultural Researchers. Journal of Cross-Cultural Psychology, 17(2), 225–248. https://doi.org/10.1177/0022002186017002006

HWANG, J. (2019). Managing the innovation legitimacy of the sharing economy. International Journal of Quality Innovation, 5(1), 1. https://doi.org/10.1186/s40887-018-0026-0

HWANG, J., & GRIFFITHS, M. A. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. Journal of Consumer Marketing, 34(2), 132–146. https://doi.org/10.1108/JCM-10-2015-1560

INGLEHART, R. (1971). The Silent Revolution in Europe : Intergenerational Change in Post-Industrial Societies Author (s): Ronald Inglehart Source : The American Political Science Review , Dec ., 1971 , Vol . 65 , No . 4 (Dec ., 1971), pp . Published by : American Political. 65(4), 991–1017.

JIANG, B., & TIAN, L. (2018). Collaborative Consumption: Strategic and Economic Implications of Product Sharing. Management Science, 64(3), 1171–1188. https://doi.org/10.1287/mnsc.2016.2647

KHAN, J., & RUNDLE-THIELE, S. (2019). Factors explaining shared clothes consumption in China: Individual benefit or planet concern? International Journal of Nonprofit and Voluntary Sector Marketing, 24(4). https://doi.org/10.1002/nvsm.1652

KIM, Y. G., WOO, E., & NAM, J. (2018). Sharing economy perspective on an integrative framework of the NAM and TPB. International Journal of Hospitality Management, 72, 109–117. https://doi.org/10.1016/j.ijhm.2018.01.008

KOZLENKOVA, I. V, LEE, J.-Y., XIANG, D., & PALMATIER, R. W. (2021). Sharing economy: International marketing strategies. Journal of International Business Studies, 52(8), 1445–1473. https://doi.org/10.1057/s41267-020-00393-z

KREBS, D. (1975). Empathy and altruism. Journal of Personality and Social Psychology, 32(6), 1134–1146. https://doi.org/10.1037/0022-3514.32.6.1134

KUAH, A. T. H., & WANG, P. (2020). Circular economy and consumer acceptance: An exploratory study in East and Southeast Asia. Journal of Cleaner Production, 247, 119097. https://doi.org/10.1016/j.jclepro.2019.119097

KUMAR, V., LAHIRI, A., & DOGAN, O. B. (2018). A strategic framework for a profitable business model in the sharing economy. Industrial Marketing Management, 69, 147–160. https://doi.org/10.1016/j.indmarman.2017.08.021

KUPPUSWAMY, V., & BAYUS, B. L. (2017). Does my contribution to your crowdfunding project matter? Journal of Business Venturing, 32(1), 72–89. https://doi.org/10.1016/j.jbusvent.2016.10.004

LAURENTI, R., & ACUÑA, F. M. B. (2020). Exploring antecedents of behavioural intention and preferences in online peer-to-peer resource sharing: A Swedish university setting. Sustainable Production and Consumption, 21, 47–56. https://doi.org/10.1016/j.spc.2019.10.002

LEE, S. H. N., & CHOW, P.-S. (2020). Investigating consumer attitudes and intentions toward online fashion renting retailing. Journal of Retailing and Consumer Services, 52, 101892. https://doi.org/10.1016/j.jretconser.2019.101892

LI, F., PIEŃKOWSKI, D., van MOORSEL, A., & SMITH, C. (2012). A Holistic Framework for Trust in Online Transactions. International Journal of Management Reviews, 14(1), 85–103. https://doi.org/https://doi.org/10.1111/j.1468-2370.2011.00311.x

LIOBIKIENĖ, G., MANDRAVICKAITĖ, J., & BERNATONIENĖ, J. (2016). Theory of planned behavior approach to understand the green purchasing behavior in the EU: A cross-cultural study. Ecological Economics, 125, 38–46. https://doi.org/10.1016/j.ecolecon.2016.02.008

LURI MINAMI, A., RAMOS, C., & BRUSCATO BORTOLUZZO, A. (2021). Sharing economy versus collaborative consumption: What drives consumers in the new forms of exchange? Journal of Business Research, 128(February), 124–137. https://doi.org/10.1016/j.jbusres.2021.01.035

MALTERUD, K., SIERSMA, V. D., & GUASSORA, A. D. (2016). Sample Size in Qualitative Interview Studies: Guided by Information Power. Qualitative Health Research, 26(13), 1753–1760. https://doi.org/10.1177/1049732315617444

MAO, Z. (Eddie), JONES, M. F., LI, M., WEI, W., & LYU, J. (2020). Sleeping in a stranger's home: A trust formation model for Airbnb. Journal of Hospitality and Tourism Management, 42, 67–76. https://doi.org/10.1016/j.jhtm.2019.11.012

MAYASARI, I., & CHRISHARYANTO, H. (2018). Motivational Factors of Collaborative Consumption in The Era of Sharing Economy. Gadjah Mada International Journal of Business, 20(3), 23.

MITTENDORF, C. (2018). Collaborative consumption: the role of familiarity and trust among Millennials. Journal of Consumer Marketing, 35(4), 377–391. https://doi.org/10.1108/JCM-12-2016-2040

MÖHLMANN, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again: Collaborative consumption-determinants of satisfaction and the likelihood of using a sharing economy option again. Journal of Consumer Behaviour, 14(3), 193–207. https://doi.org/10.1002/cb.1512

MONT, O., PALGAN, Y. V., BRADLEY, K., & ZVOLSKA, L. (2020). A decade of the sharing economy: Concepts, users, business and governance perspectives. Journal of Cleaner Production, 269, 122215. https://doi.org/10.1016/j.jclepro.2020.122215

NIELSEN. (2014). Is Sharing the New Buying? Reputation and Trust Are Emerging As New Currencies. In Nielsen Global Share Community Report (Issue May). The Nielsen

Company. Retrieved from https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/global-share-community-report-may-2014.pdf

NUNNALLY, J. (1994). The assessment of reliability. Psychometric Theory, 3, 248–292.

OSZTOVITS, Á., KŐSZEGI, Á., NAGY, B., & DAMJANOVICS, B. (2015). Sharing or paring? Growth of the sharing economy. In PriceWaterhouseCoopers Magyarország Kft. Retrieved from https://www.pwc.com/hu/en/kiadvanyok/assets/pdf/sharing-economy-en.pdf

PAVLOU, P., & FYGENSON, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. MIS Quarterly, 30(1), 115–143.

PIFF, P. K., KRAUS, M. W., CÔTÉ, S., CHENG, B. H., & KELTNER, D. (2010). Having Less, Giving More: The Influence of Social Class on Prosocial Behavior. Journal of Personality and Social Psychology, 99(5), 771–784. https://doi.org/10.1037/a0020092

RATILLA, M., & CHOVANCOVÁ, M. (2020a). 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, November, 169–175. https://doi.org/10.5507/ff.20.24457987

RATILLA, M., & CHOVANCOVÁ, M. (2020b). Engaging Consumers in the Sharing Economy: a Proposed Empirical Study From the Perspective of an Emerging Country. In P. Ondra (Ed.), DOKBAT 2020: 16th International Bata Conference for Ph.D. Students and Young Researchers (Issue November, pp. 446–459). Tomas Bata University in Zlín. https://doi.org/10.7441/dokbat.2020.38

RATILLA, M., DEY, S., CHOVANCOVÁ, M., & RATILLA, T. (2020). Sharing economy participation : a resource provider perspective in a developing country Sharing economy participation : a resource provider perspective in a developing country. 14th International Scientific Conference INPROFORUM: Business Cycles – More than Economic Phenomena, December, 11–17. http://ocs.ef.jcu.cz/files/site/INPROFORUM 2020_ConferenceProceeding.pdf

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 and Management, 8(1). https://doi.org/10.1080/23311975.2021.1997245

RETAMAL, M. (2019). Collaborative consumption practices in Southeast Asian cities: Prospects for growth and sustainability. Journal of Cleaner Production, 222, 143–152. https://doi.org/10.1016/j.jclepro.2019.02.267

RETAMAL, M., & DOMINISH, E. (2017). The Sharing Economy in Developing Countries. Institute for Sustainable Futures at the University of Technology Sydney (UTS) for Tearfund UK. https://learn.tearfund.org/~/media/files/tilz/circular_economy/2017-tearfund-the-sharing-economy-in-developing-countries-en.pdf?la=en

ROOS, D., & HAHN, R. (2019). Understanding Collaborative Consumption: An Extension of the Theory of Planned Behavior with Value-Based Personal Norms. Journal of Business Ethics, 158(3), 679–697. https://doi.org/10.1007/s10551-017-3675-3

SARIGÖLLÜ, E., HOU, C., & ERTZ, M. (2021). Sustainable product disposal: Consumer redistributing behaviors versus hoarding and throwing away. Business Strategy and the Environment, 30(1), 340–356. https://doi.org/10.1002/bse.2624

SCHEPERS, J., & WETZELS, M. (2007). A meta-analysis of the technology acceptance model: Investigating subjective norm and moderation effects. Information & Management, 44(1), 90–103. https://doi.org/10.1016/j.im.2006.10.007

SCHREINER, N., PICK, D., & KENNING, P. (2018). To share or not to share? Explaining willingness to share in the context of social distance. Journal of Consumer Behaviour, 17(4), 366–378. https://doi.org/10.1002/cb.1717

SHAO, Z., & YIN, H. (2019). Building customers' trust in the ridesharing platform with institutional mechanisms: An empirical study in China. Internet Research, 29(5), 1040–1063. https://doi.org/10.1108/INTR-02-2018-0086

SHMUELI, G., RAY, S., VELASQUEZ ESTRADA, J. M., & CHATLA, S. B. (2016). The elephant in the room: Predictive performance of PLS models. Journal of Business Research, 69(10), 4552–4564. https://doi.org/10.1016/j.jbusres.2016.03.049

SI, H., SHI, J., TANG, D., WU, G., & LAN, J. (2020). Understanding intention and behavior toward sustainable usage of bike sharing by extending the theory of planned behavior. Resources, Conservation and Recycling, 152, 104513. https://doi.org/10.1016/j.resconrec.2019.104513

SO, K. K. F., OH, H., & MIN, S. (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. Tourism Management, 67, 224–236. https://doi.org/10.1016/j.tourman.2018.01.009

SRITE, M., & KARAHANNA, E. (2006). The Role of Espoused National Cultural Values in Technology Acceptance. MIS Quarterly, 30(3), 679–704.

SRIVISAL, N., SANORAN, K. L., & BUKKAVESA, K. (2021). National culture and saving: How collectivism, uncertainty avoidance, and future orientation play roles. Global Finance Journal, 50, 100670. https://doi.org/https://doi.org/10.1016/j.gfj.2021.100670

STOJCIC, I., KEWEN, L., & XIAOPENG, R. (2016). Does uncertainty avoidance keep charity away? comparative research between charitable behavior and 79 national cultures. Culture and Brain, 4(1), 1–20. https://doi.org/10.1007/s40167-016-0033-8

STONE, M. (1974). Cross-Validatory Choice and Assessment of Statistical Predictions. Journal of the Royal Statistical Society: Series B (Methodological), 36(2), 111–133. https://doi.org/10.1111/j.2517-6161.1974.tb00994.x

SUTANTO, J., WENNINGER, H., & DURIANA, H. (2021). Warm-glow giving, hedonism, and their influence on Muslim user engagement on loan-based crowdfunding platforms. Journal of the Association for Information Systems, 22(2), 353–382. https://doi.org/10.17705/1jais.00665

TANG, X., & ZHOU, X. (2022). Uncertainty avoidance and investment under diversification. PLOS ONE, 17(8), e0272222. https://doi.org/10.1371/journal.pone.0272222

TAYLOR, S., & TODD, P. A. (1995). Understanding Information Technology Usage: A Test of Competing Models. Information Systems Research, 6(2), 144–176. https://doi.org/10.1287/isre.6.2.144

TRAN, T. H., & FILIMONAU, V. (2020). The (de)motivation factors in choosing Airbnb amongst Vietnamese consumers. Journal of Hospitality and Tourism Management, 42, 130–140. https://doi.org/10.1016/j.jhtm.2019.10.011

TUSSYADIAH, I. P. (2015). An Exploratory Study on Drivers and Deterrents of Collaborative Consumption in Travel. In I. Tussyadiah & A. Inversini (Eds.), Information and Communication Technologies in Tourism 2015 (pp. 817–830). Springer International Publishing. https://doi.org/10.1007/978-3-319-14343-9_59

URBONAVICIUS, S., & SEZER, A. (2019). Accommodation providers' motives in sharing economy: comparison between Turkey and Lithuania. International Journal of Culture, Tourism, and Hospitality Research, 13(4), 393–409. https://doi.org/10.1108/IJCTHR-07-2018-0096

VALENTE, E., PATRUS, R., & CÓRDOVA GUIMARÃES, R. (2019). Sharing economy: becoming an Uber driver in a developing country. Revista de Gestão, 26(2), 143–160. https://doi.org/10.1108/REGE-08-2018-0088

VAN DER HEIJDEN. (2004). User Acceptance of Hedonic Information Systems. MIS Quarterly, 28(4), 695. https://doi.org/10.2307/25148660

VAN HOOFT, E. A. J., & DE JONG, M. (2009). Predicting job seeking for temporary employment using the theory of planned behaviour: The moderating role of individualism and collectivism. Journal of Occupational and Organizational Psychology, 82(2), 295–316. https://doi.org/10.1348/096317908X325322

VENKATESH, MORRIS, DAVIS, & DAVIS. (2003). User Acceptance of Information Technology: Toward a Unified View. MIS Quarterly, 27(3), 425. https://doi.org/10.2307/30036540

VENKATESH, V. (2000). Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model. Information Systems Research, 11(4), 342–365. https://doi.org/10.1287/isre.11.4.342.11872

WANG, Y., WANG, S., WANG, J., WEI, J., & WANG, C. (2020). An empirical study of consumers' intention to use ride-sharing services: using an extended technology acceptance model. Transportation, 47(1), 397–415. https://doi.org/10.1007/s11116-018-9893-4

WILHELMS, M.-P., HENKEL, S., & FALK, T. (2017). To earn is not enough: A means-end analysis to uncover peer-providers' participation motives in peer-to-peer carsharing. Technological Forecasting and Social Change, 125, 38–47. https://doi.org/10.1016/j.techfore.2017.03.030

YAN, R., ZHANG, K. Z. K., & Yu, Y. (2019). Switching from hotels to peer-to-peer accommodation: an empirical study. Information Technology & People, 32(6), 1657–1678. https://doi.org/10.1108/ITP-12-2017-0444

YANG, S., SONG, Y., CHEN, S., & XIA, X. (2017). Why are customers loyal in sharing-economy services? A relational benefits perspective. Journal of Services Marketing, 31(1), 48–62. https://doi.org/10.1108/JSM-01-2016-0042

YARAGHI, N., & RAVI, S. (2017). The Current and Future State of the Sharing Economy. Retrieved from https://www.brookings.edu/wp-content/uploads/2016/12/sharingeconomy_032017final.pdf

YE, S., YING, T., ZHOU, L., & WANG, T. (2019). Enhancing customer trust in peer-to-peer accommodation: A "soft" strategy via social presence. International Journal of Hospitality Management, 79, 1–10. https://doi.org/10.1016/j.ijhm.2018.11.017

YOO, B., DONTHU, N., & LENARTOWICZ, T. (2011). Measuring Hofstede's Five Dimensions of Cultural Values at the Individual Level: Development and Validation of. Journal of International Consumer Marketing, 193–210. https://doi.org/10.1080/08961530.2011.578059

ZHANG, Y., PHANG, C. W., GU, R., & ZHANG, C. (2019). Antecedents and role of individual sociability on participation in mobile collaborative consumption. Internet Research, 29(5), 1064–1089. https://doi.org/10.1108/INTR-03-2018-0131

LIST OF PUBLICATIONS OF THE AUTHOR

JOURNAL ARTICLES

- **RATILLA, M.,** DEY, S. K., & CHOVANCOVÁ, M. (2022). Revisiting Consumers' Intention to Use Peer-to-peer Accommodation Services: The Role of Positive Emotional Response from COVID-19 Crisis Response Communication. *Journal of Quality Assurance in Hospitality & Tourism*, 1–25. https://doi.org/10.1080/1528008X.2022.2135059
- **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
- **RATILLA, M.,** DEY, S., CHOVANCOVÁ, M., (2022). Attitude towards peer-to-peer accommodation: evidence from tourists in the Philippines. *Tourism: An International Interdisciplinary Journal*. [*Accepted 20 December 2022*]
- 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*)

BOOK CHAPTER

- **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
- **RATILLA, M.,** DEY, S., CAVITE, H., RATILLA, T., CHOVANCOVÁ, M., (2021). Sustainability and Economic Attributes of Peer-To-Peer Accommodation: A Cross Country Perception of Asian Tourists. *21st International Joint Conference Central and Eastern Europe in the Changing Business Environment* At: Prague University of Economics and Business
- 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
- **RATILLA, M.,** DEY, S., CHOVANCOVÁ, M., RATILLA., T. (2020). Sharing economy participation: a resource provider perspective in a developing country. *Proceedings of the 14th International Scientific Conference INPROFORUM Business Cycles – more than Economic Phenomena,* University of South Bohemia in České Budějovice, Faculty of Economics
- **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

AUTHOR'S CURRICULUM VITAE

Personal Information

Full name	:	Mark C. Ratilla
Permanent Address	:	Apt.22, Kilbourne St. VSU, Baybay City, Leyte, 6521-A, Philippines
Email	:	ratilla@utb.cz, mark.ratilla@vsu.edu.ph

Education and Training

- Master's in Business Management, Masaryk University, Brno, Czech Republic
- B.Sc in Agribusiness, Visayas State University, Philippines

Work Experience

- Lecturer, Visayas State University, Philippines (2017-2019)
- Consultant, Value Chain & Marketing Research, Food for the Hungry, Philippines (2017)
- Consultant, Agri-based enterprise and marketing, Center for International Studies and Cooperation, and Center for Emergency Aid and Rehabilitation – Canada (2018)
- Research Assistant, Visayas State University, Philippines (2013-2014)

Special Achievements/Awards

- Dean's Award for Excellent Master Thesis, Masaryk University, Czech Republic (2016)
- Best Paper Awardee, 25th National Research Symposium, Bureau of Agricultural Research, Philippines (2013)
- Phi Delta Outstanding Undergraduate Thesis in the Social Science, Visayas State University, Philippines (2013)
- Magna cum laude, B.Sc. in Agribusiness, Visayas State University, Philippines (2013)

Ing. Mark Ratilla, Ph.D.

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

Modelovací faktory záměru zapojit se do ekonomiky sdílení: Důkazy z méně rozvinuté země

Doctoral Thesis Summary

Published by: Tomas Bata University in Zlín,
nám. T. G. Masaryka 5555, 760 01 Zlín

Edition: published electronically
1st edition

Typesetting by: Mark Ratilla

This publication has not undergone any proofreading or editorial review.

Publication year: 2023

ISBN 978-80-7678-172-6