



## **Title page**

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## Abstract

Purpose: This main purpose of this thesis is to investigate whether there are differences in Danish and American consumers' motivation towards collaborative consumption. Based on this investigation, the main goal is to apply this new knowledge and findings to study whether companies operating within collaborative consumption should use standardization or adaptation as their marketing strategy.

Methodology: In this study Burrell and Morgan's functionalist approach has been adopted with clear definitions and analysis expressed of this approach. Furthermore, an online survey has been used to examine Danish and American consumers' motivation towards participating in six different kinds of collaborative consumption (car renting, ridesharing, object sharing, meal sharing, accommodation sharing, and skill sharing).

Findings: The findings indicate that, in some cases of collaborative consumption there are different motivations within the participation based on whether the consumers are Danish or American. Furthermore, there are also differences between the Danish and American consumers likelihood to participate depending on what kind of collaborative consumption.

Research limitation/implications: The research is limited to only include Danish and American consumers. Moreover, the sample size could have been higher to increase the reliability of the data and validity of the conclusions.

Practical implications: The findings in this study have important implications for companies operating within collaborative consumption, as they indicate difference in consumers' motivation towards participating in collaborative consumption. This suggests that companies should strongly consider whether they apply standardization or adaptation as their strategy across countries and cultures, as there are different benefits and disadvantages depending on which business they operate within.

Originality/value: This study contributes to the discussion of whether consumers across cultures have different motivation towards participating in collaborative consumption. Furthermore, this project contributes to the discussion of whether standardization or adaptation is the more suitable and beneficial marketing strategy to use for companies operating within collaborative consumption.

## Acknowledgements

This project has been very educational and we have obtained a lot of new knowledge through it. It has been a long and very exciting journey, that at times has been tough and challenging, where the help of many people has been tremendous and supportive.

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We would also like to show our appreciation to people from our network, such as some good friends, fellow students, and family members, as their help also has also been vital for this study, especially in terms of proofreading and testing the survey.

Lastly, we also greatly appreciate all respondents who have taken part in our survey, as collecting the data would have been impossible without them.

## Tabel of content

Abstract .....	3
Acknowledgements .....	4
1 Introduction.....	11
1.1 Sharing and collaborative consumption.....	12
1.2 The digital imprint on sharing.....	13
1.3 Across borders and cultures .....	14
1.4 The importance of consumers motivation .....	15
1.5 Standardization versus adaptation.....	16
1.6 Problem formulation .....	17
2 Methodology .....	19
2.1 Philosophical discussion .....	20
2.1.1 Paradigm.....	20
2.1.2 Subjective versus objective .....	21
2.2 Burrell & Morgan’s RRIF Classification .....	22
2.3 Project approach .....	24
2.4 Research Design.....	25
2.5 Quantitative data collection .....	26
Step 1 - Define survey objectives .....	26
Step 2 - Draft survey questions .....	28
Step 3 – Pilot and re-adjusting the questionnaire.....	34
Step 4 – Select respondents and the data collection method .....	35
Step 5 – Run the survey.....	35
Step 6 – Analyze the results .....	35
3 Collaborative consumption .....	37
4 National culture theory .....	43
4.1 What is national culture? .....	44
4.2 Denmark in comparison with United States.....	47
4.3 Summary.....	51
5 Consumers motivation .....	53
5.1 What is motivation? .....	54
5.1.1 The motivation process .....	54



5.1.2 Common characteristics in motivation.....	55
5.2 Intrinsic and extrinsic motivation .....	56
5.2.1 - Intrinsic motivation .....	56
5.2.2 - Extrinsic motivation.....	57
5.3 Effect on consumers.....	58
5.3.1 Effect of intrinsic vs. extrinsic motivation .....	60
5.4 Summary.....	62
6 Findings.....	65
6.1 Demographic data .....	66
6.2 Taker .....	69
6.2.1 Reliability .....	69
6.2.2 Collaborative consumption .....	70
6.2.3 - Motivation factors.....	72
6.3 Provider .....	74
6.3.1 Reliability .....	74
6.3.2 Collaborative consumption .....	75
6.3.3 Motivation factors .....	77
6.4 Barriers .....	80
6.4.1 Reliability .....	80
6.4.2 Significant difference.....	81
6.5 Summary.....	82
7 Discussion .....	84
7.1 Structure of discussion .....	85
7.2 Standardization and adaptation.....	85
7.2.1 Standardization strategy .....	86
7.2.2 Adaptation strategy.....	87
7.3 Findings in favor of standardization .....	88
7.3.1 Likelihood of participating in collaborative consumption .....	89
7.3.2 Motivation towards participating in collaborative consumption as taker .....	90
7.3.3 Motivation towards participating in collaborative consumption as provider.....	91
7.4 Findings in favor of adaptation.....	92
7.4.1 Likelihood of participating in collaborative consumption .....	93



7.4.2 Motivation towards participating in collaborative consumption..... 94

7.4.3 Trends toward significance..... 96

7.5 Standardization versus adaptation..... 97

7.5.1 The car market..... 98

7.5.2 Ridesharing ..... 99

7.5.3 The object market ..... 100

7.5.4 The accommodation market ..... 100

7.5.5 The meal market..... 100

7.5.6 Skills ..... 101

8 Conclusions..... 103

8.1 Main findings ..... 104

8.2 Limitations ..... 105

8.3 Implications ..... 106

8.4 Further research ..... 107

Bibliography..... 108

Appendix 1..... 113

Appendix 2..... 129

Appendix 3..... 131



## Appendixes

Appendix 1 – Online survey

Appendix 2 – Median SPSS output for ridesharing from the perspective of a taker

Appendix 3 – Median SPSS output for ridesharing from the perspective of a provider

## List of Figures

Figure 2.1 – The objectivist/subjectivist approach

Figure 2.2 - Burrell and Morgan RRIF typology of paradigms

Figure 2.3 - Illustrates our structure of this project (Own creation)

Figure 2.4 – Six steps of quantitative data collection

Figure 4.1 – Denmark in comparison with USA

Figure 5.1 - The motivation process

Figure 5.1 - Theory of planned behaviour

Figure 6.1 – Gender and age

Figure 6.2 – Nationality and income

Figure 6.3 – Education and residential area

Figure 6.4 – Nationality and CC taker

Figure 6.5 – Nationality and CC provider

Figure 6.6 – Nationality and motivation

Figure 6.7 – Nationality and trust/familiarity

## List of Tables

Table 2.1 - Drivers of and barriers to collaborative consumption: summary from literature

Table 2.2 - Demographic

Table 2.3 - Taker

Table 2.4 - Provider

Table 2.5 - Barriers

Table 4.1 - Hofstede six dimensions

Table 5.1 – Motivation drivers of collaborative consumption in intrinsic and extrinsic motivation

Table 6.1 - Respondents from the viewpoint of a taker

Table 6.2 - Mann-Whitney U test from the perspective of a taker

Table 6.3 – mean Ranks scores of a taker

Table 6.4 - Mann-Whitney U test on motivation factors of a taker

Table 6.5 - Respondents from the viewpoint of a Provider

Table 6.6 - Mann-Whitney U test from the perspective of a provider

Table 6.7 - mean Ranks scores of a provider

Table 6.8 - Mann-Whitney U test on motivation factors of a provider

Table 6.9 - mean Ranks scores on motivation factors of a provider

Table 6.10 - Barriers for adopting collaborative consumption

Table 6.11 - The likelihood of participate in collaborative consumption between American and Danish

Table 6.12 - The impact of motivation factors on the decision to participate in collaborative consumption between American and Danish respondents.

*Table 7.1: Overview of significant differences in likelihood to participate in collaborative consumption*

*Table 7.2: Overview of the factors where there is a statistically significant difference between the Danish and American respondents from a provider perspective*

*Table 7.3: Overview of trends towards significance between Danish and American respondents from a takers perspective in relation to what they find important*

*Table 7.4: Overview of findings in favour of the strategies*

*Table 7.5: Overview of what strategy companies should apply based on which market they operate within*

## 1 Introduction

Collaborative consumption is a growing trend worldwide and is taking place all over the world (Belk, 2013). The phenomena includes sharing of all kinds of products, activities and goods and is highly used by people to achieve better economic opportunities.

"Consume less, share better"

Herve Kampf

This phenomenon has created new ways of doing business and new markets worldwide. Companies such as Airbnb, GoMore and Uber were established with the aim of creating better opportunities for people to consume collaboratively and in a few years have achieved huge success and is transformed into huge companies operating worldwide.

As collaborative consumption companies are operating worldwide they are forced to face the challenge of cultural differences and to choose how to face them. Consumers behaviour can differ very much because of their cultural background and it is up to companies to figure out how to manage and approach consumers across borders. Keith D. Brouthers argues that businesses operating within collaborative consumption faces entirely different challenges when internationalizing compared to traditional companies (Keith D. Brouthers, 2015).

## 1.1 Sharing and collaborative consumption

Since the beginning of human life, sharing has been a normal part of human beings. People have always shared all kind of things with each other, and it has been seen as an expression of kindness and caring about fellow humans (Belk, 2013). As with most things in human life, the phenomena of sharing also has in the last decades developed further, as people has started to share not only as part of kindness but also due to economic reasons. This has been the start of new phenomena such as 'sharing economy' and 'collaborative consumption' (Belk, 2013).

There are different opinions on defining the new phenomena and regarding the meaning of them and how the contrasting opinions can be distinguished. For instance does Botsman and Rogers (2010) define collaborative consumption as "traditional sharing, bartering, lending, trading, renting, gifting and swapping", but Belk (2013) finds this definition too broad and imprecise (Belk, 2013, s. 1597). However, there is a consensus that both phenomena are based on humans sharing of different activities, goods, etc. because of the economic aspects involved (Belk, 2013). It can be argued that sharing economy as a concept covers many different kinds of sharing, including collaborative consumption. Belk (2013) argues that the difference between the concepts is clear, "the act and process of distributing what is ours to others for their use" (Belk, 2013, s. 1597) e.g. if some friends go out, and one of them buys a pitcher of beer for consumption by the group. Furthermore, he argues that it is collaborative consumption when people coordinate the acquisition and distribution of a resource for money, or other kind of compensation. For example, if you buy a pitcher of beer with a friend, and you split both the beer and payment in half, instead of each paying the inflated price of buying beer in a glass and thereby, achieve a more economically suitable price for the beer (Belk, 2013).

*"Collaborative consumption is people coordinating the acquisition and distribution of a resource for a fee or other compensation"*

*Russell Belk's definition of collaborative consumption (Belk, 2013, s. 1597)*

With the new kind of sharing and collaborative consumption has also followed new ways of doing business and new kind of businesses (Keith D. Brouthers, 2015). Instead of offering specific products, many businesses are built upon offering consumers the opportunity of creating collaborative consumption through their product/service. In other words, they focus on creating the best opportunities and make it as

easy as possible for consumers to reach other consumers willing to involve in all kinds of collaborative consumption. An example of these kind of businesses is GoMore that offers a platform where consumers easily can find other consumers that are e.g. going the same way as them and willing to split the costs of the trip. Thereby, GoMore offers a much more economical solution compared to taking a taxi.

This new sharing market developed exponentially in a short period of time and in 2010 had a market value of over 100 billion US Dollars. The car market alone, <sup>1</sup>with companies such as Uber, is in North America estimated to reach a value of 3.3 billion US Dollars during this year (Möhlmann, 2015).

## 1.2 The digital imprint on sharing

One of the biggest factors behind the development of sharing has been the evolution of the internet and digitalization. With digitalization and the internet, the opportunity of saving and sharing all kind of data and information has been made easier and more efficient for consumers. The opportunity of sharing across continents and countries was welcomed by many investors and were fundamental for the creation of many companies such as Youtube (Belk, 2013).

More specifically the birth of the new way of sharing can be found in the birth of Web 2.0 (Belk, 2013). <sup>2</sup>The old version of the internet, named Web 1.0, brought immediately value to both consumers and companies, when people started to use it (Ivang, 2008). However, the majority of individuals only used it to receive content and acted solely as consumers of the content (Krishnamurthy, 2008). In 2003, a new kind of websites started to emerge, where the users were the creators of the content on the sites (Krishnamurthy, 2008). This new kind of websites was covered by the name of Web 2.0, which "refers collectively to websites that allow users to contribute content and connect with each other" (Romano, 2011, s. 190).

Many inventors have since the emergence of the Web 2.0 used it to create worldwide companies worth of millions and even billions such as Facebook and Twitter that exclusively operate online. These were some of the first bigger internet companies that had success by creating a platform where users have to create the content. Furthermore, with the constant evolution and innovation in technology followed by the

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<sup>1</sup> Uber is a company, which offers their consumers services so they easily can make arrangements for ridesharing (Uber).

<sup>2</sup> It was in the 1990's that people could use the internet from their computer in their homes and the internet started bringing value to consumers and companies (Ivang, 2008).

iPhone and smartphones, which has given companies the opportunity of being in contact with their consumers through apps. This has made it very simple for consumers to have and to use the different services that companies provide at any moment anywhere.

However, as many companies within collaborative consumption have used the opportunities, digitalisation has given them to operate effectively worldwide and to reach consumers across the globe, they are now facing the difficulties of how to approach and meet the demands of consumers from different cultures.

### 1.3 Across borders and cultures

Humans all around the world have different cultures depending on various things like for instance their nationalism (Vrontis & Kitchen, 2005). With various cultures follows different behaviour, which creates a continued challenge for companies operating worldwide or even in a few countries, as consumers behaviour even between neighbouring countries can be very different in terms of culture and behaviour (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005).

Most sharing companies operate in various countries and constantly have to take into account all the different cultures their consumers are from.

It has been argued by many researchers (e.g. Jain 1987; Czincota & Ronkainen 1993; Assael 1998; Bullmore 2000) that the convergence that has followed with globalisation regarding income, media and technology, will lead to homogeneous consumer needs (Mooij, 2003). Moreover, Levitt argued that the consumer's needs and wants would become homogeneous because all consumers were expected to prefer standard products of high quality and low price, instead of customized products and higher priced products (Levitt, 1983).

However, many researchers (McCracken 1989; Süerdem 1993; Antonides 1998) have since argued that this assumption of rationality is unrealistic and does not consider the cultural context of consumers. Moreover, consumers often don't make purchase decisions that focus on maximizing value and can often act irrationally, which increases the importance of considering the cultural aspects when operating in more than one country (Mooij, 2003).

Ignoring the influence culture has, creates failures and declining profitability for many companies operating internationally (Mooij, 2003). Many major companies have benefited by considering local cultures and behaviour in their choice of strategy, for instance, Coca-Cola. The CEO of Coca-Cola was quoted stating that they enjoyed success through local sensitivity.

*"We kept standardizing our practices, while local sensitivity have become absolutely essential for success"*  
*CEO of Coca Cola (Mooij, 2003, s. 184).*

Another very important part of cultural behaviour is its impact on consumers motivation, as it is essential for companies to know how consumers are motivated, to be able to achieve successful outcomes in their marketing strategies (Leng & Botelho, 2010). When knowing how consumers get motivated, companies can adjust their marketing, so consumers respond positively to their marketing stimuli (Leng & Botelho, 2010).

## 1.4 The importance of consumers motivation

The motivation of consumers is very important when it comes to consumers behaviour, as it is a crucial part of consumers decision-making . Motivation is an essential part of consumers psychology and impacts their buying decisions (Kotler, Keller, Brady, Goodman, & Hansen, 2009). Due to cultural behaviour, motivation can also differ based on which culture people are exposed to.

Furthermore, it is very important for companies to know how consumers are motivated to be able to target the right segment of consumers through their marketing efforts (Leng & Botelho, 2010). Understanding what motivates consumers makes it easier for companies to adjust their marketing activities so they address consumers' needs and attract their interest in the products/services the company offers.

How motivation directly effects a consumer's behaviour and decisions will be studied later in the chapter *Consumers motivation*, were the relationship between motivation, behaviour and companies marketing stimuli will be studied among other parts of motivation.

Because of the great influence cultural behaviour and motivation have on consumers, it is crucial for companies to decide what strategy to use when approaching consumers worldwide and trying to expand

their market shares, as the decision of whether to use one or another marketing strategy can prove to be vital in terms of whether they achieve success.

## 1.5 Standardization versus adaptation

All companies operating in more than one country have to decide how to manage their internationalization process and what strategy to use, with the question whether to use standardization or adaptation in the countries they operate in being one of the most difficult decisions to make (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005). As both strategies have their different advantages and disadvantages, it makes the decision tough to make, and of critical importance regarding the company's business and opportunities in the countries, they are operating in.

The marketing mix is a concept that consists of the important elements that a company's marketing operation is based upon **Der blev angivet en ugyldig kilde.** It consists of four different factors, namely product, place, promotion and

Standardization strategy is defined as a strategy where a company chooses to use the same standardized marketing mix and marketing strategy in all markets/countries they operate within (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005). On the other hand, an adaptation strategy focuses on adjusting the marketing mix and marketing strategies towards each single market/country operating within so it meets the demands of each market (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005).

Proponents, such as Yip (Yip, 1996) and Levitt (Levitt, 1983), of standardization as an international marketing strategy believe that markets are increasingly homogeneous and global in scope and scale, and therefore, see standardization as a strategy to obtain success worldwide (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005). While those supporting adaptation as a strategy argue that adaptation is necessary to suit the unique dimensions of each different market (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005). Moreover, it is also argued that markets are influenced by macro-environmental factors such as culture, climate, laws, taxation and nationalism, and therefore, its vindicated that companies should use adaptation as their marketing strategy and adjust their tactics depending on the

market to meet the demands of each market (Vrontis & Kitchen, Entry methods and international marketing decision making: An empirical investigation, 2005).

Earlier research done by Keith D. Brouthers has shown that ibusiness<sup>3</sup> companies compared to traditional companies have to take into account different factors and face different challenges when they internationalize, because these companies use user co-creation to create content that creates value for other consumers (Keith D. Brouthers, 2015). Moreover, it has been discussed and argued by various researchers about which strategy is best suited for different companies and different markets (Boryana Dimitrova, 2010). Despite the extensive research gathered in this area the question is still up to debate and with the market of sharing continuously increasing worldwide the importance of the question has only increased.

Our aim with this study is to give a comprehensive guideline that gives a clear and exact counselling of when one strategy should be favoured over the other and opposite of companies within the collaborative consumption market. Moreover, the goal is that the guideline should consist of a detailed explanation of how the two strategies work in the international collaborative consumption markets and of the benefits and disadvantages of using them.

## 1.6 Problem formulation

Our main aim is to research if there is any connection between consumers' nationality and their motivation towards collaborative consumption. More importantly, to understand how their nationality influences their motivation for adopting collaborative consumption. The limitation of our investigation will be limited to research Danish and American consumers.

To be able to investigate this, we believe it is essential to firstly gain a greater understanding of collaborative consumption as a phenomenon. Therefore, we will focus on understanding the phenomena itself in the pre-understanding-phase of the project.

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<sup>3</sup>The expression ibusiness covers businesses that mainly operates online through the internet. The I before business stands for internet (Keith D. Brouthers, 2015).



Knowing how nationality influences consumers' motivation can help companies determine whether they should standardize or adapt their international marketing strategies in the pursuit of increased market shares. Therefore, we will use the results we gain from our research to create a guideline for companies and give them a clear picture of whether standardization or adaptation is the better strategy when operating within collaborative consumption.

**How does consumers' nationality influence their motivation for adopting collaborative consumption?**

## 2 Methodology

In this chapter we will present the methodological considerations and paradigmatic position of this project and present the basic assumptions of the researchers and the logic behind it. The starting point here is taken in defining a paradigm and its content, based on which main elements underpinning this study are explained. Hereafter the research design will be presented, where the reason for the choice and use of the selected research process will be justified. The last part presents the methods and techniques for collecting the data used for this research will be discussed.

This section gives a clear overview of the philosophy and methodological approach in order to guide the reader through the process of different methods and techniques which will be used to collect and analyze data. Hence, the point of this section is to explain the way of carrying out this research. As a starting point, this section includes different methodological parts. The first part will consist of a philosophical discussion, which will give an overview of the paradigm and the authors beliefs, assumptions and thoughts as part of the reasons why certain approaches will be used rather than others in this project. Afterwards, the second part will give a greater insight on what kind of study this is and how it will be structured. Finally, in the last methodological part, we will assess the data that we will collect and the methods we will use including why we have chosen the specific methods.

## 2.1 Philosophical discussion

The Philosophical aim in this section is to provide the reader an overview of the beliefs, thoughts and assumptions that impact our approach in this project. Firstly, we will describe the different approaches researchers use, which should help the reader to understand the different approaches and views researchers believe in (Kuada, 2012). Moreover, our own beliefs will be included to give a better understanding and clarify our own approach. Researchers have different views and foundations for their studies, those foundations give different approaches to a project (Kuada, 2012). The philosophical discussion will be based upon a discussion of the paradigm, the objective versus subjective approach and Burrell & Morgan's RRIF classification.

### 2.1.1 Paradigm

The term paradigm represent a set of different common characteristics, which present the beliefs and views of the authors. The researcher describes the paradigm waves of research in a given scientific field. Moreover, it is described as a set of common understandings of the concept, which is being investigated, and the questions that are seemed as useful to ask about the concept in question (Kuada, 2012). Furthermore, also how the approach of the author should be structured to answer the research questions and how the results should be interpreted (Kuada, 2012). As mentioned, different scholars define paradigms in terms of four sets of assumptions: ontological, epistemological, human nature and methodological assumptions (Kuada, 2012).

The first term **ontology** is used by scholars to describe what we seek to know. Ontology asks the question of how the authors sees the world and believes to be reality (Kuada, 2012). Some scholars believe that the social world is real and external to all human beings, therefore, imposes itself her or his consciousness. While other scholars include that every individual creates his or her own social world (Kuada, 2012).

**Epistemology** is a term that describes "how we know what we know" or what we conceive as truth. The scholars describe it as the nature of knowledge and the means of knowing. While some scholars believe that it is possible (as external observations) to know the truth about the specific social world. Other scholars hold the believe that the best way to understand the social world is "by occupying the frame of reference of the individual actor whom we seek to research" (Kuada, 2012, s. 36).

**Human nature** is a term that relates to how researchers see the relationship between human beings and their environment (researchers view of human nature). The question in human nature is “whether the researcher sees the social environment as outside the individual or whether the individual and the environment co-determine each other” (Kuada, 2012, s. 36).

**Methodology** is the last of the four terms and focus on how the authors gain knowledge through the study, including all methods and techniques that are used to collect data and gain knowledge (Kuada, 2012). Furthermore, methodology also focus on why the authors use the specific methods and techniques. It also contains research design (Kuada, 2012).

### 2.1.2 Subjective versus objective

Burrell and Morgan (1979) presentation of objective and subjective approaches will be used to clarify our approach in this project. Burrell and Morgan’s figure below shows two kind of dimensions, the objective and subjective approach based on ‘paradigms’ (Kuada, 2012). They have divided the different approaches in eight approaches, where four of them are subjective and four are objective. The reason behind dividing approaches in eight different is to clarify the believes, thoughts and assumptions of the authors based on the level of subjectivity and objectivity in the specific study.

Dimensions	The Objectivist Approach	The Subjectivist Approach
Ontology	Realism	Nominalism
Epistemology	Positivism	Anti-positivism
Human Nature	Determinism	Voluntarism
Methodology	Nomothetic	Idiographic

Figure 2.1 - Source: (Kuada, 2010)

We will in this study have an objective approach in our pursuit of reaching as good a quality level as possible. The decision to use an objective approach is based upon our research question and the topic we will investigate. As we will study how nationality effects consumers motivation to participate in

collaborative consumption, we find it important to be as objective as possible, as the study will reach out to many people across cultures and multinational companies operating worldwide. Using an objective approach means that we will act in a realistic, positivistic, deterministic and nomothetic approach (Kuada, 2012).

The objective approach consists of **Realism**, which is scaled under ontology, that refers to the social world as real and external to the individual cognition. This reflects that we believe the social world is real and people have to adjust to the social world (Kuada, 2012).

In terms of epistemology, our objective approach, means we act within **positivism**. This approach is based upon the believe that the authors can be external observers and thereby, understand relationships in the social world and predict the social world (Kuada, 2012). This approach helps us understand how peoples motivation is influenced by their nationality in relation to specific cases of collaborative consumption.

**Determinism** explains how the human nature is '*completely determined by the situation or environment in which he is located*' (Burrell & Morgan, 1979, p. 6). Furthermore, *determinism* is based upon the believe that the environment or situation in which humans may find themselves, do create the foundation for what acting and activities they may choose to do (Kuada, 2010).

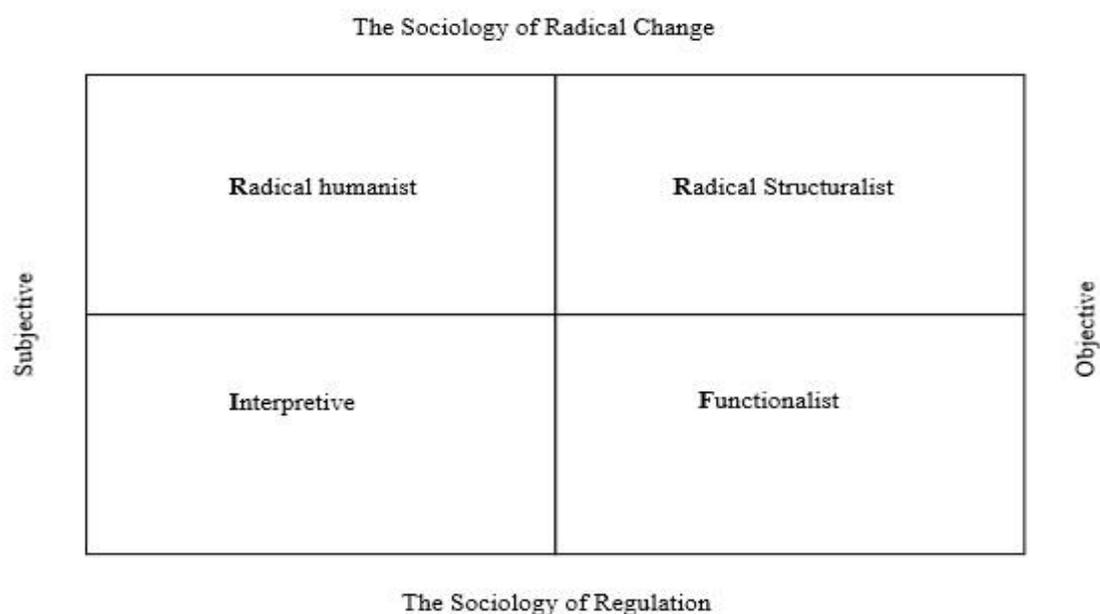
The last approach is the nomothetic, which refers to the methodology part of the study. This approach is related to a systematic protocol when collecting knowledge and data, through different techniques and methods. This is important for this study, as we will investigate a broader section of factors attempt to gain as much knowledge as possible about the topics. Furthermore, the nomothetic approach refers to the importance of investigating on a broader scale to understand the bigger picture of the circumstances worldwide (Kuada, 2012).

## 2.2 Burrell & Morgan's RRIF Classification

Burrell and Morgan argue that the RRIF typology of paradigms gives a better overview and more precise approach and are considered to be more important than other views of social reality (Kuada, 2012). Based on this, and the fact, that we find the RRIF classification very clarifying, we will use it to give an better overview of our approach in this study.

Before deciding to use Burrell and Morgan's classification, we also considered Arbnor and Bjerke's three methodological approaches (analytical, systematic and actor approach) (Arbnor & Bjerke, 2009). The reason behind our decision to use Burrell and Morgan's classification instead, is that we find place for misunderstandings in Arbnor and Bjerke's three approaches, as they overlap each other's. On the other hand, the classification by Burrell and Morgan has clear separation between their approaches. Furthermore, research shows that Burrell and Morgan's classification have been very influential in studies (Kuada, 2012).

Figure 2.2 - Burrell and Morgan RRIF typology of paradigms



The RRIF classification figure illustrates the four approaches, namely the functionalist, interpretive, radical humanist and the radical structuralist (Kuada, 2012). The radical humanist and the interpretive approaches are placed as subjective approaches. While the last two paradigms are positioned as objective approaches. The **Functionalist** paradigm is based on objectivity and order. The functionalist researcher believes that society has a real, concrete existence and operates through a systematic view (Kuada, 2012). Moreover, the assumption of this approach is that "society has a real existence and a systematic character and is directed toward the production of order and regulation" (Kuada, 2012).

The **interpretive** paradigm is referred to be highly subjective and with the scholars using this approach believing in the social regulation and that there does not exist organizations in any real form (Kuada, 2012).

Furthermore, this paradigm is limited to subjective and qualitative data, mostly based on individuals' consciousness (Kuada, 2012).

The *radical humanist* paradigm is a subjective-radical approach, with a similar assumption as the interpretive paradigm, that reality is socially constructed (Kuada, 2012). Researchers adopting this paradigm believe that the external institutionalized world together with the individuals' worldviews changes social dynamics.

The *radical structuralist* paradigm on the other hand utilizes an objective approach. This approach sees structural conflicts within society and shares some similar views as the radical humanist as they both see reality as socially constructed. Where the radical structuralist also sees conflicts generate constant changes through political and economic crises (Kuada, 2010).

## 2.3 Project approach

After clarifying paradigms above it is time for us to choose which paradigm we will adopt in this study. Every author has their own thoughts and assumptions related to the topic under examination. Based on our assumptions and beliefs, we find the functionalist approach as the most suited for this study and therefore, chose to work from a functionalist approach.

The functionalist approach is popular in regard to social science research and we believe adopting it to this project will create value. The view presents very well how business economic organizations make adaptive structural changes in order to align themselves with their operational environment (Kuada, 2010). Moreover, the functionalist typology also fits this project very well, as we believe within the typology is that society is structured so it can affect most people at the same time.

Furthermore, the objective view in the approach is one of the main reasons of our decision to use this approach. As stated, it is important for companies to aim at many at the same time, which means less focus on individuals and their thoughts and feelings, but more on the outcome when reaching out to too many at once.

Through an objective approach we will try to give a precise answer on whether nationality effects consumers motivation for adopting collaborative consumption. In which it is important to have an approach where we look at many people at once, and not focus on the individuals.

## 2.4 Research Design

After discussing the methodology view of this project, we will in this sub-chapter present the research design. The research design contains three different main phases, with all phases connected. The phases are named pre-understanding, understanding and post-understanding. The research design gives a great overview of how the project is going to be executed.

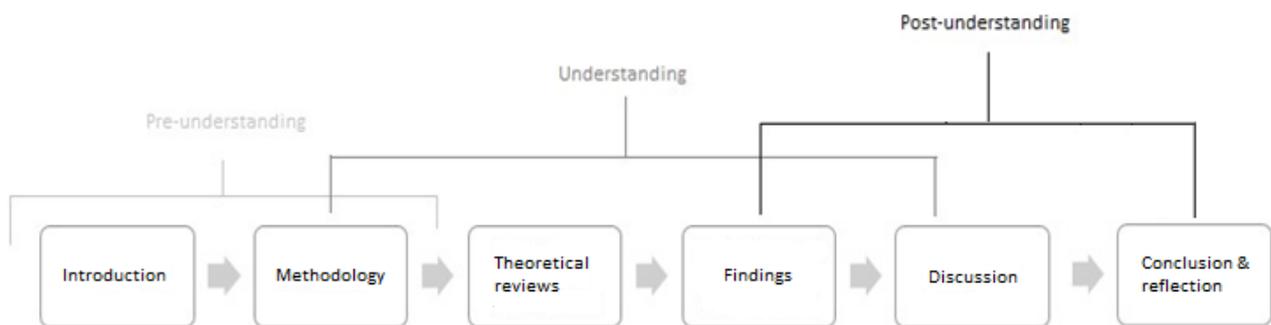


Figure 2.3: Illustrates our structure of this project (Own creation)

### **Pre-understanding**

The first phase is the pre-understanding, where we will examine the literature of collaborative consumption to gain some knowledge and better understanding of collaborative consumption itself, and furthermore, how people's participation in collaborative consumption can be affected by national culture and motivation.

### **Understanding**

The second phase is understanding where we build upon the new knowledge obtained in the pre-understanding. In this phase the authors will gain more knowledge and information in regard to the topic in question, by investigating further. In this study we will gain knowledge and information in this phase both through former studies done by other authors and by collecting data ourselves through a survey. Firstly, we will attempt to get a greater understanding of collaborative consumption, national culture and motivation through literature reviews, and secondly, we will obtain data about how nationality effects consumers motivation for adopting collaborative consumption by collecting our own data.

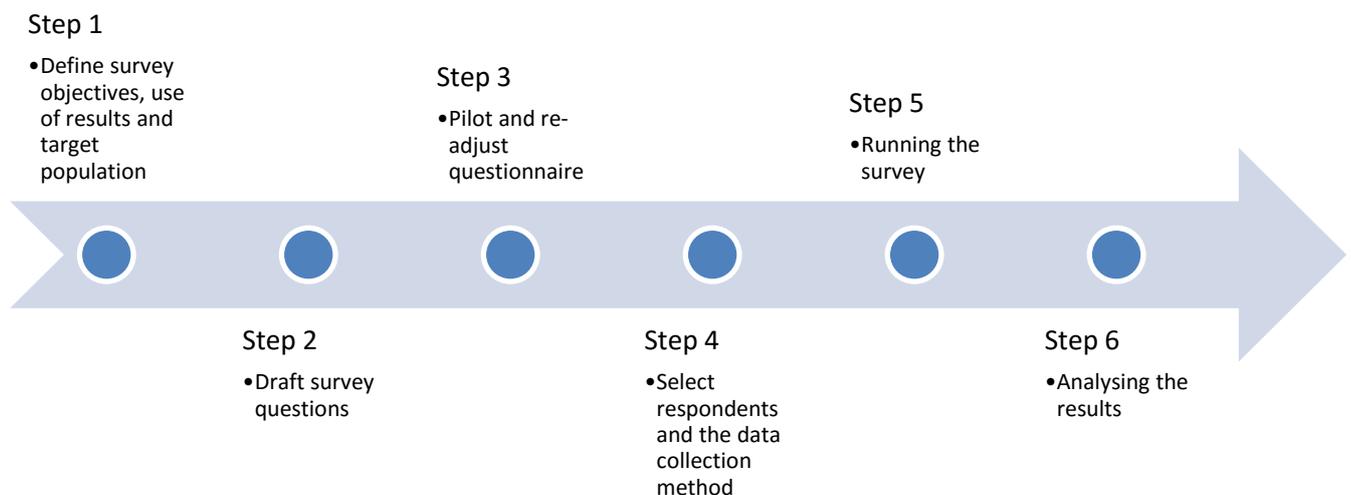
### **Post understanding**

The last phase in the research design is the post understanding, where we will use all the knowledge obtained through the project to discuss the findings in regard to our research question. In this phase we will based on the information and data collected also answer our research question and furthermore, based on the findings come up with recommendations for global companies in the business of collaborative consumption.

## **2.5 Quantitative data collection**

A good methodological understanding will improve the quality of the results and keep the research protected from potential pitfalls. This subchapter will take a closer look at the quantitative data collection and explain step-by-step how to define, construct and analyze the data from this data collecting method. Firstly a figure to visualize the six steps we need to work through to reach the end and have useful data we can analyze and conclude on.

Figure 2.4 (OECD, 2012)



### **Step 1 - Define survey objectives**

Step one is defining the survey objectives and target groups. In the development of a survey it is important to have clear objectives. What insight is important to gain from this survey and what can we learn from it. The objective of this survey is to answer our research question. Gain valid data on which we can make a

conclusion. We will conduct descriptive research to seek insight in the likelihood of collaborative consumption and how motivation factors affect Danish and American consumers' decision process.

The null hypothesis we want to test is that the two nationalities, Danish and American consumers, are the same. The alternative hypothesis we want to prove or disprove is that there is a statistical significant change between them. Gaining this insight will be an important step for companies' operation within collaborative consumption. Knowing the thought process of the consumers will help determine their marketing strategies across borders.

Another aspect to consider is whether a quantitative collection method is the right tool to use to achieve the defined object above. A quantitative survey will provide a precise, quantitative, numerical data from the selected sample size that will point to the population distribution. The data is collected at arm's length, independent of the researcher to increase reliability. We will get useful data from a large number of people. The data is provided in digital form to be analyzed in statistical software, such as SPSS, with the possibility to run the necessary statistical test to prove or disprove the hypothesis of the research.

Next is the definition of our target group, who are the respondents that we want to hear from? We have chosen to limit ourselves to two nationalities and compare those two. The choice was limited to American and Danish consumers. The Danish consumers were chosen due to the researchers being the same nationality and having a comprehensive knowledge of the country and the behavior of its consumers. Another aspect that affected was the convenience of having close access to the consumer, having the opportunity to have close interaction to them and adjust research elements if necessary.

The American consumer is chosen due to the connection collaborative consumption have with the American marketplace. In the beginning of this project, when looking for nationalities, the exploratory research of different sources had the majority of articles and sources coming back to American companies and studies done with American consumers. Discussion of the subject with people in our network also drew the conversation to American companies and surveys. Another aspect is the close relationship Denmark has with USA, both western countries with many similarities in products, goods and services, but still also many differences in their individual cultures. This could affect them one way or another regarding the research question. The national culture differences between the two countries will be explored in a later chapter.

## Step 2 - Draft survey questions

Step two is dedicated to identifying key issues, transforming those into questions and answers categories, structure the questionnaire to maximize response rate but still gain the data required to obtain the survey objectives.

To find the relevant motivation factors to measure the two nationalities, we had to review relevant sources relating to collaborative consumption. In our review of the subject matter we found another researcher looking into the same subject matter. In her published article (Tussyadiah & Pesonen, 2016) she listed a review of motivation drivers and barriers to collaborative consumption from published literature. This verification from a long list of published researcher gave us a path to work along. In table 2.1 we have listed each of the motivation drivers and barriers researched before that have been concluded to have a meaningful influence on the choice of adopting collaborative consumption. This was the basis in structuring our questionnaire, finding out how American and Danish consumers are affected by these motivation drivers when potentially adopting collaborative consumption.

Table 2.1 - Drivers of and barriers to collaborative consumption: summary from literature

Factors	Definition	Literature
<b>Drivers:</b>		
<ul style="list-style-type: none"> <li><b>Enjoyment</b></li> </ul>	Participation in collaborative consumption is enjoyable  Ease of use and good amount of information provided in the system	(Hamari, Sjöklint, & Ukkonen, 2015), (Zekanović-Korona & Grzunov, 2014)
<ul style="list-style-type: none"> <li><b>Social Benefits</b></li> </ul>	Collaborative consumption offers opportunities to create and maintain social connections and sense of community	(Albinsson & Perera, 2012), (Botsman & Rogers, 2011), (Guttentag, 2015), (Owyang J. , 2013)
<ul style="list-style-type: none"> <li><b>Economic Benefits</b></li> </ul>	Collaborative consumption offers more value with less cost	(Botsman & Rogers, 2011), (Gansky, 2010), (Guttentag, 2015), (Lamberton & Rose, 2012), (Sacks, 2011)

<ul style="list-style-type: none"> <li>• <b>Sustainability</b></li> </ul>	<p>Collaborative consumption reduces the development of new products and the consumption of raw materials.</p> <p>Collaborative consumption supports local residents and local economy</p>	<p>(Botsman &amp; Rogers, 2011), (Luchs, et al., 2011)</p>
<b>Barriers:</b>		
<ul style="list-style-type: none"> <li>• <b>Trust</b></li> </ul>	<p>Lack of interpersonal trust (guests–hosts), lack of trust toward technology, lack of trust toward the company</p>	<p>(Botsman &amp; Rogers, 2011), (Guttentag, 2015), (Keymolen, 2013), (Olson, 2013)</p>
<ul style="list-style-type: none"> <li>• <b>Value</b></li> </ul>	<p>Concerns of receiving bad quality products and services and that the value from collaborative consumption is not worth the effort. Lack of cost savings</p>	<p>(Buczynski, 2013), (Hennig-Thurau, Henning, &amp; Sattler, 2007), (Olson, 2013)</p>
<ul style="list-style-type: none"> <li>• <b>Familiarity</b></li> </ul>	<p>Participation in collaborative consumption requires mastering complex technology platforms</p>	<p>(Chong, Ooi, &amp; Sohal, 2009), (Park, Suh, &amp; Lee, 2004)</p>

Collaborative consumption consists of a wide range of exchange mode: sharing, lending, trading, gifting, renting, and buying of goods and services through different platforms either online or offline communities. The six aspects (car renting, ridesharing, object sharing, meal sharing, accommodation sharing, and skill sharing) of collaborative consumption that are chosen in our research, represent a broad range of existing collaborative consumption companies and platforms around the world, and what is available to the consumer in the marketplace.

In USA: Car renting (Turo), ridesharing (Uber), object sharing (NeighborGoods), meal sharing (BonAppetour), accommodation sharing (Airbnb), and skill sharing (Skillshare)

In Denmark: Car renting (GoMore), ridesharing (Uber), object sharing (jepti), meal sharing (BonAppetour), accommodation sharing (Airbnb), and skill sharing (Skillshare)

The main challenge is to structure the concepts while at the same time structure the survey in a compact, easy way to understand, informational and still get a valid result from the respondents. Hence not all

collaborative consumption aspects are represented in our survey. Only those six that represent a major part of the sector, those that are more recognizable and widely available to the consumer.

## Questionnaire

The survey is divided into four parts<sup>4</sup>. Particularly part 2 (taker) and part 3 (provider) is important and speaks directly about the respondents attitude towards our research question. Part 1 asks about the respondents demographic characteristics. Part 2 examines the likelihood of adopting collaborative consumption and the motivation driver that affects the decision from the perspective of a taker. Part 3 examines the likelihood of adopting collaborative consumption and the motivation driver that affects the decision from the perspective of a provider. Part 4 examines how certain barriers could affect the choice of respondents when buying and renting goods and services from other private individuals.

The answer categories in the questionnaire for likelihood of collaborative consumption in part 3 (taker) and part 4 (provider) is listed on a five point likert scale (Very unlikely / Unlikely / Neutral / Likely / Very likely). Furthermore the answer categories for motivation drivers also in part 3 and 4 is listed on a five point likert scale (Not Important / Slightly Important / Moderately Important / Important / Very Important).

The choice of 5 point likert scale compared to 7 or even 4, 6 and 11 points, is based on previous research on the validity and reliability of each scale. The findings of (Leung, 2011):

*There is no major difference in internal structure in terms of means, standard deviations, item–item correlations, item–total correlations, Cronbach’s alpha, or factor loadings. Findings indicate that having more scale points seems to reduce skewness, and the 11-point scale, ranging from 0 to 10, has the smallest kurtosis and is closest to normal (Leung, 2011, p. 412).*

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<sup>4</sup> See appendix 1 for full questionnaire



The research suggest that an 11-point is the optimal scale to reduce all variables, but after pilot testing the survey, the responds was that a 5-point would give them a more clear picture of what to answer and overall a more clean survey with less confusion. Due to this feedback and the close to no difference between the likert scales, the choice fell naturally on a 5-point scale for our survey.

## Part 1 - Demographic

Questions	Variables	Scale	Categories
1	Gender	Nominal	Male / Female
2	Age	Survey: Scale Findings: Ordinal	Open text in survey
3	Nationality	Nominal	American / Danish / Another country
4	Income	Ordinal	No information / less than 1000 / 1000-1999 / 2000-2999 / 3000-3999 / 4000-4999 / 5000-5999 / 6000-6999 / 7000 - or more
6	Education	Ordinal	Less than High School / High School/GED / Trade-level Education / College Degree / Master's Degree / Doctoral Degree / Other
7	Residential area	Nominal	Urban / Suburban / Rural

Table 2.2 - Demographic

## Part 2 - Taker

Questions	Variables	Scale	Categories
8_1	Car renting	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
8_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
9_1	Ridesharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
9_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
10_1	Object sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
10_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
11_1	Meal sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
11_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important

12_1	Accommodation sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
12_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
13_1	Skill sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
13_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important

Table 2.3 - Taker

### Part 3 - Provider

Questions	Variables	Scale	Categories
14_1	Car renting	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
14_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
15_1	Ridesharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
15_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
16_1	Object sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
16_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
17_1	Meal sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
17_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
18_1	Accommodation sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
18_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
19_1	Skill sharing	Ordinal	Very unlikely / Unlikely / Neutral / Likely / Very likely
19_2	Motivation driver	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important

Table 2.4 - Provider

## Part 4 - Barriers

Questions	Variables	Scale	Categories
20	Trust (four subquestions: safety, privacy, trust in provider, and trust with platform)	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
21	Value (two subquestions: quality and economic benefits)	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important
22	Familiarity (three subquestions: information, familiarity, and information)	Ordinal	Not Important / Slightly Important / Moderately Important / Important / Very Important

Table 2.5 - Barriers

### Step 3 – Pilot and re-adjusting the questionnaire

To minimize the weaknesses of the survey, it is essential to test the survey on a small group of people to identify possible weaknesses and misunderstandings with the survey design and questions. Testing the survey will allow us to gain insight into how respondents most likely would interpret and react to the survey. Even a small effort like pilot testing can have huge impact on the research and potentially increases the reliability of the survey (OECD, 2012).

In our research a small group of people from the target population received the survey and were able to think aloud of each aspect of the design and questions, while we could take notes and ask follow up question for potential corrections. Following the feedback from the pilot testing, the survey design was made more intuitive, more description was added to clarify, a few questions were rewritten for clarification and understanding, and the likert scale was changed to a 5-point scale. Additionally the description of the likert scale was changed for clarification, from only having description at the ends (very unlikely / 2 / 3 / 4 / very likely) to having a complete description for each of the answer categories (very unlikely / unlikely / neutral / likely / very likely).

#### **Step 4 – Select respondents and the data collection method**

When the survey is finalized with the feedback of the pilot testing, it is time to select the respondents and collection methods for our research. The respondents we are looking for are normal consumers from the two nations, USA and Denmark. The survey is designed to measure both people who have used collaborative consumption before and people who have not used it before. Both nationalities are part of the research.

The collection method is an online survey. The benefits are the low cost of implementing it, the efficiency, the output of excel file, and the access to a wide segment of consumers. The disadvantages are that online surveys are extremely popular in all different studies. This has led to survey blindness and nonresponse bias can be a problem (OECD, 2012). Our survey takes 10 minutes to complete; this could have increased the nonresponse bias in our research.

In our research the survey was distributed to regular consumers through social media (Facebook). To maximize the response rate the survey was posted multiple times in groups (USA and Denmark) dedicated to regular consumer interests (car, food, interior design and so on) to get the answers of regular consumers for both nationalities. This decision was made to target as many consumers as we could hit, while still keeping the validity of the data in our research.

#### **Step 5 – Run the survey**

The survey was distributed on multiple groups within Facebook, as mentioned in the step four above. The survey was posted multiple times to get more respondents and give the non-respondents a chance to see and answer the survey if they overlooked it the first time it was posted. The survey was distributed by the researchers themselves which meant we could answer any question and comment respondents had directly to that specific respondent.

#### **Step 6 – Analyze the results**

This step analyses all the survey respondents. The results are broken into graphs and tables and explained through statistical test what the data shows and what we can conclude from the data (OECD, 2012).



The result of our survey is 101 American respondents who completed the survey and 103 Danish respondents who completed the survey. Both samples sizes could have been bigger to get a higher validity of the results, but it will be sufficient to get an indication of the general feelings of the American and Danish population.

All the findings will be precedent and analyzed in the findings chapter.

### 3 Collaborative consumption

In the following chapter the reader will be introduced to the concept of “collaborative consumption”. The concept isn’t new but has received a lot of new attention with the emergence of the web 2.0. We will discuss what other researchers have said about the concept and give a clear picture of the concept.

The purpose of this part is to integrate the concept of collaborative consumption into the overall framework of the project. To explain the different aspects of collaborative consumption and what the concept can mean for consumers.

In this chapter, we will examine the term of “collaborative consumption”. Who originally used the term to define a specific action or act? How this term has been defined through the years and is used today to define a specific action and the decision by the consumers in the marketplace.

(Felson & Spaeth, 1978) define the term “collaborative consumption” in their article from 1978, and were one of the first researchers to define this new concept: *“for example, drinking beer with friends, eating meals with relatives, driving to visit someone or using a washing machine for family laundry are acts of collaborative consumption”* (Felson & Spaeth, 1978, p. 614). Although due to this pre-internet marketplace, the definition has significant differences to other definitions in the post-internet marketplace.

The development and expansion of the Internet into a global marketplace have made researchers in the field to change their definitions of “collaborative consumption”. The emergence of the web 2.0 gave the consumers access instead of ownership. (Botsman R. , 2013) defines “collaborative consumption” as:

*“An economic model based on sharing, swapping, trading, or renting products and services, enabling access over ownership.”* (Botsman R. , 2013, p. 4 (slide))

In a similar manner, (Lamberton & Rose, 2012) define “collaborative consumption” as: *“systems that provide customers with the opportunity to enjoy product benefits without ownership.”* (Lamberton & Rose, 2012, p. 109)

When looking at the literature and the research area, the researchers’ tents not agree to a specific definition of the term “collaborative consumption.” The reasoning behind this dispute has many reasons; one element can be explained by the newness of the term and the continued research done in the area. Another factor is the collaborative platform, on which the consumption is done for an enormous and diverse range of services and products, both of which can be with or without commercial intermediaries, and differ in their range of reciprocity (McArthur, 2015).

Elements within “collaborative consumption” can function in many different ways. One aspect is one-way traffic which including Freecycle<sup>5</sup> and open source software. Another aspect will operate on a shared basis, such as clothing exchange, ridesharing, and shared skills for money or in exchange of goods and so on. The differences within collaborative consumption make a clear defined concept difficult, each aspect have different goal mutuality, profit or not, and the different type of goods and services only add to the problem of a clear definition (McArthur, 2015).

(Bardhi & Eckhardt, 2012) in their article came up with six different variables to sort through “*the range of access-based consumptionscapes*” the six variables their found where: “*namely, temporality, anonymity, market mediation, consumer involvement, the type of accessed object, and political consumerism.*” (Bardhi & Eckhardt, 2012, p. 881)

(Lamberton & Rose, 2012) In their research and paper used another method to distinguish between sharing methods. Based on the research done from the public goods literature, a framework could be used to classify sharing schemes on their rivalry and exclusivity (Lamberton & Rose, 2012, p. 110).

1. The “rivalry” variable refers to “the degree to which use of the product by one consumer subtracts from the availability of the product to other consumers,” (Lamberton & Rose, 2012, p. 110)

Examples of rivalry can be seen many places in the marketplace; one can be the sharing of cars. With companies like Uber, the use, and occupied cars removes the availability of the product from the other consumer looking for ridesharing.

When looking at the collaborative consumption on the service side, we can see just as many examples of companies who based their services on a “rivalry.” Companies like TaskRabbit or Airtasker provide a digital platform for people to share their skills to a demand for varies chores. Like cleaning, shopping and delivery, a handyman for help around the house, moving help and so on.

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<sup>5</sup> Freecycle is a nonprofit organization that provides a worldwide online registry, organizing the creation of local groups and forums for individuals and nonprofits to offer (and receive) free items for reuse or recycling **Der blev angivet en ugyldig kilde..**

2. The “exclusivity” variable is defined as “degree to which access to the product can be controlled and restricted to a group of consumers according to some criteria.” (Lamberton & Rose, 2012, p. 110)

Examples of exclusivity can be seen in many of the new companies, who has started as and symptom of web 2.0. Businesses that provide an online platform for content creators to meet potential consumers, “crowd funding” websites like Kickstarter and Indiegogo or peer-peer lending platform with companies like Zopa. Both examples set up some criteria for the consumer, the must fulfill before being consider as a potential consumer.

Technology plays an increasing important part in the growth of collaborative consumption. Consumers adapt their behavior to new platforms and social media when participating in collaborative consumption (Bart & Anstead, 2013). “We can already see a trend where people are using social networks and other webs platforms to trade, swap, rent or barter goods, skills, services or other things consider collaborative consumption” (Bart & Anstead, 2013, s. 8).

Bart & Anstead (2013) believe that collaborative consumption is often carried out by social media, and the rise of collaborative consumption has been made by the internet, social networks, mobile devices and location-based GPS services, enabling the ready exchange of data concerning location, availability, price, access and so on (Bart & Anstead, 2013). Moreover, researchers argue that collaborative consumption is discussed as being fueled of new startups as well (Bart & Anstead, 2013).

According to Botsman (2011) that level of social media, network technologies and mainly mobile technologies are seen as the important factors for the infrastructure towards collaborative consumption and is necessary condition for the success of collaborative consumption.

Navarro (2010) is cited in his paper with: *“that social media like Facebook lend momentum to collaborative consumption as people join forces to trade, share or negotiate better deals form retailers”* (Navarro, 2010, p. 22).

(Hickman, 2011) Believe that the technological landscape has nothing do, with people consuming collaborative consumption; he believes that economics and the environment factors have everything to with it.

Technology has for the most part enabled collaborative consumption (Bart & Anstead, 2013). However, (Wortham, 2010, p. 1) describes collaborative consumption” *throwback to the good old days when people actually spent time socializing at local markets*” Moreover, Wortham (2010) explains that sharing is an old concepts and the traditions for sharing have been in world for many years (Bart & Anstead, 2013). Collaborative consumption is an old concept, which has been innovated through technology (Bart & Anstead, 2013).

Dupui & Rainwater (2015) argues that collaborative consumption contributes equality in the growth of establish and new companies. Many types of collaborative consumption companies have taken on the peer-to-peer model (DuPui & Rainwater, 2015). In the USA the majority (55 %) of the cities indicate that they have seen some growth in the collaborative economy (DuPui & Rainwater, 2015). The researchers also indicate the 16 % is growing rapidly (DuPui & Rainwater, 2015). More and more different types of collaborative businesses are entering the market in USA (DuPui & Rainwater, 2015).

According to Olson (2013) especially the younger demographics find collaborative consumption appealing, 32 % of Gen X and 24 % of Millennials, in contrast to 15 % of Baby Boomer. Her research indicates that consumers with higher income levels are more likely to participate in collaborative consumption (Olson, 2013).

Tussyadiah (2015) contributes the growing interest in collaborative consumption to a couple of factors including the three main important drivers: societal (e.g., increasing population density, drive for sustainability, desire for community, etc.), economic (e.g., monetize excess inventory, increase financial flexibility, etc.), and technology (e.g., social networking, mobile devices, and payment system) (Tussyadiah P. L., 2015).



Owyang (2013) argues several challenges towards the collaborative consumption concept, including the perceived trouble of existing regulation, he explains the of lack of trust between peer-to-peer users, lack of reputation and standard, opposition from existing businesses, and the uncertainty over the collaborative business models. Furthermore, Olson (2013) suggests trust is the main cited barrier to collaborative consumption, which includes the basic mistrust among strangers and concerns for privacy. (Owyang J. , 2013)

## 4 National culture theory

In the following review the reader will be introduced to the theoretical overview of national Culture. First of all, Geert Hofstede's six dimensions of national culture will be discussed and defined. Additionally, in order to illustrate the difference between Denmark versus USA national culture, there will be a discussion that compares those mentioned countries and try to indicate if there is any significant difference between them.

## 4.1 What is national culture?

Culture can be defined in many different ways. One way to describe it is that culture is a *set of shared values, assumptions and beliefs that are learnt through membership in a group, and that influence the attitudes and behaviors of group members* (Botelho & Leng, 2010). Botelho & Leng (2010) includes three main key aspects: First, culture can be understood as a group phenomenon that separates people of one group from another.

The second aspect, explains that culture is not gained by birth but rather developed through experience of life (Kovačić, 2005). Culture is developed by learning of shared values, assumptions and beliefs occurs through family, teachers, officials, experiences, and society-at-large (Laitinen & Suvas, 2016).

However, culture can be addressed from other perspectives, cultures exist at many different levels, including organizational functions or business units, occupational groups, organizations, industries, geographical regions, and nations (Reiche & Ghemawat, 2011). The aim of this theoretical review of national culture is to define national culture and to note focuses in particular on national culture and the role of cultural differences between USA and Denmark.

According to Geert Hofstede (1981) he explains that culture is a process of “collective programming of the mind”. The collective programming talks about what is considered acceptable or attractive behavior. In other words, cultural values provide how one person can behave over toward another.

Hofstede's (1991) collective programming is a system the collectively held values. He explains that in the center is a system of societal norms, consisting of the value systems (the mental programs) shared by most of the population” According to Hofstede (1981) culture is a collective phenomenon” which “is learned, not inherited”. Hofstede also explains about his famous cultural dimensions and represent independent preferences for one state of affairs over another that distinguishes countries (rather than individuals) from each other. The country scores on the dimensions are relative, as we are all human and simultaneously we are all unique. In other words, culture can be only used meaningfully by comparison. According to Soares A. & Aviv (2006).

Hofstede's six dimensions have been used in many cases such as to compare cultures, to support hypothesis, and as a theoretical framework for comparing cultures even if, in some cases, the actual scores are not used and the dimensions are measured with new or adopted instruments (Lu et al., 1999). This national theoretical framework has confirmed relevance for this paper of these cultural dimensions for international marketing and consumer behavior (Soares a & Aviv, 2006). The model consists of the following dimensions.

- **Power distance**
- **Individualism**
- **Masculinity versus Femininity**
- **Uncertainty Avoidance**
- **Long Term Orientation versus Short Term Normative Orientation (LTO)**
- **Indulgence versus Restraint (IND)**

#### **Power distance**

This first dimension, power distance explains the degree to which level the less powerful members of a society accept and expect that power to be unequal (Soares a & Aviv, 2006). The important question in this dimension here is how a society handles inequalities among people. According to Mooija & Hofstede (2002), in cultures with a large power distance, everybody has his/her rightful place in society, there is respect for old age, and status is important to show power. In cultures with small power distance, people try to look younger than they are and powerful people try to look less powerful. (Soares a & Aviv, 2006).

#### **Individualism**

The second dimension is called individualism and can be defined as a preference for a loosely-knit social framework in which individuals are expected to take care of only themselves and their immediate families (Soares a & Aviv, 2006). According to Hofstede (1991) In collectivist cultures, people belong to groups that look after them in exchange for loyalty (Laitinen & Suvas, 2016). In individualist cultures, the identity is in the person; in collectivist cultures, identity is based in the social network to which one belongs. In individualist cultures there is more explicit, verbal communication; in collectivist cultures communication is more implicit. (Hofstede) A society's position on this dimension is reflected in whether peoples self-image is defined in terms of "I" or "we." (Hofstede)

### **Masculinity versus Femininity**

The Masculinity side of this dimension can be described in society such as achievement, heroism, assertiveness and material rewards for success. Society at large is more competitive. Its opposite side, femininity stands for a preference for cooperation, modesty, caring for the weak and quality of life (Hofstede). Society at large is more consensus-oriented. In the business context Masculinity versus Femininity is sometimes also related to as "tough versus tender" cultures (Soares a & Aviv, 2006).

### **Uncertainty Avoidance**

The Uncertainty Avoidance dimension explains the degree to which the members of a society feel uncomfortable with uncertainty and ambiguity (Hofstede). The essential issue here is how a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? Countries with strong UAI maintain rigid codes of belief and behavior and are intolerant of unorthodox behavior and ideas. On the other hand countries with Weak UAI societies maintain a more relaxed attitude in which practice counts more than principles (Soares a & Aviv, 2006).

### **Long Term Orientation versus Short Term Normative Orientation (LTO)**

The fourth dimension links with its own past while dealing with the challenges of the present and the future. According to Hofstede (1991), Societies who score low on this dimension, for example prefer to maintain time-honoured traditions and norms while viewing societal change with suspicion. Those with a culture which scores high, on the other hand, take a more different approach: they encourage thrift and efforts in modern education as a way to prepare for the future (Hofstede).

The short term is basically used in the business context normative versus (long term) pragmatic" (PRA) (Hofstede).

### **Indulgence versus Restraint (IND)**

The final dimension stands for a society that allows relatively free fulfilment of basic and natural human drives related to enjoying life and having fun. (Hofstede) While the other side Restraint stands for a society

that suppresses gratification of needs and regulates it by means of strict social norms (Soares a & Aviv, 2006).

## 4.2 Denmark in comparison with United States

In order to illustrate the difference between Danish and American national culture, there will be a discussion on Hofstede's six dimension and a try to indicate if there is any significant difference between them.

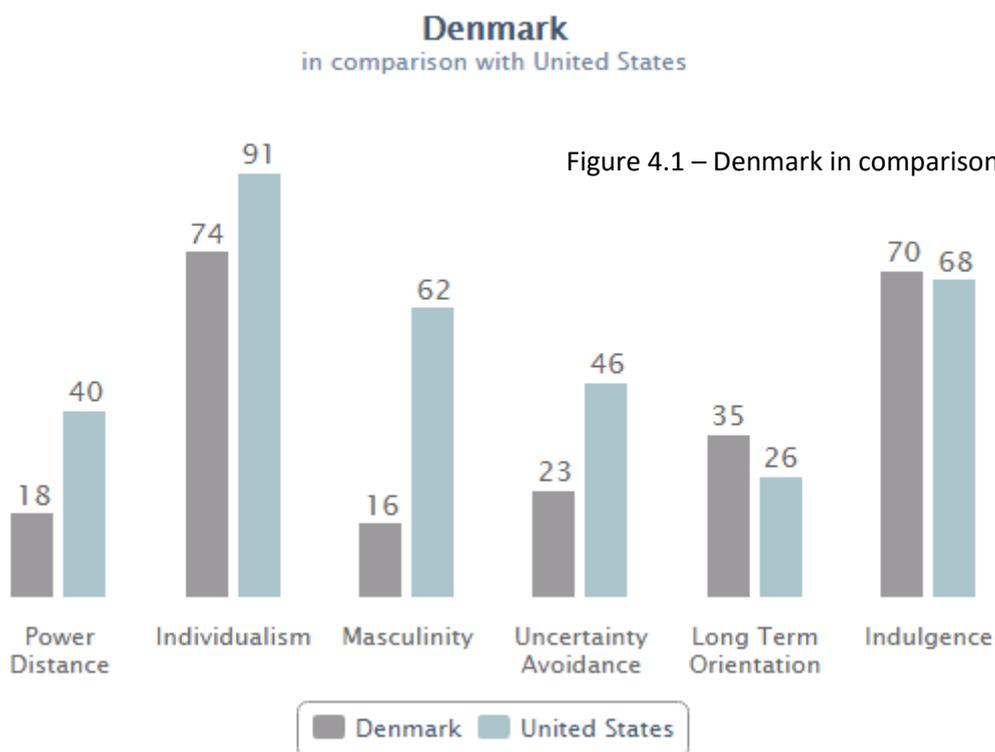


Figure 4.1 – Denmark in comparison with USA

According to Hofstede (1991) Denmark scale in Power distance with a score of 18 points, Denmark is at the very low end of this dimension compared to USA. This score matches perfectly with what many foreigners in Denmark indicate: Danes do not have tradition to lead, they are more towards coaching and giving employees independence (Hofstede). Another factor explains that Denmark ranks highest amongst the EU27 countries in terms of employee independence (Hofstede).

Danes believe in independence, equal rights, accessible superiors and that management facilitates and empowers (Soares a & Aviv, 2006). In Denmark, power is decentralized and managers count on the experience of their team members. (Mooija & Hofstede, 2002). Such as respect among the Danes is something, which you earn by proving your hands-on expertise. Workplaces have a very informal atmosphere with direct and involving communication and works on a first name basis. Employees expect to be consulted (Hofstede)

USA scale in power distance with a score of 40 points, which is in the low end of this dimension and it gives a different picture compared to Denmark (Hofstede). This dimension can be explained with the fact that all individuals in societies are not equal, and it expresses the attitude of the culture toward these power inequalities amongst us (Hofstede). In USA Power distance is defined as the extent to which the less powerful members of institutions and organizations within a country expect and accept that power is distributed unequal (Soares a & Aviv, 2006). It has to do with the fact that a society's inequality is endorsed by the followers as much as by the leaders (Hofstede).

### **Individualism**

Denmark, with a score of 74 is an Individualist society. This mean there is a high preference for a loosely-knit social framework in which individuals are expected to take care of themselves and their immediate families only. The high score of individualism means that it is easy to start doing business with the Danes (Hofstede). Small talk is kept at a minimum and you do not need to create relationships first. Danes are also known for using a very direct form of communication (Soares a & Aviv, 2006).

USA, with a score of 90, is an individualist society as well. This means there is a high preference of individualism and people only tend to look after themselves and their close families and they don't rely too much on authorities for support (Hofstede). We can conclude that USA score higher compared to Denmark. The American people express liberty and justice for all (Hofstede). This is evidenced by an explicit emphasis on equal rights in all aspects of American society and government.

The business environment in the USA is hierarchy established for convenience, superiors are accessible and managers rely on individual employees and teams for their skills (Soares a & Aviv, 2006). Both managers and employees expect to be consulted and information is shared frequently. At the same time, communication is informal, direct and participative to a degree (Kovačić, 2005).

As with Danes the American are easy to do business with and they interact easily with people even if they don't know them that well (Mooija & Hofstede, 2002). In the business world, employees are expected to be self-reliant and display initiative. Also, within the exchange-based world of work we see that hiring, promotion and decisions are based on merit or evidence of what one has done or can do (Hofstede). Lastly the Americans are not shy, so they can approach their prospective counterparts in order to obtain or seek information.

### **Masculinity versus femininity**

Denmark scores 16 on this dimension and is therefore considered a Feminine society. (Hofstede) In Feminine countries, it is important to keep the life/work balance and you make sure that all are included. (Soares a & Aviv, 2006) In Denmark it's important to have an effective manager that supports his/her people, and decision making is achieved through involvement. (Mooija & Hofstede, 2002). Managers strive for consensus and people value equality, solidarity and quality in their working lives (Hofstede). Conflicts are resolved by compromise and negotiation and Danes are known for their long discussions until consensus has been reached. Incentives such as free time and flexible work hours and place are favored.

Compared to Denmark the score of the US on Masculinity is high at 62, and this result is not endearing and can be seen in the typical American behavioral patterns (Hofstede). This can be explained by the combination of a high Masculinity drive together with the most Individualist drive in the world. In other words, Americans, so to speak, all show their Masculine drive individually (Mooija & Hofstede, 2002).

Whether it is school, work or play the American people always strive to be the best they can and that "the winner takes it all" (Hofstede). In this content, Americans are not shy to display and talk freely about their achievement and successes in life (Soares a & Aviv, 2006). Americans are based on the assessment system, so they can show how well a job they did (Soares a & Aviv, 2006). Typically, Americans "live to work" so that they can obtain monetary rewards and as a consequence attain higher status based on how good one can be. Many white collar workers will move to a more fancy neighborhood after each and every substantial promotion (Hofstede).

### **Uncertainty Avoidance**

With a score of 23 Denmark scores low on this dimension. This means that Danes do not need a lot of structure and predictability in their work life (Hofstede). Plans can change overnight, new things pop up and the Danes are fine with it. It is a natural part of their work life. Curiosity is natural and is encouraged from a very young age. This combination of a highly Individualist and curious nation is also the driving force for Denmark's reputation within innovation and design (Mooija & Hofstede, 2002). What is different is attractive! This also emerges throughout the society in both its humour, heavy consumerism for new and innovative products and the fast highly creative industries it thrives in – advertising, marketing, financial engineering (Reiche & Ghemawat, 2011).

At the workplace, the low score on Uncertainty Avoidance is also reflected in the fact that the Danes tell you if they are in doubt or do not know something. It is ok to say “I do not know” and the Danes are comfortable in ambiguous situations in the workplace (Hofstede).

Compared to Denmark, USA scores below average, with a low score of 46, on the Uncertainty Avoidance dimension (Hofstede). Americans have a high tendency to create new ideas, innovative products and a willingness to try something new or different, whether it is technology, business practices or food (Mooija & Hofstede, 2002). Americans tend to be more tolerant of ideas or opinions from anyone and allow the freedom of expression (Soares a & Aviv, 2006). At the same time, Americans do not require a lot of rules and are less emotionally expressive than higher-scoring cultures (Hofstede).

### **Long Term Orientation**

A low score of 35 indicates that Danish culture is normative. People in such societies have a strong concern with establishing the absolute Truth; they are normative in their thinking. They exhibit great respect for traditions, a relatively small propensity to save for the future, and a focus on achieving quick results.

The United States score normative on the fifth dimension with a low score of 26 (Hofstede). Compared to Denmark the score is lower. Americans typically like to analyze new information to check whether it is true (Hofstede). Thus, the culture doesn't make most Americans pragmatic, this should not be confused with the fact that Americans are very practical, being reflected by the “can-do” mentality mentioned above (Mooija & Hofstede, 2002).

Many Americans have very strong ideas about what is “good” and “evil”. This may concern issues such as abortion, use of drugs, euthanasia, weapons or the size and rights of the government versus the States and versus citizens (Hofstede).

When we look at the American business world, the results show that their performance on a short-term basis, with profit and loss statements being issued on a quarterly basis (Soares a & Aviv, 2006). This also drives individuals to strive for quick results within the work place. (Hofstede).

### Indulgence

Denmark has a high score of 70 in this dimension, meaning that Denmark is an Indulgent country. (Hofstede) People in societies classified by a high score in Indulgence generally exhibit a willingness to realize their impulses and desires with regard to enjoying life and having fun (Mooija & Hofstede, 2002). They possess a positive attitude and have a tendency towards optimism. In addition, they place a higher degree of importance on leisure time, act as they please and spend money as they wish. (Soares a & Aviv, 2006)

The United States scores almost the same score as Denmark of 68 on the sixth dimension (Hofstede). This, in combination with a normative score, is reflected by the following contradictory attitudes and behavior: The American society uses the motto, work hard and play hard (Hofstede). USA fights a war against drugs and is still very busy in doing so, yet drug addiction in the States is higher than in many other wealthy countries (Soares a & Aviv, 2006).

## 4.3 Summary

Above the national culture concept was defined and discussed. The overall conclusion, which was derived from the results above, is that there are differences based on national culture between Denmark and USA. On the basis of Hofstede six dimension we can conclude there is a significant difference in all aspects between Denmark and USA. The table gives a short overview of the six dimensions between Denmark and USA.

Table 4.1 - Hofstede six dimensions	Denmark	USA
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Power distance	Score of 18 points, Power is decentralized, workplaces is informal atmosphere and direct communication	score of 40 points, power is centralized, power is distributed unequally.
Individualism	Score of 74, loosely-knit, care for themselves, families and easy to start doing business with.	Score of 90, lossely- knit, care for themselves and families. Business environment is hierarchy established
Masculinity vs Feminity	Scores 16, feminine society, independent equality, solidarity and quality both in life/work	Scores 62, Masculinity society, Individualist, strive to be the best, achieve and have success in life.
Uncertainty Avoidance	Score of 23, highly Individualist, curious nation, innovation and design.	Score of 46, tendency to create new ideas, innovative products, try something different,
Long Term Orientation	score of 35 short term normative absolute truth; they are normative thinking. respect for traditions, focus achieving quick results	Scores of 26, likely to analyze information, Americans are very practical, issues such as abortion, use of drugs, euthanasia, weapons or government versus the States and versus citizens (Hofstede).
Indulgence	Scores of 70, Indulgent country, high Indulgence to enjoying life and having fun.	scores of 68, normative, contradictory attitudes and behavior: The American society uses the moto work hard and play hard

Above, the national culture concept was defined and discussed. Based on the review of the literature, national culture between Denmark versus USA has significant difference in some of the dimensions.

## 5 Consumers motivation

In this chapter, we will study motivation and the theoretical understanding of the phenomenon. This will be done to gain a greater understanding of motivation and what it consists of. Additionally, we will investigate the various types of motivation.

Motivation is an important aspect in the decision-making of regular people and in their role as a consumer. Motivation is a central part of the consumer psychology, which will lead the consumer down a path to the “buying decision process” and end with the “purchase decision” (Kotler, Keller, Brady, Goodman, & Hansen, 2009). This makes it crucial for companies to know what motivates people to use/buy their products/services or what makes them avoid them. Knowing this gives the company useful knowledge that can be used to impact consumers to use the company's products/services.

Therefore, the purpose of this chapter is to gain a better understanding of how motivation can move regular consumers in one way or another by influencing their behaviour.

## 5.1 What is motivation?

In this sub-chapter we will discuss how motivation can be understood and defined. The concept has been discussed in literature through many years and there has been given countless definitions of motivation by various researchers. Graham and Weiner defined, in their research, motivation as "the study of why people think and behave as they do" and explained it as a typical achievement behaviour (Graham & Weiner, s. 63). Slocum and Hellriegel definition of the concept is close to the one given by Graham and Weiner, as they define motivation as a concept that "represents forces acting within a person that causes a person to behave in a specific, goal-directed manner" (J.W & D., s. 392).

Ryan and Deci explained motivation in other words in their research, explaining to be motivated as meaning to be moved to do something (Ryan & Deci, 2000). Furthermore, characterizing a person who is not inspired to act as unmotivated, whereas considering a person who is energized toward something as a motivated person (Ryan & Deci, 2000).

"A person who feels no impetus or inspiration to act is thus characterized as unmotivated, whereas someone who is energized or activated toward an end is considered motivated."

(Ryan & Deci, 2000, s. 54)

### 5.1.1 The motivation process

Robbins and DeCenzo explains motivation by focusing on how it is created within an individual. They argue that it all starts with an unsatisfied need a person may have that creates tension, which stimulates drives within the individual. These drives will then make the person search for behavior and goals that will result in reduction of the tension (Robbins & DeCenzo, 2005). The illustration below gives an overview of the process Robbins and DeCenzo believe happens within an individual.



Figure 5.1 - The motivation process (Robbins & DeCenzo, 2005)

Moreover, Robbins and DeCenzo specified motivation as “the willingness to exert high levels of effort to reach organizational goals, conditioned by the effort’s ability to satisfy some individual need” (Robbins & DeCenzo, 2005, s. 320). As they in this definition included organizational goals as the aim, it directs the definition towards motivation in regard to organizations. But the importance of the definition that individuals are willing to reach goals to satisfy the individual needs, can be translated into individuals in other situations and not only within organizations.

### 5.1.2 Common characteristics in motivation

Mitchell (1982) argued that there are common characteristics in motivation regardless of the differences in the definitions given by the different researchers through time (Mullins, 2007). He identified four characteristics he found common for motivation and argued that they underlie the definition of motivation.

The following four characteristics were identified by Mitchell (Mullins, 2007):

- *Motivation is typified to be intentional* as it is assumed the individual has control over it and all behaviours that are influenced by motivation is seen as choices of the individual.
- *Motivation is an individual concept* as every person is unique and their uniqueness is demonstrated in different ways in motivation.
- *Motivation is multifaceted* with two factors of great importance. The first factor is what gets people activated (arousal) and the second factor is the individuals force to engage in desired behaviour (direction or choice of behaviour).
- *Motivational theories has the purpose to predict behaviour.* Motivation cannot be seen as the behaviour itself or the performance, as it is regarding the action an individual takes, and the internal and external forces which influence an individual's choices of action.

Based on the characteristics above Mitchell defined motivation as "the degree to which an individual wants and chooses to engage in certain specified behaviours" (Mullins, 2007, s. 250).

After investigating the different definitions of motivation and the various studies on what motivation is regarded to be, we have chosen to use the definition of Mullins, which is stated below as the one to follow in this thesis. The decisive factor for the choice of using Mullins definition was that it includes both the action taken by an individual and the goals aimed to achieve through the action and forces. Furthermore,

Mullins explains that what motivates people determines their behaviour (Mullins, 2007). This indicates that by influencing people motivation, it is possible to influence their behaviour in one way or another.

"Motivation is some driving force within individuals by which they attempt to achieve some goal in order to fulfil some need or expectation"

(Mullins, 2007, s. 250)

As we now have studied what motivation is and how it is defined through literature, and moreover also chosen the definition we find most suitable for this project, we will in the next sub-chapters examine the different kinds of motivation, how they impact people and if there is differences between them.

## 5.2 Intrinsic and extrinsic motivation

People become motivated by different things, depending on what creates the driving force within them to take action. There are two different types of motivation, namely intrinsic and extrinsic motivation (Ryan & Deci, 2000). In this chapter, we will study these two different types of motivation to understand what each of them covers and the differences that separates the two types, as earlier research provides that there is a clear distinction between them (Berman & Weems, 2011).

### 5.2.1 - Intrinsic motivation

Intrinsic motivation arrives from an individual's natural interest in an activity, which increases the individuals willingness to engage in the activity (Berman & Weems, 2011). Moreover, intrinsic motivation is referred as an internal motivation that comes from within the individual and not impacted by external factors. It can be defined as "doing something for your own sake" (Reiss, 2012, s. 152), as if you play football for fun just because you want to and not for any reward or outcome.

Ryan and Deci definition of intrinsic motivation is very identical to the above mentioned, as they identify it as "the doing of an activity for its inherent satisfactions rather than for some separable consequence" (Ryan & Deci, 2000, s. 56). Furthermore, explaining intrinsic motivation as a motivation that moves people to act for the fun or challenge entailed and not for external rewards or pressures (Ryan & Deci, 2000).

A very identical definition was given by Pintrich and Schunk, as they also stated intrinsic motivation was driven by solely internal desires and not influenced by external factors at all.

“Intrinsic Motivation refers to motivation to engage in an activity for its own sake. People who are intrinsically motivated work on tasks because they find them enjoyable.” –

Paul R Pintrich and Dale H. Schunk (Kolditz, 2007, s. 3)

While the above mentioned definitions all focused on the individuals willingness to do the act for his own sake and argued that it is not done to achieve rewards, it can be argued that intrinsic motivation still includes a reward for the individual. Ryan and Deci argued that earlier researches have maintained that behaviours always are motivated by some kind of rewards, and that in the case of intrinsic motivation the reward is the activity itself (Ryan & Deci, 2000) e.g. following the earlier used example, it will be the football game you play for fun (the activity), that is the motivation itself.

Based upon the definitions we can conclude that intrinsic motivation comes solely from internal desires and is exclusively driven by the enjoyment and for the individuals own sake. Moreover, that it is not done to an external reward, as the activity itself is the reward.

### 5.2.2 - Extrinsic motivation

The biggest distinction between extrinsic and intrinsic motivation is that extrinsic motivation is, in contrast to intrinsic motivation, based upon external motivating factors (Berman & Weems, 2011). Examples of external factors can be financial gain or some form of recognition from other people.

Brown outlines that extrinsic motivation is regarded to be motivation that is driven by rewards, which refers to our tendency to perform only to achieve the rewards. The rewards can be everything, whether tangible, such as money or other things, or psychological, such as praise (Brown, 2007).

“Extrinsic Motivation refers to our tendency to perform activities for known external rewards, whether they be tangible or psychological.”

(Brown, 2007, s. 143)

Another definition of extrinsic motivation is that it "refers to the pursuit of an instrumental goal, such as when a child plays baseball in order to please a parent or win a championship" (Reiss, 2012, s. 152). This definition clearly underlies the distinction between extrinsic and intrinsic motivation, as the boy would be playing baseball solely for fun or for his own pleasure, if intrinsic was the case, instead of to please a parent or win a championship, which is the case when he is extrinsic motivated.

The definitions above clearly emphasizes that extrinsic motivation is driven by external factors, such as the aim of achieving a reward or to avoid a punishment, which e.g. could be to avoid losing money. Moreover, we can conclude that while intrinsic motivation was solely individually driven, extrinsic motivation is influenced by external factors and can be influenced by other people.

### 5.3 Effect on consumers

In this sub-chapter we will study how consumers' motivation effects their behaviour and is linked with their decision-making. This is very important as it gives a greater understanding of how motivation effects consumers psychology and their behaviour.

The theory of planned behaviour is a great tool to understand and explain how consumers behaviour is effected by motivation and other factors. The theory is build upon three conceptually independent determinants of intention, namely attitude, subjective norm and perceived behavioural control (Ajzen, 1991). The first is the consumers attitude towards the behaviour, which is determined by the consumers opinion of the behaviour, more specifically whether the person has a negative or positive appraisal of the specific behaviour in question (Ajzen, 1991). Subjective norm is a social factor related to the social pressure an individual may experience towards performing or not performing a specific behaviour (Ajzen, 1991). The last determinant of intention is the perceived behavioural control, which refers to if the individual perceive the behaviour as difficult or easy to perform (Ajzen, 1991). The relative importance of the three different factors do vary depending on the situation. In some situations it can be found that only attitude influences the intention, while in other situations all three factors may have great influence on the intention (Ajzen, 1991). Furthermore, a general rule is that the stronger the perceived behavioural control is, and the more favourable the attitude and the subjective norm is, the greater will the individual's intentions be to perform the behaviour (Ajzen, 1991).

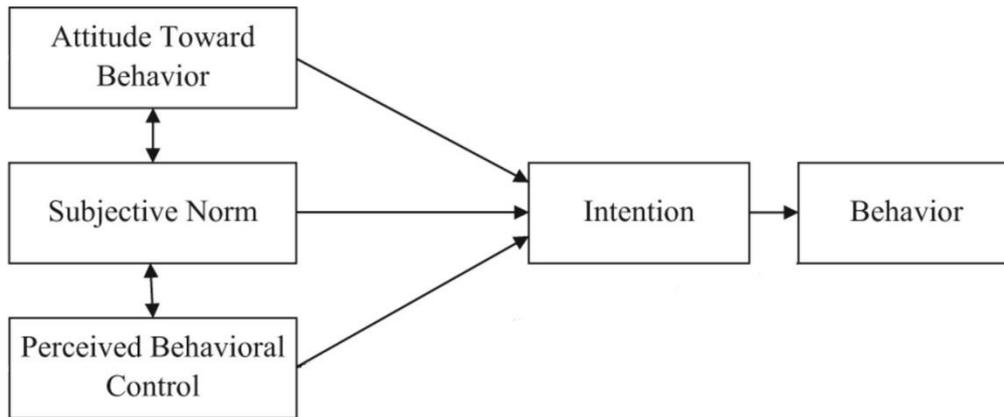


Figure 5.1 - Theory of planned behavior (Ajzen, 1991)

The intentions of an individual are assumed to be based on all the motivational factors that influence the individual's behaviour (Ajzen, 1991). In other words, an individual will most likely be motivated by different factors, which all together, as the person gets motivated, will create intentions within the individual to perform some kind of behaviour. So the motivation and intentions within a person is always linked together, as the motivation will create the intentions, which eventually will result in behaviour. E.g. if a person is very motivated to do something, his motivation will turn into intention, as he, because of the motivation, will have the intention of doing it.

Example: Andy is asked by a colleague whether he wants to share a ride to work. His attitude towards it is very positive, because of the enjoyment of riding together and the possibility of saving some money. The social norm will be pressuring him towards riding the share as his colleague wants to do that, and as Andy sees the ride sharing as very easy to perform, the perceived behavioural control will be positive. Therefore, Andy will be motivated towards sharing the ride and create the intentions of performing the behaviour, which in this case is sharing the ride.

As we now understand the three factors that influence intention and that intention is created by motivation, it is important to understand the link between motivation and the three factors. It can be assumed that motivation lies in between the three factors and the intention. The three factors will in any case impact the intentions of the individual, by either motivating the individual to perform or not perform. An example is that a boy named Joe is asked whether he will participate in a football game. Imagine that Joe's attitude towards participating (the behaviour) is negative, the subject norm is that he should not participate and his perceived behavioural control is that participating (the behaviour) is very difficult. These factors in this situation will create a very low level of motivation

within Joe towards participating and will result in the intention of not participating in the football game. Another example can be seen in the green box on the right.

As we now understand how behaviour is created within consumers, or more specifically, how factors create motivation, which leads to intention and results in behaviour, we will in the next sub-chapter look at the factors we have used to measure Danish and American consumers motivation in regard to whether they are intrinsic or extrinsic factors.

### 5.3.1 Effect of intrinsic vs. extrinsic motivation

Both the intrinsic motivation and extrinsic motivation are important in their own ways. In affecting someone's behaviour and motivation level, both of these techniques may be required for successful motivation. Although each gives motivation in their own way, both are crucial to successfully derive a person's behaviour and motivation level. In this sub-chapter, we will take a look at the factors we have used in this project to study what motivates consumers and determine if the used factors are intrinsic or extrinsic, as this has great importance when investigating what motivates consumers and if there is difference between what motivates Danish and American consumers and more specifically, if they get motivated by intrinsic or extrinsic motivation.

As explained earlier in the project, in the chapter *Step 2- Draft survey questions*, we have used four different factors, namely enjoyment, social benefits, sustainability and economic benefits, to investigate what motivates consumers in Denmark and USA and if they are motivated differently on the basis of these factors.

Motivation coming from enjoyment is clearly intrinsic. As outlined earlier, doing something for your own sake or because of fun is intrinsic motivated, therefore, we place enjoyment as an intrinsic factor. An example is if a person wants to rent out his car, because of the enjoyment of helping another person. What makes this example as intrinsic motivated is that he is doing it for his own sake, as he finds it enjoyable to help others. Moreover, helping the other person because of enjoyment, means he is not doing it to get a reward, but finds the activity itself as a reward, and therefore, we can clearly conclude that getting motivated by enjoyment is an intrinsic factor.

Doing something for social benefits is also intrinsically motivated. Social benefits generally brings enjoyment, as it includes sharing something with others because it makes it more enjoyable or fun. E.g. if a person has a two hour drive ahead, he will most likely find it much more enjoyable if he has company. Another example is that meeting people from one's neighbourhood is usually enjoyable. Moreover, doing something based on motivation of achieving social benefits by no means will be to get a tangible reward, as social benefits cover benefits such as having fun and enjoying yourself and the reward from social interaction is the activity itself.

While there is no question whether motivation, because of the before mentioned factors, enjoyment and social benefits, is intrinsic or extrinsic, the case is different with sustainability as a factor. Motivation derived from focus on sustainability can be argued to be both intrinsic and extrinsic, as it depends on how one interprets the "reward" that is obtained from focusing on sustainability. Earlier we understood that extrinsic motivation can come from obtaining both a tangible or psychological reward, and it can be argued that doing something because of sustainability gives a reward. Imagine a person does something solely because he/she believes that it will directly result in better sustainability. An example is a person who chooses to drive to work with other co-workers instead of driving alone, because he believes that it will directly result in better sustainability, as not going with his own car means less pollution. In this case it can be argued that he does it because of a reward, as he maybe sees the less pollution as a direct reward towards better sustainability. However, we believe that generally most people will do something towards better sustainability because of intrinsic motivation such as their own sake for their own enjoyment or conscience, and not because of the direct reward of better sustainability. An example could be a person who wants to share some food he made, because he made too much and feels guilty if he throws it out, therefore, he wants to share it to feel better himself.

The last factor is economic benefits, which is clearly an extrinsic motivation. Being motivated to do something for economic benefits directly means that the individual will be doing it for a tangible reward, in this case money. The situation is the same even if it is done to save money and not directly be rewarded money, as it still will be done for the reward of having money that in other cases will not be saved. Examples of this kind of motivation is an individual that is motivated to lent out e.g. his/her drill to earn some money or an individual that is motivated to drive to work with some co-workers and not by his own car, exclusively to save some money by splitting the costs with the co-workers.

The figure below gives a good overview of the factors and what kind of motivation they give. Moreover, also a good overview of why the motivation from the factors are intrinsic or extrinsic.

Factors / Motivation	Intrinsic motivation	Extrinsic motivation
Enjoyment	It is done for your own sake, because it is fun, it is enjoyable	
Social benefits	It is done for your own enjoyment	
Sustainability	It is done for your own sake, for your own conscience	Can be done for a reward (E.g. less pollution)
Economic benefits		It is done exclusively to get reward (e.g. money)

Table 5.1 – Motivation drivers of collaborative consumption separated into intrinsic and extrinsic motivation

## 5.4 Summary

In the chapter above we have discussed several different things about motivation. Starting by identifying and defining what motivation is and how motivation is processed within the individual. Thereafter, we used the theory of planned behaviour to understand how motivation is created and turned into behaviour, and lastly, we studied the two different kind of motivations, intrinsic and extrinsic, and understood what each of them consist of. The chapter was ended by using the new knowledge about motivation to divide the factors, we have used to measure Danish and American consumers motivation, into whether they are intrinsic or extrinsic motivated.

Motivation was clearly identified as something that makes people move or do something, while there were found different definitions of motivation and how it more specifically is to be understood. After having considered the different definitions found in literature, we found Mullins definition as the most suited, because of its clear definition of the concept. Mullins defined motivation as a "driving force within individuals by which they attempt to achieve some goal in order to fulfil some need or expectation" (Mullins, 2007, s. 250). Furthermore, Robbins and DeCenzo explained the process of motivation as something that starts within the individual when an unsatisfied need occurs. The need leads to tension with the individual and afterwards to a force/drive to satisfy the need. The individual than starts to act towards

satisfaction, which eventually leads to an satisfied need and later reduction of tension (Robbins & DeCenzo, 2005).

By using theory of planned behaviour we understood that motivation is created by three separate factors, which was attitude, social norm and perceived behaviour control. We learned that these three factors impact the consumers motivation, which then is turned into intentions and in the end a behaviour from the consumer.

Through a literature review we understood that there are two greater types of motivation, namely intrinsic and extrinsic. Intrinsic motivation was defined as motivation coming internally from the individual, while extrinsic as motivation coming from external factors. The tables below give a great overview of what intrinsic and extrinsic motivation each consists of and how they are explained.

Intrinsic motivation	Extrinsic motivation
<ul style="list-style-type: none"><li>•Engage in activity for its own sake</li><li>•The activity itself is seen as an reward</li><li>•It is done for enjoyment or fun</li><li>•Is based solely on pleasing yourself</li></ul>	<ul style="list-style-type: none"><li>•Perform activity for external rewards</li><li>•Rewards can be both tangible or psychological</li><li>•Can be both to achieve a reward or to avoid a punishment (Such as losing money)</li><li>•Can be done to please other people</li></ul>

After understanding the two types of motivation, it was easy to divide the factor we used to measure motivation with, into whether they are intrinsic or extrinsic. Factors such as enjoyment, social benefits and sustainability we found as being intrinsic motivated, as they are done for the individuals own sake and enjoyment. On the other hand, economic benefits is clearly extrinsic, as it is motivated by the reward of e.g. earning money or saving money.



The knowledge we have obtained through this chapter is of high importance in regard to understanding where consumers' motivation comes from and how it effects consumers' behaviour. It is essential to understand that, to be able to understand how we have measured motivation within Danish and American consumers and to be able to discuss which strategy is most suited for consumers.

## 6 Findings

The purpose of this chapter is to show the results of our investigation on motivation regarding Danish and American consumers. As described earlier in methodology, we have used a survey to examine the Danish and American consumers' motivation towards using collaborative consumption.

The important findings are related to what motivates Danish and American consumers and if there are significant differences between their motivation of using collaborative consumption. The data was inputted into SPSS for statistical analysis.

The chapter is divided into five separate parts, all dedicated to show the results of the survey.

- Analyzes of the demographic data.
- Analyzes of the taker part of collaborative consumption.
- Analyzes of provider aspect of collaborative consumption.
- Look at how different barriers can affect people when participating in collaborative consumption.
- Summarizes the most important aspect of the survey and how it affects the core element of our project and research question

## 6.1 Demographic data

The American (n=101) and the Danish (n=103) consumers' answers to their own demographic characteristic gives us the overview of which consumers answered the survey and how close our data is to the total population. After statistical analysis in SPSS the demographic characteristic of our sample size were revealed and listed below. This sample size of 101 American and 103 Danish consumers will outline how the rest of the population feels and would react to collaborative consumption.

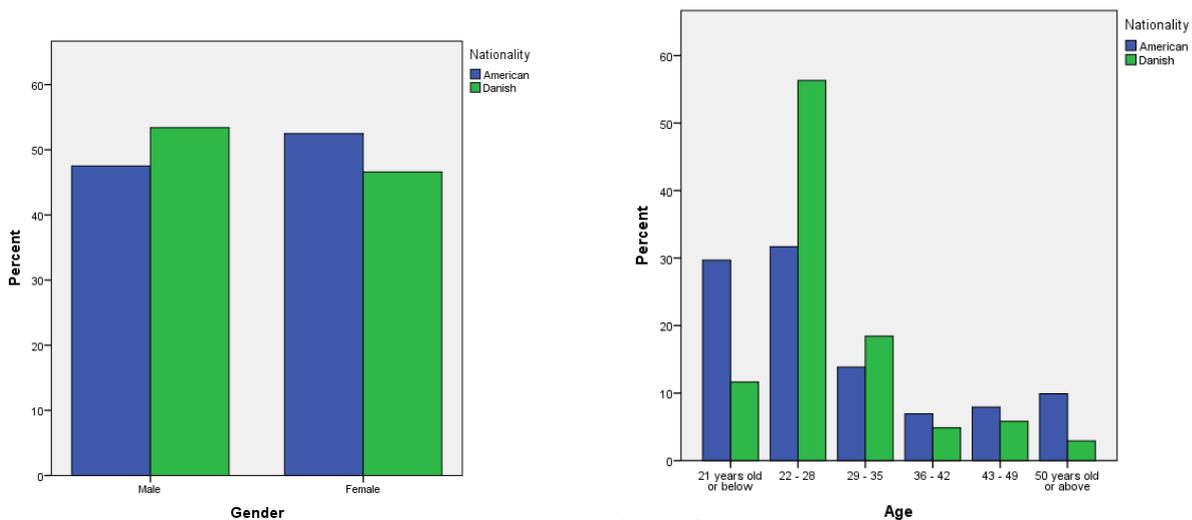


Figure 6.1 – Gender and age

First, the gender data shows that there is a fairly even distribution of male and female for both countries. Of the American respondents there were a higher rate of females, with a ratio of 52,5 % females to 47,5 % males. The Danish results shows the opposite with more males than females, with a ratio of 53,4 % males and 46,6 % females.

The age groups show that most of the respondents are towards the younger segment, below 28 years of age, of the consumer group. The first two groups "21 years and below" and "22 – 28 years old" accounts for the majority of the respondents. The American respondents have 61,4 % who are 28 years old or below. The Danish respondents have 68 % who are 28 years old or below. If you include the next group "29 – 35", then the American respondents have 75,3 % and the Danish respondents have 86,4 % who are 35 years old or below. The explanation for this could lie in multiple places. One could be the sample mode, collecting the data as an online survey could restrict the availability for the median and older segment. The second could be that the interest and use base for collaborative consumption is focused on those younger

segments. This could potentially expand the validity of our survey, but when comparing to data from other research it shows a similar younger respondents segment in their research (Tussyadiah & Pesonen, 2016).

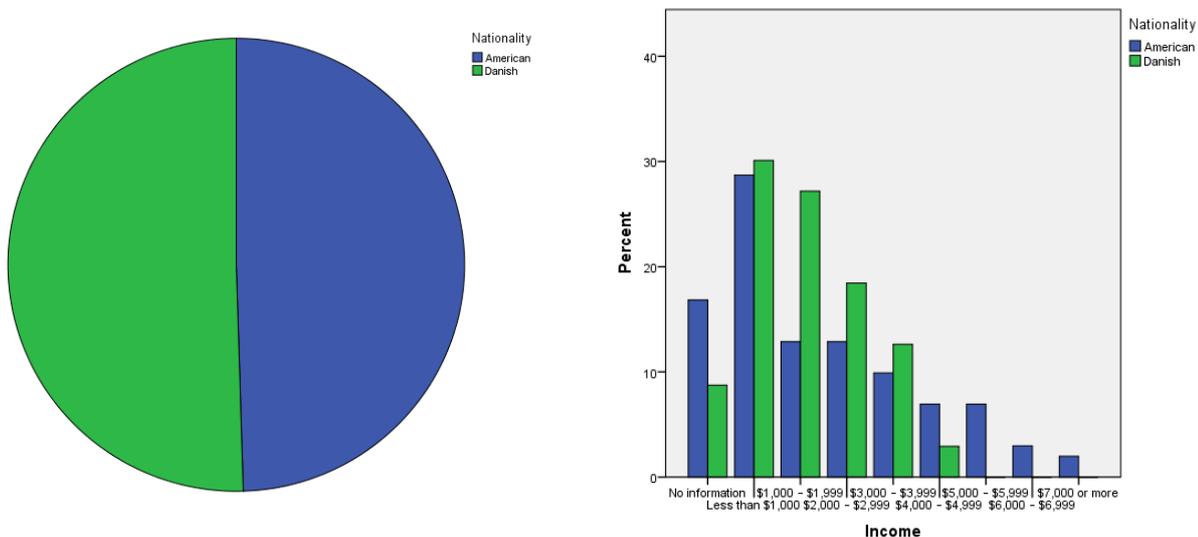


Figure 6.2 – Nationality and income

The sample size of the two nationalities is fairly similar, with a sample of 101 respondents from America and 103 respondents from Denmark. This is equal to 50,5 % Danish citizens and 49,5 % of American citizens in our survey.

The income groups show that most of the respondents are towards the lower income segment, below \$2000 monthly income after taxes. The first two groups “less than \$1000” and “\$1000 - \$1999” accounts for a substantial part of the respondents.

Of the American respondents there are 41,6 % and 57,3 % of the Danish, who have a monthly income after taxes of less than \$2000. This result ties into the younger segment who answered the survey. The explanation for this could lie in multiple places. The younger segment who have an interest and are active users in multiple aspects of collaborative consumption, have a lower income than their more mature counterpart.

Some bias occurs with 8,7 % of Danish and 16,8 % of American respondent who for some personal reason didn't want to provide this information. This lack of information should not affect the result of the survey and it is fairly common to see in surveys that people are declining to provide income information.

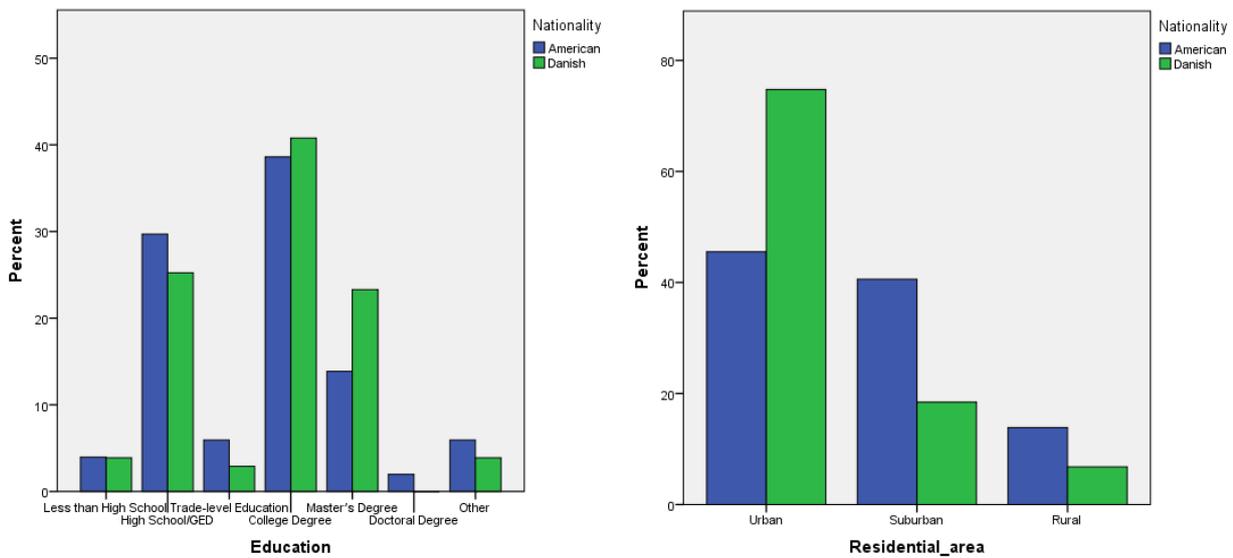


Figure 6.3 – Education and residential area

Looking at the last completed education of the respondents, we can see that a majority of the respondent have completed a college or master degree with 52,5 % of the American citizens and 64,1 % of the Danish citizens. This indicates that the respondents are above the education level of the normal population of both Denmark and the USA.

The last demographic question we asked the respondents was in which residential area they live. The results show that the majority of the Danish respondents, 74,8 % of them, live in the cities in urban area. While the American respondents have 45,5 % living in urban areas. There are more of the Americans respondents that live in suburban areas, with 40,6 % to only 18,4 % of the Danish respondents. Lastly, a small segment of the respondents, 13,9 % Americans and 6,8 % Danish respondents, live in rural areas.

## 6.2 Taker

In this subchapter we will take a look at how likely the American and Danish consumers are to participate in collaborative consumption from the viewpoint of a taker. The survey measures how likely respondents are to rent or pay for the six aspects within collaborative consumption. Our data will be analyzed to see if there are any differences between nationalities; a Mann-Whitney U test will be performed to find out if there are any significant differences between the American and Danish consumers.

To find out which of the six collaborative consumption aspects have a significant difference if any between nationalities, we have to look at the data and the structure of the survey. The survey was structured so the respondents had to fill out how likely, he or she was to participate in collaborative consumption on a five point likert scale (very unlikely – very likely), both as a taker and as provider of goods and services. Additionally they had to fill out which motivation factors are important in their decision, on another five point likert scale regarding importance (not Important - very Important).

### 6.2.1 Reliability

Before examining for significant difference in nationality, a Cronbach's alpha test was performed to measure for internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire, that form a scale and you wish to determine if the scale is reliable (Laerd Statistics, 2015).

The Cronbach's alpha test measures different underlying constructs. Each construct such as "likelihood of adopting collaborative consumption as a taker" consisted of six questions, one for each of the six different aspects of collaborative consumption. The same measurement was done for the factors: enjoyment, social benefits, economic benefits and sustainability.

Table 6.1 - Respondents from the viewpoint of a taker	Cronbach's Alpha			
	American		Danish	
Likelihood of adopting collaborative consumption	0,802	Good	0,669	Questionable
Factor - Enjoyment	0,858	Good	0,690	Questionable

Factor - Social Benefits	0,914	Excellent	0,809	Good
Factor - Economic Benefits	0,899	Good	0,793	Acceptable
Factor - Sustainability	0,921	Excellent	0,897	Good

According to researchers, George and Mallery, the rule of thumb for Cronbach's alpha score is as following (George & Mallery, 2003):

- > 0,9 - Excellent
- 0,89 - 0,80 - Good
- 0,79 - 0,70 - Acceptable
- 0,69 - 0,6 - Questionable
- 0,59 - 0,50 - Poor
- < 0,50 - Unacceptable

When looking at the score we can see that each of the American scores are satisfactory with ranging from good to excellent. The Danish scores are a little lower than optimal, with two constructs falling into questionable scores, although with scores fairly close to the next higher category of 0,70 score. This shows that the internal consistency ("reliability") could be higher for those two Danish constructs and an element to think about when concluding on the data and for future research.

Overall the five constructs show a high level of internal consistency ("reliability") for both the American and Danish respondents, and gives us a good starting point to analyze, what our data means for the behaviour of the consumers.

### 6.2.2 Collaborative consumption

The results of the five point likert scale are data, which is ordinal data, in which an ordering or ranking of responses is possible but no measure of distance is possible (Allen & Seaman, 2007). This dictates which kind of statistical test we can run. The Mann-Whitney U test is a rank-based non-parametric test that can be used to determine if there are differences between two groups on an ordinal dependent variable (Laerd Statistics, 2015). We will use this to analyze if there is any significant difference between the answers of the Danish and American respondent.

Table 6.2 - Test Statistics<sup>a</sup>

	Car	Ride	Object	Meal	Accommodation	Skill
Mann-Whitney U	4830,000	4135,500	4886,000	4882,500	5188,000	5146,500
Z	-,908	-2,699	-,780	-,780	-,033	-,136
Asymp. Sig. (2-tailed)	,364	,007	,435	,435	,974	,892

a. Grouping Variable: Nationality

The results of the test shows that only one aspect of the six collaborative consumption aspects, had a significant level below the p value of 0,05. The distributions of the sharing likelihood scores in peer to peer ride sharing for American and Danish respondents were not similar. The sharing likelihood scores for Danish respondents (mean rank = 112,85) were statistically significantly higher than for American respondents (mean rank = 91,95),  $U = 4135,5$ ,  $z = -2,699$ ,  $p = 0,007$ . We can therefore reject the null hypothesis of the two nationalities being the same and confirm the alternative hypothesis of there being a statistical significant change between them.

Table 6.3 - Ranks

	Nationality	N	Mean Rank	Sum of Ranks
Ride	American	101	91,95	9286,5
	Danish	103	112,85	11623,5

This shows that Danish respondents are more likely to rideshare than the American respondents. Looking at the median we can see that both nationalities have a median of 4 equal in likely, but when taking a closer look at the data we can see that more Danish respondents have answered 5 (very likely) and more American have answered 3 equal to neutral<sup>6</sup>.

To visualize the changes in rank mean, a graph was created in SPSS to show the significant along with the non-significant differences, the American and Danish respondents have, when answering the six questions regarding the likelihood of adopting collaborative consumption from the viewpoint of a taker.

<sup>6</sup> See appendix 2

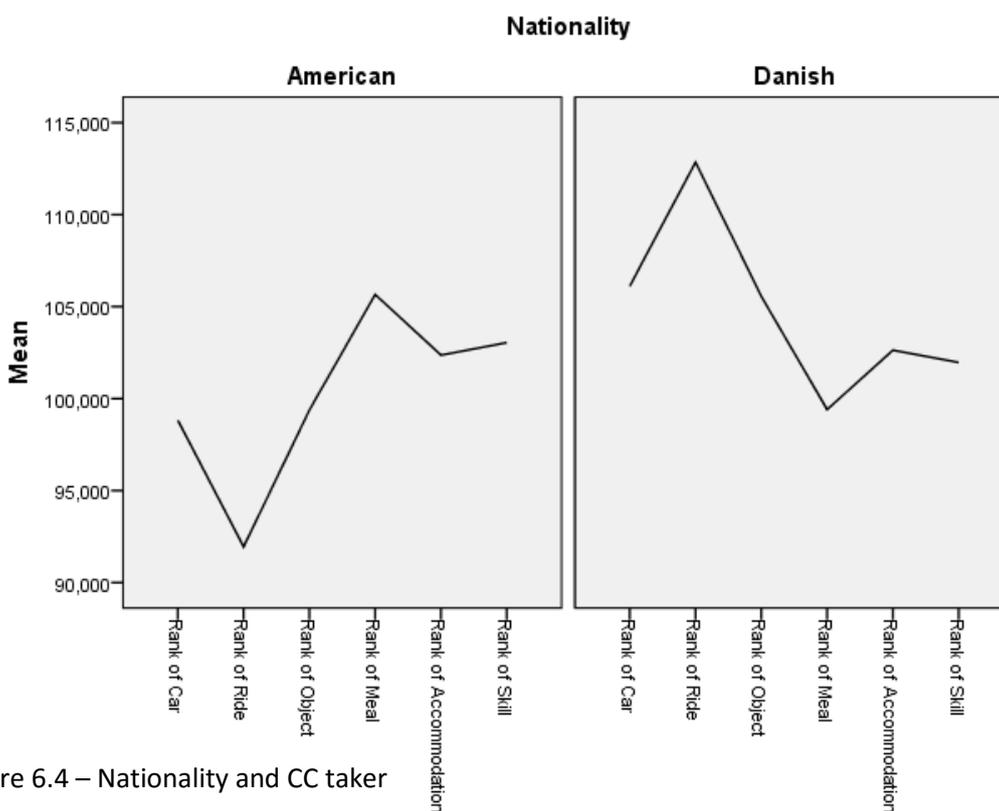


Figure 6.4 – Nationality and CC taker

The difference in ridesharing is documented as statistical significant above, but for the remaining five aspects (car, object, meal, accommodation and skill) of collaborative consumption, the answers given by the two nationalities are too similar and as the data shows the p-value is far above the required 0,05 (see table 6.2).

Looking at the remaining five aspects and their mean rank can show how each nationality tendencies are in regarding to likelihood of adopting collaborative consumption. However, the only statistical significance between the two nationalities is found in ride sharing, with Danish respondents being more likely to rideshare than the American respondents.

### 6.2.3 - Motivation factors

The next step is to look at how the four motivation drivers (enjoyment, social benefits, economic benefits, and sustainability) for participating in collaborative consumption did affect the respondents’ decision-making process. To find out if there is any statistical significant difference between the two nationalities, a

Mann-Whitney U test was performed, but the results showed that none of the motivation drivers had a p-value below the required 0,05 to be a statistical significant difference.

Although none of the motivation drivers had a p-value below the limit of 0,05. Some results in the Mann-Whitney U test are interesting to examine a bit closer. The result for social benefits regarding renting of object had a p-value of 0,08 and the result for enjoyment regarding renting of accommodation had a p-value of 0,07. Which is not low enough to reject the null hypothesis, as the null hypothesis still confirms that the two nationalities are the same.

Table 6.4	Social Benefits (s_98)	Enjoyment (s_105)
Mann-Whitney U	4486,500	4456,000
Z	-1,749	-1,813
Asymp. Sig. (2-tailed)	,080	,070

However, the data shows a possible trend toward difference and indication that American respondents find social benefits (e.g. interaction, get to know, develop social relationships) more important regarding renting of objects such as a power drill. The Danish respondents find enjoyment (e.g. the excitement of staying with a local) more important regarding the renting of accommodation from local residents.

## 6.3 Provider

This subchapter will mirror the “taker” subchapter from above and follow the same structure. Some of the explanation for certain statistical tests will not be repeated in this chapter, because it is already mentioned in the subchapter above and we did not want to repeat the same text again.

This subchapter will show the relevant data and results of how likely the American and Danish consumers are to participate in collaborative consumption from the viewpoint of a provider. The respondents were measured on how likely they are to rent out or sell goods and services within the six aspects of collaborative consumption. The data were analysed to see if there are any differences between nationalities; a Mann-Whitney U test was performed to find out if there are any significant differences between the American and Danish respondents.

### 6.3.1 Reliability

Before examining for significant differences in nationality, a Cronbach's alpha test was performed to measure for internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable (Laerd Statistics, 2015).

The Cronbach's alpha test measures different underlying constructs. Each construct such as “likelihood of adopting collaborative consumption as a provider” consisted of six questions, one for each of the six different aspects of collaborative consumption. The same measurement was done for the factors: enjoyment, social benefits, economic benefits, and sustainability.

Table 6.5 - Respondents from the viewpoint of a Provider	Cronbach's Alpha			
	American		Danish	
Likelihood of adopting collaborative consumption	0,852	Good	0,696	Questionable
Factor - Enjoyment	0,892	Good	0,790	Acceptable
Factor - Social Benefits	0,923	Excellent	0,843	Good
Factor - Economic Benefits	0,925	Excellent	0,880	Good

Factor - Sustainability	0,927	Excellent	0,927	Excellent
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The score for each of the American constructs is satisfying with ranges from good to excellent. The Danish scores are a little lower but still satisfactory, ranging from one as questionable to excellent. The one questionable construct of “likelihood of adopting collaborative consumption” has a score of 0,696 which is very close to the next higher category of 0,70 score.

Overall the five constructs show a high level of internal consistency ("reliability") for both the American and Danish respondents, and give us a good starting point to analyze what our data means for the behaviour of the consumers.

### 6.3.2 Collaborative consumption

The results of the five point likert scale are data, which is ordinal data, in which an ordering or ranking of responses is possible but no measure of distance is possible (Allen & Seaman, 2007). This dictates which kind of statistical test we can run. The Mann-Whitney U test is a rank-based non-parametric test that can be used to determine if there are differences between two groups on an ordinal dependent variable (Laerd Statistics, 2015). We will use this to analyze if there is any significant difference between the answers of the Danish and American respondents.

**Table 6.6 - Test Statistics<sup>a</sup>**

	Car_p	Ride_p	Object_p	Meal_p	Accommodation_p	Skill_p
Mann-Whitney U	5151,500	4368,500	4428,000	4624,500	4977,500	5065,000
Z	-,122	-2,132	-1,926	-1,412	-,551	-,336
Asymp. Sig. (2-tailed)	,903	,033	,054	,158	,581	,737

a. Grouping Variable: Nationality

The results of the test shows that only one aspect of the six collaborative consumption aspects, had a significant level below the p-value of 0,05. The distributions of the sharing likelihood scores to provide ridesharing, were not similar for American and Danish respondents. The sharing likelihood scores for Danish respondents (mean rank = 110,59) were statistically significantly higher than for American

respondents (mean rank = 94,25),  $U = 4368,5$ ,  $z = -2,132$ ,  $p = 0,033$ . We can therefore reject the null hypothesis of the two nationalities being the same and confirm the alternative hypothesis of there being a statistical significant difference between them.

	Nationality	N	Mean Rank	Sum of Ranks
Ride_p	American	101	94,25	9519,50
	Danish	103	110,59	11390,50
Object_p	American	101	94,84	9579,00
	Danish	103	110,01	11331,00

The Danish respondents are more likely to provide ridesharing than the American. Looking at the median, we can see that Danish respondents have a median of 5, equal to “very likely”, while the American respondents have a median of 4, equal to “likely”<sup>7</sup>.

The Mann-Whitney U test gave us another interesting result to examine a bit closer. The providing of objects (e.g. power drill) to share had a significant level of  $p = 0,054$ . Not low enough to reject the null hypothesis, the null hypothesis is still confirmed that the two nationalities are the same. But it indicates a possible trend toward significance. This could potentially mean that The Danish respondents are more likely to provide objects to share than the American respondents.

A graph was produced to visualize the differences in rank mean, to show the significant differences, along with the non-significant, the American and Danish respondents had when answering the six questions regarding the likelihood of adopting collaborative consumption from the viewpoint of a provider.

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<sup>7</sup> See appendix 3

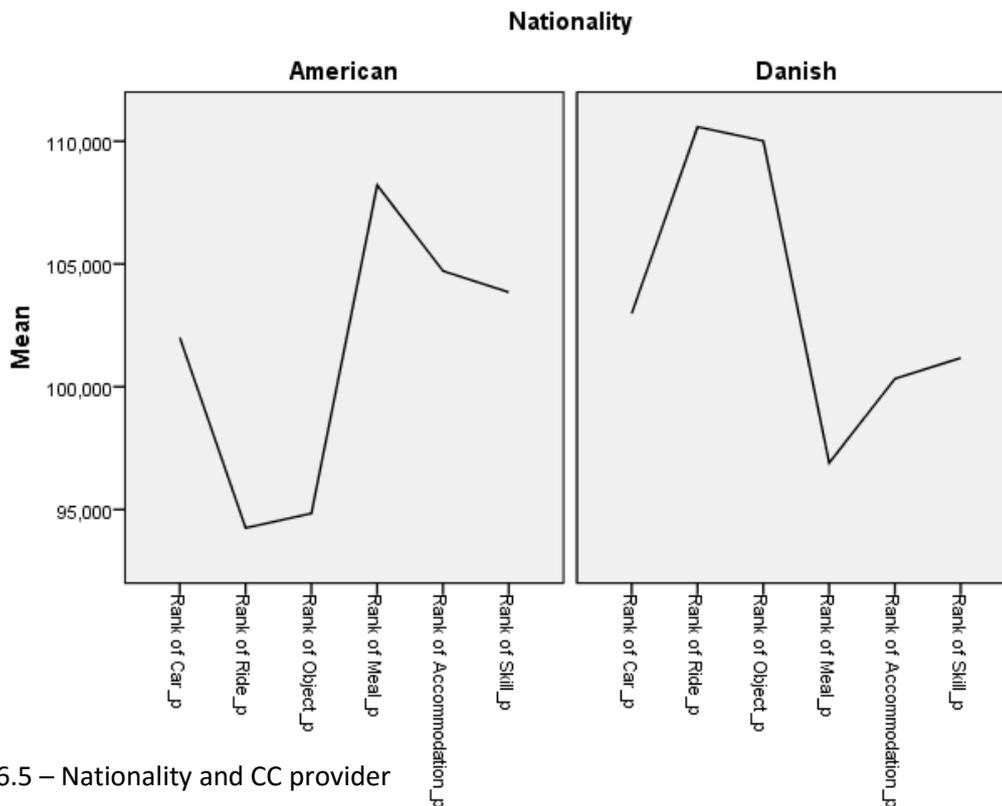


Figure 6.5 – Nationality and CC provider

We have discussed the statistical significant differences of providing ridesharing above, along with a possible indication of differences with providing objects to share. The remaining four aspects (car, meal, accommodation and skill) of collaborative consumption are too similar in the answers given by the two nationalities. The data shows the p-values are far above the required 0,05 (see table 6.6).

Looking at the remaining five aspects and their mean rank shows how each nationality's tendencies are in regarding to likelihood of adopting collaborative consumption. However the only statistical significance between nationalities is found in providing ridesharing, with Danish respondents being more likely to rideshare than the American.

### 6.3.3 Motivation factors

The next step is to look at how the four motivation drivers (enjoyment, social benefits, economic benefits, and sustainability) for participating in collaborative consumption, did affect the respondents' decision-making process. A Mann-Whitney U test was performed to find out if there are any statistical significant differences between the two nationalities.

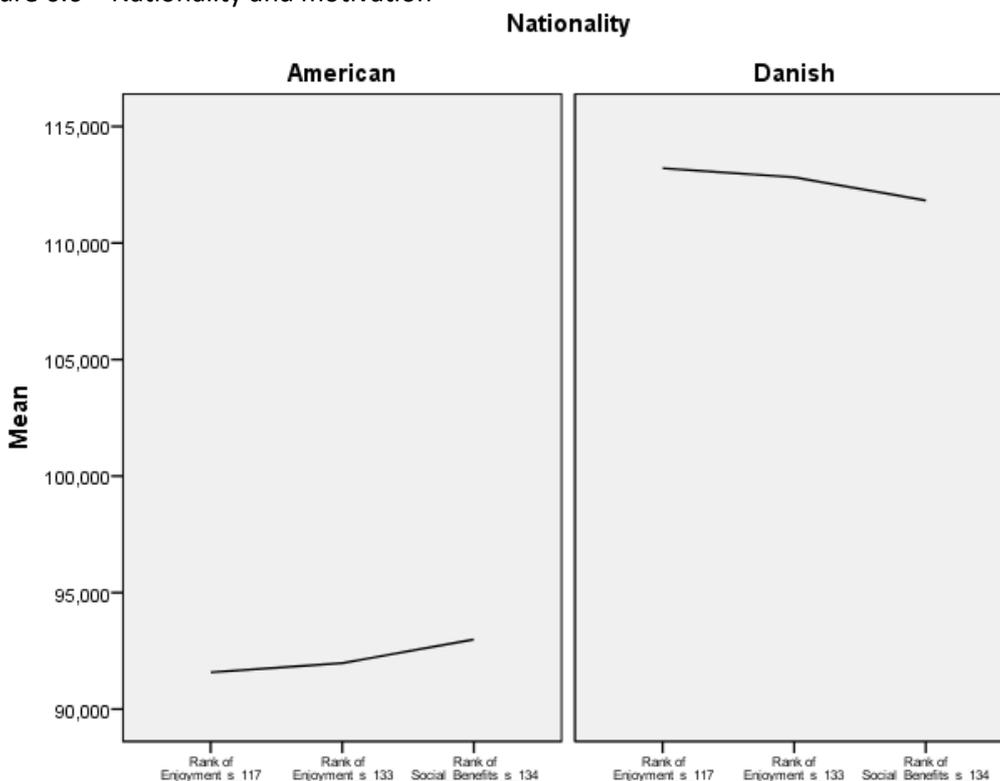
Three questions regarding motivation drivers had a p-value below the required 0,05 for it to be a statistical significant difference. Enjoyment  $p = 0,007$  when providing ridesharing. Enjoyment  $p = 0,009$  and social benefits  $p = 0,019$  when providing a skill to other people. We can therefore reject the null hypothesis of the two nationalities being the same and confirm the alternative hypothesis of there being a statistical significant difference between them.

Table 6.8	Enjoyment (s_117)	Enjoyment (s_133)	Social Benefits (s_134)
Mann-Whitney U	4098,5	4138,5	4241
Z	-2,717	-2,608	-2,344
Asymp. Sig. (2-tailed)	0,007	0,009	0,019
Mean rank: American	91,58	91,98	92,99
Danish	113,21	112,82	111,83

The results of the Mann-Whitney U test show that Danish respondents find enjoyment (e.g. the joy of helping others) more important when providing ridesharing (mean rank = 113,21) and when providing a skill to other people (mean rank = 112,82). The last factor was social benefits (e.g. interaction, get to know, develop social relationships) where the Danish respondents found it more important when providing a skill to other people (mean rank = 111,83).

Analyzing the data for a median, we can see that the American respondents have a median of 3 on each of the three questions, equal to an answer of “moderately important”. The Danish respondents have a median of 4 for each of the enjoyment questions, equal to an answer of “important”. On the question of social benefits the Danish respondents have a median of 3, equal to an answer of “moderately important”. The same as the American respondents had, but overall more Danish people answered that they found it more important, which is seen in their mean rank when compared to American respondents.

Figure 6.6 – Nationality and motivation



To visualize the changes in rank mean, a graph was created in SPSS to show the statistical significant differences in regard to how the four motivation drivers affected the American and Danish respondents' decision-making process, regarding the likelihood of adopting collaborative consumption from the perspective of a provider.

The Mann-Whitney U test gave us some other interesting results to examine a bit closer. Three questions regarding motivation drivers had a p-value between 0,10 and the required 0,05 for it to be a statistical significant difference. Not low enough to reject the null hypothesis, which still confirms the null hypothesis that the two nationalities are the same. But the results could indicate a possible trend towards significance.

Table 6.9	Enjoyment (s_113)	Enjoyment (s_121)	Sustainability (s_128)
Mann-Whitney U	4455	4461,5	4468,5
Z	-1,821	-1,803	-1,799
Asymp. Sig. (2-tailed)	0,069	0,071	0,072
Mean rank:	95,11	95,17	95,24

American			
Danish	109,75	109,68	109,62

Each of the motivation drivers: Enjoyment  $p = 0,069$  when providing a car to rent out, enjoyment  $p = 0,071$  when providing of objects (e.g. power drill) to rent out and sustainability  $p = 0,072$  when providing a portion of a cooked meal to sell, indicates that Danish consumers possibly find it more important in their decision process regarding the three collaborative consumption aspects (car, object and meal).

## 6.4 Barriers

In this subchapter we will take a look at how certain barriers could affect the American and Danish respondents when buying and renting from other private individuals. The questions were constructed to measure three barriers (trust, value and familiarity). Each of the constructs had a couple of questions asking about the main construct.

The data is distributed on a five point likert scale (not important - very important), which is ordinal data, in which an ordering or ranking of responses is possible but no measure of distance is possible (Allen & Seaman, 2007). This limits what statistical test we can run. The Mann-Whitney U test is a rank-based non-parametric test, that can be used to determine if there are differences between two groups on an ordinal dependent variable (Laerd Statistics, 2015). We will apply this to the analysis to see if there is any significant difference between the answers of the Danish and American respondents.

### 6.4.1 Reliability

Before examining for a significant difference in nationality, a Cronbach's alpha test was performed to measure for internal consistency ("reliability"). The Cronbach's alpha test measures the different underlying constructs. Construct such as "trust" consist of four questions, "Value" consist of two questions and "familiarity" consist of three questions.

Table 6.10 - Barriers for adopting collaborative consumption	Cronbach's Alpha			
	American		Danish	
Factor - Trust	0,742	Acceptable	0,804	Good

Factor - Value	0,502	Poor	0,462	Unacceptable
Factor - Familiarity	0,770	Acceptable	0,898	Good

The factor “value” receives an unsatisfactory score of “poor” and “unacceptable”. This poses some questions and forces us to reject the findings for this factor and instead focus on the remaining two. The American score for “trust” and “familiarity” both received a score of acceptable. The Danish score for “trust” and “familiarity” both received a score of good.

The two constructs of “trust” and “familiarity” both show a high level of internal consistency (“reliability”) for both the American and Danish respondents, and gives us a good starting point to analyze what our data means for the behaviour of the consumers.

#### 6.4.2 Significant difference

The results of the five point likert scale are data which is ordinal data. This dictates which kind of statistical test we can run. The Mann-Whitney U non-parametric test is used to analyze if there is any significant difference between the answers of the Danish and American respondent. The results of the test shows that none of the barriers or questions, had a significant level below the p value of 0,05. The distributions of the importance scores, when buying and renting from other private individuals for American and Danish respondents, were similar. The p-value is not low enough to reject the null hypothesis; the null hypothesis is still confirmed that the two nationalities are the same.

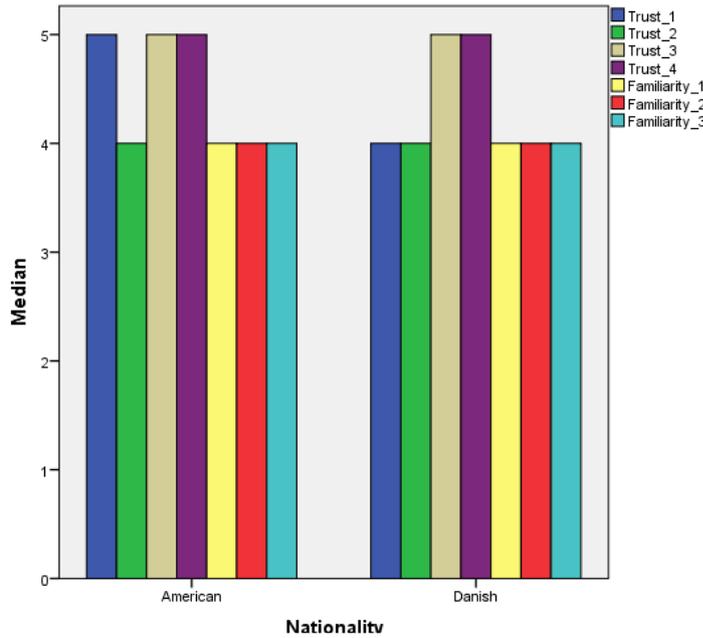


Figure 6.7 – Nationality and trust/familiarity

With no significant difference between nationalities, a graph was created to visualize the median of each of the questions and barriers. As the graph and the Mann-Whitney U test showed the American and Danish responses were very similar. Each question had a median of at least 4, equal to “important”, and some at 5, equal to “very important”. By looking at the graph we can see that both factors of “trust” and “familiarity” are very important for both nationalities when buying or renting goods and services from others.

### 6.5 Summary

To summarize the findings, two tables are created to show the statistical significant difference between American and Danish respondents. Table 6.11 displays the findings of likelihood to participate in collaborative consumption between American and Danish respondents. Table 6.12 shows the findings that motivation factors had on the decision to participate in collaborative consumption between American and Danish respondents.

Table 6.11 - The likelihood of participate in collaborative consumption between American and Danish respondents.

Likelihood of collaborative consumption	collaborative consumption aspect	P-value	Significant

Respondents viewpoint of a taker	Ridesharing	p = 0,007	Statistical significant difference between American and Danish respondents. Danish respondents have a higher likelihood of ridesharing with a median of 4 (likely)
Respondents viewpoint of a Provider	Ridesharing	p = 0,033	Statistical significant difference between American and Danish respondents. Danish respondents have a higher likelihood to provide ridesharing with a median of 5 (very likely)

Table 6.12 - The impact of motivation factors on the decision to participate in collaborative consumption between American and Danish respondents.

Motivation factors on decision	collaborative consumption aspect	Motivation factor	P-value	Significant
Respondents viewpoint of a Provider	Ridesharing	Enjoyment	p = 0,007	Statistical significant difference between American and Danish respondents. Danish respondents find enjoyment (e.g. the joy of helping others) more important when providing ridesharing with a median of 4 (important)
Respondents viewpoint of a Provider	Skill sharing	Enjoyment	p = 0,009	Statistical significant difference between American and Danish respondents. Danish respondents find enjoyment (e.g. the joy of helping others) more important when providing a skill to other people with a median of 3 (moderately important)
Respondents viewpoint of a Provider	Skill sharing	Social Benefits	p = 0,019	Statistical significant difference between American and Danish respondents. Danish respondents find social benefits (e.g. interaction, get to know, develop social relationships) more important when providing a skill to other people with a median of 3 (moderately important)

## 7 Discussion

Marketing strategies have been debated for many decades as there are different opinions regarding which one is most suited for the various markets and situations (Dimitrova & Rosenbloom, 2010). This debate is of great importance for multinational companies in their aim to increase their market shares and global presence, or maybe to keep increasing profitability, and to overcome difficulties of suturing markets (Vrontis & Kitchen, Entry methods and international marketing decision making: An emperical investigation, 2005).

Choosing whether to use a standardized or adapted strategy is argued to be a fundamental decision for companies within the field of international marketing (Vrontis & Kitchen, Entry methods and international marketing decision making: An emperical investigation, 2005). As the choice determines how their marketing mix can be constructed and all their marketing activities.

## 7.1 Structure of discussion

As part of our problem formulation, we will discuss whether companies operating within collaborative consumption should use standardization or adaptation as a marketing strategy. The results we found in our investigation of Danish and American respondents will be vocal for this discussion, as it will be used to argue whether the one strategy or the other is most suitable. The results give a great view of whether there is a distinction between the two different nationalities' motivation and whether the one or the other strategy is more beneficial to use when operating across cultures.

The chapter will consist of different parts, which in the end will lead to a final discussion, where we, based on the arguments in the different parts, will attempt to give a fully argued answer on whether a standardized or adapted strategy is most beneficial for companies within collaborative consumption. First, we will take a closer look at the two strategies to gain an understanding of them and what they consist of, as it is essential to understand the strategies before discussing them. Afterwards, we will study the findings of our investigation of Danish and American consumers motivation and argue which results is in favour of which strategy. Lastly, after we interpret and have a greater overview of the findings, we will use the knowledge to discuss which strategy is most suitable, and eventually recommend one for companies operating within collaborative consumption.

## 7.2 Standardization and adaptation

In the following, we will refresh and go further in depth with standardization and adaptation. In order to discuss whether companies should use one or the other strategy, it is important to understand and have a knowledge of the two concepts and what they include. Therefore, we will in this sub-chapter examine the concepts to achieve a greater understanding of them.

The discussion of standardization versus adaptation of marketing strategy in international markets has been argued for many years (Dimitrova & Rosenbloom, 2010). However, this argument has taken place to include all four strategic areas of the marketing mix (product, price, promotion and place). Many internationalization companies are uncertain whether to use standardization or adaptation. Both concepts have their advantages and disadvantages, it is, therefore crucial that the correct selection of strategy is chosen by the company.

### 7.2.1 Standardization strategy

Standardization strategy is regarded as the right concept when consumers' needs, wants and requirements do not change across different markets and countries (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect , 2007). Standardization strategy argues that the world is becoming more similar in both aspects, environmental and customer requirements (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect , 2007). Using the standardization strategy, as a single strategy for the whole global market may enforce some advantages regarding lower costs as well as consistency with customers (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect , 2007).

According to Wang & Yang (2011) Standardization can be defined in many different ways. One way to understand it is (Wang & Yang, 2011, s. 354) *“process of extending and effectively applying domestic target-market-dictated product standards tangible and/or intangible attributes – to markets in foreign environments”*.

As the global market is becoming more homogeneous the international markets allows companies to adapt the standardization strategy across the globe (Wang & Yang, 2011). There are number of studies which advocates of the standardization but among them Levitt (1983) is one of the strongest supporters of standardization (Wang & Yang, 2011).

Wang & Yang (2011) indicate many examples why standardization strategy is preferred, he mentioned that it will be smart to develop a single product for all the markets in all the regions and this kind of universal product will be suitable where; 1) As the basic need is same so the product will better satisfy the needs in international market 2) After sale services can be standardized 3) There are large markets which exist across the world so cultural adaptation is not required 4) Universal product has a strong international brand image (Wang & Yang, 2011).

According to Levitt (1983), he explains that well-managed international companies are more willing to offer standardized products that are considered low priced, reliable and functional. He also explains that multinational company's preference to become more global have an impact, as they believe, they can achieve long-term success by focusing on everyone at once instead of adapting their strategy towards each

market (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect , 2007).

According to proponents of standardization strategy, it is argued that if companies use proper advertisement with proper translations, it is effective and would reach out to all consumers in the global market (Nikolaos & Stathakopoulos, 1997). The statement is based on the belief that consumers in the global market more or less share the same needs and wants, and therefore, by using universal advertising it will appeal to them all at once (Nikolaos & Stathakopoulos, 1997).

According to Buzell, 1968; Fatt, 1967; Killough, 1978; Levitt, 1983; Sorenson and Weichmann (1975), explains standardization strategy as having four main aspects, which makes this approach appealing. The first aspect argues that multinational corporations maintain a consistent image and identity throughout the world. The second, that it is important to minimize confusion among buyers who travel frequently. As many other researchers also have explained, the third aspect allows the multinational company to develop a single co-ordinated advertising campaign across different markets. Finally, the last aspect is that this approach results in considerable savings in media costs, advertising production costs, and advertising illustrative material (Nikolaos & Stathakopoulos, 1997).

### 7.2.2 Adaptation strategy

Supporters of adaptation strategy argue that international advertising strategy suggests that each and every market should be distinctly separate from one another and companies should adapt its marketing mix in each market (Wang & Yang, 2011). Due to differences in culture, economic status, legal conditions, and foreign market it is important to implement adaptation to gain more effective marketing mix (Wang & Yang, 2011). Vrontis & Thrassou also confirm that adaptation strategy is used to adjust the marketing mix towards microenvironment factors, such as language, climate, race, topography, occupations, education, taste, and to quite frequent conflicts resulting from different laws, cultures, and societies (Vrontis & Thrassou, 2007).

According to (Wang & Yang, 2011) companies which operates within adaptation have to make a basic decision whether to go in the foreign markets with the company's current product or to make some necessary changes in the products to adopt the foreign market (Wang & Yang, 2011) Product adaptation

will be suitable in situation, where there is a significant differences in consumer needs and wants, competition is strong, which force them to differentiate their products (Wang & Yang, 2011).

There are many different things they have to be aware of, fulfill host country requirements such as packaging, technical and legal issues. These are also important reasons for product adaptation, climate, living conditions, customer lifestyle, literacy and income level of the consumer.

Supporters of adaptation approach have strong indication that there is a significant difference in culture, economic situation, rules and regulation, political system and the lifestyle of consumer and their values and belief system across the world these things must be considered for the success (Wang & Yang, 2011).

Proponents of adaptation believe that multinational companies have to be aware and find out how they can adjust an entire marketing strategy, which includes elements such as sell, distribute to fit the market demands (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect , 2007). Adjusting the marketing mix and marketing strategy is vital to suit local tastes, meet special market needs and consumers' non-identical requirements.

According to Hussain and Khan the supporters of adaptation involves the individual approach as it allows the international companies to understand the needs and preferences of each market (Hussain & Khan, 2013). Supporters of this approach believe that there is a significant difference in culture, economic situation, rules and regulation, political system and the lifestyle of consumers and their values and belief systems across the world. These things must be considered for the success (Hussain & Khan, 2013). Moreover, the implementation of adaptation as marketing strategy helps the international marketing companies to achieve competitive advantages (Hussain & Khan, 2013).

The advantages that lie on adaptation or modification of a strategy towards markets will lead to increase in sales volume of the international companies in foreign marketplaces. Adaptation also better satisfies the needs and wants of customers and thereby, retaining the existing consumers by making the products up-to date and by taking into consideration the offerings of the competing firms (Hussain & Khan, 2013).

### **7.3 Findings in favor of standardization**

In the following sup-chapter, we will study and analyze our findings, to see if there are findings that point at standardization as the optimal strategy to use for companies within collaborative consumption.

It has been argued that the global market is becoming more homogeneous in motivation and the homogenization of the international markets allows the companies to adapt the standardization strategy across the markets (Hussain & Khan, 2013). We will now look at our results to find out if there is any distinction on motivation and likelihood between Americans and Danes in regard to participating in collaborative consumption.

The results will indicate if standardization strategy is to be preferred based on our findings. Firstly, we will study if there is any differences in regard to how likely the Danish and American respondents are to participate in collaborative consumption based on six different aspects (Car, object, meal, accommodation and skills). Afterwards, we will look at the findings in relation to if there are differences in what motivates them to participate based on how important they value the different factors.

### **7.3.1 Likelihood of participating in collaborative consumption**

The findings show how likely American and Danish consumers are towards participating in collaborative consumption in the six different factors and in the aspect of being taker and provider.

According to our findings, there is no-statistically significant difference on five of the six factors; namely car, object, meal, accommodation and skills, in relation to likelihood of participating in collaborative consumption as taker. Under the provider perspective we can also conclude that there is no-statistically significant difference in the mentioned factors.

The above mentioned findings are in favor of standardization strategy as the better strategy. Therefore, multinational companies operating within collaborative consumption should, based on the above mentioned findings, employ standardization strategy and develop a single marketing mix for all the markets they operate within. This kind of universal product will be suitable as the findings show that there are no significant differences, which means the basic need is the same and the standardized product will better satisfy the needs in the international market. With standardization the companies will achieve universal products, which tends to have a strong international brand image (Hussain & Khan, 2013).

### 7.3.2 Motivation towards participating in collaborative consumption as taker

The majority of our findings that was related to respondents' likelihood of participating in collaborative consumption were in favor of using standardization as a marketing strategy. The next step is to find out if the four drivers of motivation (enjoyment, social benefits, economic benefits, and sustainability) for participating in collaborative consumption have a different effect on the respondents' motivation to participate and if they do impact their decision-making process differently depending on their nationality. We will do this by studying our findings to see if there are any significant differences between the two nationalities and how important they find the factors, firstly from a takers perspective and thereafter, from a providers.

The results from the takers perspective shows that there are no statistically significant differences in relation to any of the six different kind of collaborative consumption or any of the four drivers between Danish and American respondents, since none of the motivation drivers had a significant p-value below the limit of 0,05. In other words, the findings confirmed that the motivation to participate in collaborative consumption, as a taker, between the two nationalities are the same.

The findings on motivation towards participating in collaborative consumption from takers perspective indicate there is no significant difference between the Danish and American respondents, in regard to how important they find the intrinsic and extrinsic motivation drivers (e.g. enjoyment, financial benefits, social benefits and sustainability). Therefore, it can be argued that standardization as strategy is better suited for international companies operating within collaborative consumption. For companies such as Airbnb<sup>8</sup> and Uber<sup>9</sup>, that offer service of sharing accommodation and car, standardization marketing strategy will be beneficial in reducing financial costs. Moreover, this will not only save them money but also give them a competitive advantage over their competitors, such as strong international brand and faster learning experience, which helps them reduce the inventory costs (Hussain & Khan, 2013).

Furthermore, if Airbnb and Uber standardize their products/services it will increase their chances for product innovation as they can appropriate more of their resources towards building and developing their product portfolio rather than allocating resources to adapting it to different marketplace (Hussain & Khan, 2013).

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<sup>8</sup> Airbnb is a company that provides a platform for consumers so they easily can rent or rent out private homes (Airbnb).

<sup>9</sup> Uber is a company, which offers their consumers services so they easily can make arrangements for ridesharing (Uber).

### 7.3.3 Motivation towards participating in collaborative consumption as provider

The following will elaborate on the findings from the provider perspective and how motivation affects participation in collaborative consumption between American and Danish consumers. The respondents answered how likely they are to rent out or sell goods and services for the six aspects within collaborative consumption. The data was analyzed to see if there were any statistically significant differences between the American and Danish consumers.

There are four situations (Car, object, meal and accommodation) from the perspective of a provider where there are no statistically significant differences between the Danish and American, as both the intrinsic and extrinsic motivation is equally important to both nationalities.

Based on the results, car companies working with collaborative consumption, such as TURO<sup>10</sup>, should adapt standardization as a marketing strategy. TURO companies should offer standardized products that are low priced, reliable and functional. Moreover, TURO should focus on becoming more global so they can achieve long-term success by focusing on everyone instead of adapting its strategy (Hussain & Khan, 2013).

There are no statistically significant differences on motivation between the Danish and American consumers in participating in collaborative consumption of objects and meals. The findings argue that a standardized marketing strategy is more suitable for companies within object and meal, such as Neighbor goods (objects) and Bonappetour (meal). By using standardized marketing efforts Neighbor goods<sup>11</sup> and Bonappetour<sup>12</sup> can target their Danish and American consumers' basic needs as it is the same. Therefore, a standardized product will better satisfy the needs in an international market (Dimitrova & Rosenbloom, 2010). To create more brand awareness Neighbor goods and Bonappetour should have universal products for its market to have a strong international brand image (Hussain & Khan, 2013). If we take a closer look on motivation towards participating on accommodation there is no statistically significant difference between the Danish and American consumers. By using standardization Airbnb<sup>13</sup> can target their marketing

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<sup>10</sup> Turo as a company offers their consumers a platform where they can rent a car from local car owners or rent out their own **Der blev angivet en ugyldig kilde..**

<sup>11</sup> Neighbor goods as company offers their consumers a platform where friends and neighbour can share goods.

<sup>12</sup> Bonappetour is a company who offers a platform where provider and consumer meet each other to share and enjoy local food.

<sup>13</sup> Airbnb is a company that provides a platform for consumers so they easily can rent or rent out private homes **Der blev angivet en ugyldig kilde..**

efforts on the Danish and American consumers' needs through their standardized products/services and it will better satisfy the needs in international market. Airbnb should develop a single product for all the markets in all the regions and this kind of universal product will be suitable here (Vrontis & Thrassou, 2007).

## 7.4 Findings in favor of adaptation

While we in the last sub-chapter presented results from our survey that indicates that there are no significant differences between American and Danish consumers, and furthermore, supports the use of a standardized strategy. We will in this sub-chapter study whether there are results from our survey that point at adaptation as the right strategy to use for companies operating within collaborative consumption in both Denmark and US.

In the chapter *National culture theory*, we investigated the differences between Danes and Americans in relation to their cultures. We used Hofsteds six dimensions and the investigation showed some big differences in some dimensions. The biggest difference was to be found in whether the nation was considered masculine or feminine, in which Denmark clearly was a feminine society with a score of 16, while USA was a masculine society with a score of 62. Moreover, the Danes are considered as being more driven by quality in life, while Americans are considered as more individualistic and driven by achieving success in life and being the best. These findings and more, which we studied in *National culture theory*, argue that there are big differences between the two cultures and that the needs and demands are not equal.

In regard to adaptation as strategy it is been argued that it is necessary to suit the unique dimensions of markets (Vrontis & Kitchen, 2005) and that markets are influenced by macro-environmental factors such as culture and nationalism (Vrontis & Kitchen, 2005). Therefore, we will now study the results of our survey to see if there are results that argue that there is a difference between Danish and Americans likelihood and motivation to use collaborative consumption. If results that show distinction between Danish and American consumers is to be found, they will indicate that adaptation as a strategy may be a more suited finding because of the different demands consumers in the two markets have. We will start by looking at the difference in regard to the likelihood of using collaborative consumption in different situations, and thereafter, study if there is difference in motivation to participate in collaborative consumption. It will be done both in the situation of being a taker and a provider of collaborative consumption.

#### 7.4.1 Likelihood of participating in collaborative consumption

By looking at the findings of how likely American and Danish consumers are towards participating in collaborative consumption in the six different situations, it shows that there are no greater differences to be found in most cases in regard to their likelihood towards participating. There are only two situations, one as a taker and one as provider, where there is a statistically significant difference between their likelihood to participate. The first case is when asked about their likelihood of accepting to share a ride, offered by a neighbor, that is going the same way and offers to give a lift for a small fee. In this situation there is a statistically significant difference ( $p=0,007$ ) between the answers of the two nationalities, with the Danish respondents being more likely to accept the rideshare. The other case where there is a statistically significant difference, is the same situation as before mentioned, but as provider of the rideshare and not taker ( $p=0,033$ ). It shows that Danish respondents are more likely to offer a rideshare for a small fee, than the Americans.

The results above give an indication that adaptation may be much more useful for companies operating within collaborative consumption of ridesharing. The difference between the respondents from the two nations may be found in their motivation towards ridesharing or the cultural differences. A qualified assumption, based on the knowledge we obtained in the chapter *Effect on consumers*, is that the motivation within the American respondents may be effected by one of the following assumptions: That they have a negative attitude based on the assumption of the outcome of a rideshare, the social norm is that ridesharing is not something positive to do or that they do not see ridesharing as something natural and easy to perform (perceived behavioral control). The difference between the two nationalities can also be based on the differences found in their cultures, in the chapter *National culture theory*, such as that Danish people score lower in uncertainty avoidance, which tells that they are more open and relaxed towards experiences where the outcome is uncertain. While the American people score very high, which means that they are much more avoiding in regard to uncertain experiences.

In any circumstances, based on the results adaptation is the better strategy to use for companies operating within ridesharing and across cultures. This will give the companies a greater possibility of adapting their marketing efforts towards the specific market and consumers (Vrontis & Kitchen, 2005). E.g. while the focus on marketing efforts in Denmark maybe should be towards creating awareness towards the company, it

should maybe in US be to create a better social view on ridesharing and maybe focus on changing the perceived behavior towards it.

Factor / Nationality	Danish	American
Ride sharing (as taker)	Danes more likely to accept sharing a ride	Americans less likely to share a ride
Ride sharing (as provider)	Danish respondents more likely to rideshare as provider	Americans not likely to offer a rideshare

*Table 7.1: Overview of significant differences in relation to likelihood to participate in collaborative consumption*

#### 7.4.2 Motivation towards participating in collaborative consumption

While there was not many results related to respondents likelihood of participating in collaborative consumption, which were in favor of using adaptation as a marketing strategy, the case is a little different when looking at their motivation for participating. The findings show that there are also situations where there occurs significant difference between Danish and American consumers in regard to what motivates them to participate in collaborative consumption, with all difference found in the perspective of a provider. While there are no statistically significant differences to be found in the perspective of takers, there are still some results that could indicate a trend towards differences. We will first look at the cases where there is a statistically significant difference, as they can be used to conclude that adaptation in those situations is better suited, and afterwards, we will take a look at situations where there may be a trend towards difference from the perspective of a taker. These trends towards differences cannot be used to conclude anything, as there is no statistically significant difference, but they can give an indication that there might be a trend towards difference.

The three situations from the perspective of a provider where there is a statistically significant difference between the Danish and American, is in relation to ridesharing and skills. In regard to ridesharing there is a statistically significant difference ( $p=0,007$ ) in relation to how important they find enjoyment. The Danish respondents find enjoyment to be a very important factor, while the case is opposite with the American respondents. Based on this result it will be more favorable for a company operating with ridesharing such

as <sup>14</sup>Uber. By using adaptation Uber can focus their marketing efforts to target their consumers more specifically in a situation like this, where there is a difference between what consumers find to be important. Their marketing efforts in Denmark should, based on the result, focus on the enjoyment of ridesharing, while their focus when targeting American consumers should not be on enjoyment, as they do not find it important, but instead on other factors.

In relation to participating in skill related collaborative consumption there are two factors with a statistically significant difference between the Danish and American respondents. The first difference is in relation to how important they find enjoyment, while the second is in regard to how important they find social benefits. Looking at the importance of enjoyment, there is a significant difference ( $p=0,009$ ) with the Danish respondents finding enjoyment more important than the American. The case is very familiar in regard to the importance of social benefits, where there is a significant difference ( $p=0,019$ ) with the Danish respondents finding the social benefits, related to participating in skills based collaborative consumption as very important, with the opposite opinion within the American respondents who do not find social benefits important in this aspect. These findings are clearly favoring adaptation as the right strategy for companies operating within skills based collaborative consumption. An example of a company operating with collaborative consumption of skills is <sup>15</sup>Skillshare. If they, Skillshare, are to target both consumers in USA and Denmark it is better for them to use adaptation according to our findings. By using adaptation Skillshare can adjust their marketing activities to fit both the Danish and American consumers' interests. The results show that enjoyment and social benefits are very important in regard to skills based collaborative consumption, therefore, it is important that Skillshare as a company adjust their marketing efforts towards these factors if they are to target Danish consumers. On the other side, when targeting American consumers the company should not focus on enjoyment and social benefits, but instead direct their marketing efforts towards the financial benefits and sustainability.

Factor / Nationality	Danish	American
Ride – Enjoyment	Danish respondents find 'enjoyment' very important	American's do not find 'enjoyment' as important
Skill – Enjoyment	Enjoyment is an important factor	Enjoyment is not important for

<sup>14</sup> Uber is a company, which offers their consumers services so they easily can make arrangements for ridesharing **Der blev angivet en ugyldig kilde..**

<sup>15</sup> Skillshare is a worldwide learning community for creators, where people can take online classes or teach themselves **Der blev angivet en ugyldig kilde.**

	for the Danish respondents	the American respondents
<b>Skill - Social benefits</b>	Danes found 'social benefits' to be very important	'Social benefits' is not found to be important by American respondents

*Table 7.2: Overview of the factors where there is a statistically significant difference between the Danish and American respondents from a provider perspective*

### 7.4.3 Trends toward significance

In the findings from a perspective as taker there are no statistically significant differences to be found, but still there are two situations where the Danish and American respondents show a trend towards difference in their motivation in the specific situation. These results cannot be used to conclude anything, as they can only be seen as a trend towards difference. The first case is, when asked how important they find the social benefits in relation to lending a drill (object). Results show that there is not a statistically significant difference ( $p=0,08$ ), but still with the American respondents finding the social benefits more important than the Danish. The other case with a trend towards difference ( $p=0,07$ ) is how important they find enjoyment in regard to accommodation. The Danish respondents find enjoyment in relation to staying at someone else home as a very important factor, while the American respondents found it less important.

These two cases of a trend towards difference between the Danish and American respondents argues that adaptation may be a better option as an strategy for companies working with sharing of objects or accommodation. Even that there is not a statistically significant difference the results tell us that ( $p=0,08$ ) this can be interpreted as a trend towards difference. If you are a company offering sharing of objects and are trying to reach out to consumers in US, it may be a better idea to also focus on the social benefits of sharing objects. While it may not be needed if the company is reaching out to Danish consumers, as they do not find the social benefits as important. On the other hand, for a company such as <sup>16</sup>Airbnb, that offers the service of renting out homes it may be better to focus on different things in regard to marketing efforts targeted at Danish and American consumers. For the Danish consumers their marketing efforts should maybe focus on the enjoyment of living at someone else home, while for the American consumers their marketing efforts should maybe focus more on the other benefits, e.g. financial benefits of living at someone else's home, as they do not find enjoyment important.

<sup>16</sup> Airbnb is a company that provides a platform for consumers so they easily can rent or rent out private homes **Der blev angivet en ugyldig kilde..**

Factor / Nationality	Danish	American
<b>Object - Social benefits</b>	Danes do not find the 'social benefits' as important	American respondents find 'social benefits' to be much more important
<b>Accommodation - Enjoyment</b>	Danish respondents find 'enjoyment' to be very important	American's do not find 'enjoyment' as important

*Table 7.3: Overview of trends towards significance between Danish and American respondents from a takers perspective in relation to what they find important*

## 7.5 Standardization versus adaptation

In the previous chapters we have discussed the findings in relation to the two strategies, standardization and adaptation, and looked at which findings was in favor of which strategy. We will now use the findings in the previous chapters to discuss and create a guideline for which strategy is most favorable to use for companies within collaborative consumption.

The figure below gives a great overview of which findings we found in favor of which strategy. These findings will now be discussed, and based on them we will evaluate, which strategy we recommend for which companies and markets.

Factor / Strategy	Standardization	Adaptation
<b>Car</b>	No significant or considerable differences in findings	No significant or considerable differences in findings
<b>Ride</b>	No significant difference in relation to importance of financial benefits, social benefits or sustainability.	Statistically significant differences in: Likelihood of participating in ridesharing (both as taker and provider) and importance of enjoyment
<b>Object</b>	No significant difference in any aspects	Trend towards difference in: How important they find social benefits
<b>Accommodation</b>	No significant difference in any aspects	Trend towards difference in regard to how important they find

		enjoyment
<b>Meal</b>	No significant or considerable differences in findings	No significant or considerable differences in findings
<b>Skills</b>	No significant difference regarding the importance of financial benefits or sustainability	Statistically significant differences in: How important they find enjoyment and social benefits

*Table 7.4: Overview of findings in favour of the strategies*

In our problem formulation we outlined the aim of using the knowledge we obtain throughout the project, and the findings we collect, to create a guideline and give a clear picture of whether standardization or adaptation is most suited for companies operating within collaborative consumption. After having gained a much greater knowledge and insight on how consumers are effected and motivated towards collaborative consumption, we have understood that it is impossible to give a mutual conclusion on the above mentioned. Therefore, we will assess which strategy is most suited for six different markets of collaborative consumption. The six markets are based on the six factors we have used to investigate the topic.

### 7.5.1 The car market

When operating within the car market of collaborative consumption, standardization is the better strategy to use, as our findings showed no statistically significant differences at all towards collaborative consumption of a car, such as renting or renting out a car. Based on these results we can conclude that standardization is the better strategy to use in this market, because there is no difference in Danish and American consumers motivation towards participating in this kind of collaborative consumption, when looking at the intrinsic and extrinsic motivated factors. With standardization as a strategy it is much easier and financially more beneficial for a company, such as <sup>17</sup>Turo, to target consumers across borders and still meet their demands and attract their interests. Also earlier research points at standardization as the best strategy when there is no significant difference in consumers (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect, 2007). Some of the arguments are that a standardized strategy will give the company benefits such as lower costs and consistency with consumers (Vrontis & Thrassou, Adaptation vs. standardization in international marketing – the country-of-origin effect, 2007).

<sup>17</sup> Turo as a company offers their consumers a platform where they can rent a car from local car owners or rent out their own **Der blev angivet en ugyldig kilde..**

### 7.5.2 Ridesharing

The case of ridesharing and whether standardization or adaptation as a strategy is the better option for companies within this business is more difficult, as there are findings that argue for both. The arguments for standardization as the best strategy for companies such as <sup>18</sup>Uber is, that there is no significant difference in relation to how important Danish and American respondents find financial benefits, social benefits or sustainability in regard to ridesharing. These findings are in favor of using standardization as strategy, as there is no difference to be found in them.

However, we find the findings in favor of using adaptation much stronger in this case. Firstly, we found out that there is a significant difference in the likelihood of participating both as taker and provider in ridesharing, with the Danish respondents much more likely, and secondly, there is a significant difference in how important a factor enjoyment is in relation to ridesharing. We mentioned in the chapter *Likelihood of participating in collaborative consumption* some reasons for why this difference maybe is to be found. But the most important is not the reasons for why these differences are to be found, but how to avoid losing or missing out on consumers because of it. Based on this we recommend adaptation as the most beneficial strategy for companies operating with ridesharing such as <sup>19</sup>Uber. By using standardization Uber will have the benefits of e.g. lower costs and more consistency worldwide in terms of brand and products/services (Hussain & Khan, 2013), but will most likely lose or miss out on some consumers that can be kept if they use adaptation.

With an adapted strategy that is adjusted to target consumers according to their own demands and needs, Uber can achieve more consumers and bigger market shares, as they will adapt their activities to meet the demands and needs of consumers (Vrontis & Kitchen, 2005). More specifically, with adaptation as strategy Uber can be able to focus on creating a better opinion towards ridesharing and more willingness to participate in ridesharing consumption, while they, towards the Danish consumers, can focus their activities towards e.g. creating a stronger brand and awareness about the specific services they offer and use enjoyment as why ridesharing is good.

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<sup>18</sup> Uber is a company, which offers their consumers services so they easily can make arrangements for ridesharing **Der blev angivet en ugyldig kilde.**

### 7.5.3 The object market

International companies operating within the object market of collaborative consumption should use a standardization strategy, as there, according to our findings, was no statistically significant difference towards collaborative consumption of object, both in the aspect of renting and renting out. Based on these findings towards the market of objects, we recommend standardization as the strategy to be used by companies within this market. This is because we did not find any difference in Danish and American consumers' motivation in participating in collaborative consumption in relation to objects. With standardization as marketing strategy, companies have the advantages on the financial aspects, such as lower costs, because they do not need to adopt its marketing effort in each market (Hussain & Khan, 2013). Standardization as strategy for companies will give a stronger brand name, packaging, and communication which will help in achieving economies of scale in the production process (Hussain & Khan, 2013).

### 7.5.4 The accommodation market

Our findings indicate on the accommodation market that multinational companies should employ standardization marketing strategy. The findings show that there are no significant differences in motivation on Danish and American consumers. Therefore, it will be wisely for accommodation companies such as Airbnb to operate with standardization strategy as the global level more and more propose that markets in the international level are becoming homogenous and it is necessary for Airbnb to continue their existence and growth at the global level (Hussain & Khan, 2013). As Airbnb grows the standardization is more suited to reduce the financial cost, not only save cost but also help Airbnb to get a more competitive advantage over the competitors (Dimitrova & Rosenbloom, 2010).

### 7.5.5 The meal market

According to our findings international companies operating within the meal market of collaborative consumption, indicate that there is no significant difference in motivation on Danish and American consumers. Based on these results we find the standardized marketing strategy to be more suited. (Hussain & Khan, 2013) Meal companies such as <sup>20</sup>Bonappetour will have gained more advantage to standardize its marketing and it will benefit on the financial aspect, moreover Bonappetour with standardized products/services will build and develop standardized product portfolio rather than adapting different product into different marketplace (Hussain & Khan, 2013).

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<sup>20</sup> Bonappetour is a company who offers a platform where provider and consumer meet each other to share and enjoy local food

### 7.5.6 Skills

In the business of skills, we strongly recommend multinational companies to use adaptation as their marketing strategy. This recommendation is based on our findings, as there are significant differences in how important Danish and American consumers find two of the four factors. While the Danish respondents found enjoyment and social benefits related to collaborative consumption of skills as very important, the opinion was the opposite with the American respondents, who did not share this opinion. As mentioned earlier, using adaptation as strategy companies within this market can focus on what consumers find important in the specific markets and therefore, meet the demands and needs of each specific market (Vrontis & Kitchen, 2005). If a company, such as <sup>21</sup>SkillShare is to gain more market shares, it is highly important that they through their marketing activities have focus on what consumers in the specific markets want. As the findings tell, there are greater differences in what Danish and American people want, which is why we recommend to use adaptation. With adaptation SkillShare can have focus on the intrinsic motivated factors, as enjoyment and the social benefits are, towards Danish consumers, and on the other hand towards American consumers, they can have focus on both extrinsic motivation in form of financial benefits and intrinsic motivation in terms of sustainability.

After having discussed which strategy we recommend and find most suited for companies, within collaborative consumption, based on their market, the figure below gives a great overview of our conclusions for each of the markets.

Market / Strategy	Standardization	Adaptation
<b>Car</b>	Based on the findings standardization is most beneficial to use	
<b>Ride</b>		Stronger arguments to use adaptation, as there are significant difference in many important aspects

<sup>21</sup> SkillShare is a worldwide learning community for creators, where people can take online classes or teach themselves **Der blev angivet en ugyldig kilde.**

<b>Object</b>	Based on the findings standardization is most beneficial to use	
<b>Accommodation</b>	Standardization is most suitable, as there are no significant differences	
<b>Meal</b>	As there is no significant difference in findings standardization is favourable to use	
<b>Skills</b>		Adaptation is the better strategy to use, as findings show that there is significant differences between what consumers in US and DK find important

Table 7.5: Overview of what strategy companies should apply based on which market they operate within

## 8 Conclusions

In this last chapter, we will present the main findings of this project to answer our research questions. Furthermore, we will reflect on implications in relation to our findings and limitations that have affected this study. Lastly, we will, based on the knowledge and findings obtained through this study, propose suggestions for further research within this area.

## 8.1 Main findings

In our problem formulation, we expressed our research question, which was to study "*how does consumers' nationality influence their motivation for adopting collaborative consumption*". The aim of answering this question has been the guideline of this study and all the investigation did throughout the study have been to obtain knowledge and findings regarding being able to answer the research question. In this subchapter, we will present all our main findings and thereby, also answer our research question.

### **How does consumers' nationality influence their motivation for adopting collaborative consumption?**

The findings showed a clear influence from nationality regarding motivation for participating in collaborative consumption. However, the influence was depended on the kind of collaborative consumption and by different motivational factors.

After having studied how nationality influences motivation towards participating in six different kinds of collaborative consumption (car, ridesharing, object, accommodation, skill, meal). We can conclude that the findings only showed influence from nationality in regard to collaborative consumption within ridesharing and skill sharing. Furthermore, it was only within some intrinsic factors of motivation where the findings showed influence from nationality. In regard to extrinsic motivational factors, in our case financial benefits, there was no influence from nationality at all.

Within collaborative consumption of ridesharing, the only factor that had a different impact on the two nationalities was one of the intrinsic motivational factors, namely enjoyment (the joy of helping others), in the perspective of a provider. The Danish respondents found the intrinsic motivation of enjoyment as a very important aspect of ridesharing, while enjoyment was not identified as important by the American respondents. Moreover, there were no differences to be found in the other three motivational factors (social benefits, financial benefits, sustainability).

Furthermore, within ridesharing, there was found a difference between the two nationalities in regard to the likelihood of participating in ridesharing. The Danish respondents were more likely to participate both

as a taker and provider in ridesharing, while the American was not so likely. Based on this we can conclude that nationality has a clear impact on adapting collaborative consumption in relation to ridesharing.

The findings also showed influence from nationality in regard to collaborative consumption of skill sharing. Out of the four motivational factors, we used to measure the respondents motivation, had two of the intrinsic factors different influence on the two nationalities. The two factors, where the findings showed differences, were enjoyment and social benefits, both from the perspective of a provider. Danish respondents found both of these intrinsic motivational factors as important, while the American respondents had a different opinion, as they found them less important. On the basis of these findings, we can conclude that nationality has a significant impact on adapting collaborative consumption within sharing of skills.

To sum the conclusions up, we can conclude, based on our findings, that nationality does influence people's motivation in relation to some kinds of collaborative consumption, more specifically within ridesharing and skill sharing. Moreover, it is important to conclude, that based on our findings, nationality do not have any greater influence on motivation in regard to collaborative consumption within cars, objects, accommodations and meals.

## 8.2 Limitations

Any research has limitation connected to it; the same goes with our thesis. The limitations are important to take into account when drawing a conclusion from the research. It will be an important aspect in the reflection of the conclusion and implications.

The research design set some limitation on our research. We would limit ourselves only to examine the two nationalities of USA and Denmark. This limitation is based on our resources both cost and time, but the limitations also help focus our research on a solid area we could conclusion on.

The concept of collaborative consumption is only recently gain a following by researcher do to the emergence of web 2.0. The research area is still somewhat limited in the research done and survey conducted; this provided us with a challenge to find the relevant research we could build upon.

Practical limitations, including the collecting method of the survey, it would have been better for the validity to collect the data directly from the respondents, standing next to them at let them answer in it front of you. The data would have been better, but the resources needed and the cost was out of our reach.

## 8.3 Implications

In this sub-chapter, we will reflect upon the implications of the findings and knowledge we have presented throughout the study. After having investigated how nationality effects Danish and American people's motivation towards adopting collaborative consumption, we obtained valuable knowledge which we used to discuss whether companies operating within collaborative consumption should use standardization or adaptation as a marketing strategy. This discussion has resulted in many implications, which we will reflect upon in the following.

Our findings showed that there is no clear answer regarding which strategy companies should adapt as both have their own benefits and disadvantages, which makes the decision very difficult for companies. We have based on our findings and the knowledge from the reviewed theories created a guideline of which strategy we recommend depending on which market the company operates within. The main impact on our guideline was whether there were significant differences in the respondents answers based on their nationality. In markets where we found significant differences, between the two nationalities, of great importance, we recommended adaptation as the better strategy, as the differences were too important to ignore. On the other hand, in markets where we did not find any significant differences, which suggest that there is no difference between how respondents from the two nationalities are motivated, we recommended companies to use standardization as a strategy.

We recommended the following:

- Standardization as a strategy for companies operating within collaborative consumption in markets related to cars, objects, accommodation and meal.
- Adaptation as strategy for companies operating within collaborative consumption in markets related to ridesharing and skill sharing

However, our recommendations are solely based on the findings of our study, and should only be used as a guideline for companies; that should use it for further considerations and investigation. Companies should base on these findings consider the specific situation they find themselves within and the benefits and disadvantages of both strategies before deciding.

## 8.4 Further research

The investigations done in this project has created a baseline for different further researchers within the area. Moreover, the limitations of this study have also added to the possibilities of further researches. There are several main factors that can be investigated within this area, which will increase the value to the topic.

In this study, we limited ourselves only to measure the motivation factors of Danish and American people. A further valuable research could be to include more nationalities, which will strength the findings and give a clear picture of whether our findings is only limited to the comparison of Danish and American people or the differences also are to be found in other nationalities.

Moreover, to strength the validity of the findings a further research could include a bigger sample size. Further research with a bigger sample size would tell if our findings are valid enough, and it may give an even clearer picture of the differences.

Another factor that can be further researched is in relation to the age-groups. In our investigation, most of the respondents happened to be of the younger segment (under 35 years), which gives the possibility of researching whether there are the difference regarding age and the motivation to participate in collaborative consumption.

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## Appendix 1

We are a group of three students from Aalborg University in Denmark, who are writing our master thesis about how nationality effects motivation for buying, selling and renting of goods and services from other people.

The questionnaire takes approx. 7-10 minutes to answer.

We greatly appreciate you taking the time to fill out our questionnaire.

Furthermore, we can guarantee that all questions are 100% secure, all the answers will only be used for academic purposes.

### 1. What is your gender?

- (1)  Male
- (2)  Female

### 2. How old are you (for example 30)

\_\_\_\_\_

### 3. What is your nationality?

- (1)  American
- (2)  Danish
- (3)  Another Country

### 4. What is your monthly income after taxes?

- (1)  Don't want to share this information
- (2)  Less than \$1,000
- (3)  \$1,000 – \$1,999



- (4)  \$2,000 – \$2,999
- (5)  \$3,000 – \$3,999
- (6)  \$4,000 – \$4,999
- (7)  \$5,000 – \$5,999
- (8)  \$6,000 – \$6,999
- (9)  \$7,000 or more

### 6. What is the last education you have completed?

- (1)  Less than High School
- (2)  High School/GED
- (3)  Trade-level Education / Apprenticeship (e.g. bricklayer or carpenter)
- (4)  College Degree (2 or 4 years)
- (5)  Master's Degree
- (6)  Doctoral Degree
- (7)  Other

### 7. What is your residential area?

- (1)  Urban
- (2)  Suburban
- (3)  Rural

**Now we will ask you some questions about the buying and renting of goods and services. For each and every question, assume that you are in need of these goods and services. For example, if the question states “imagine you need a power drill,” then answer as if you need it, even if you already own one in real life.**

**8\_1. Imagine you temporarily need a car and the possibility exists to rent (for a small fee or other compensation) a car from a neighbour. How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**8\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the enjoyment of renting a car from a privat person)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reduce the production of new cars and the use of raw materials)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**9\_1. Imagine you need to go somewhere and a neighbour is going the same direction and offers you a lift in his/her car (for a small fee or other compensation). How likely it is that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**9\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the pleasure of easy and flexible transport)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reducing the negative impact on the environment by driving together)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**10\_1. Imagine you need a power drill and it is possible to rent (for a small fee or other compensation) this from someone in your neighbourhood. How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**10\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the joy of an easy solution from your neighbor)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reducing production and the negative impact on the environment by not buying one yourself)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

11\_1. Imagine, someone in your neighbourhood is cooking a meal and you can pick up a portion for a small fee or other compensation. How likely is it that you would do this?

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

11\_2. How important are these factors in your decision?

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the excitement of eating homemade meals)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reduce food waste, energy consumption and support locals)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

12\_1. Imagine you are travelling and local residents rent out their homes for a reasonable price.

How likely is it that you would use their services?

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

12\_2. How important are these factors in your decision?

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the excitement of staying with a local)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. support local residents and strengthen their economy)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**13\_1. Imagine you want to learn Spanish and a neighbour offers to teach you for a small fee or other compensation. How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**13\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the enjoyment and excitement of being taught by a neighbour)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. saving money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. support local residents and strengthen their economy)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

The following questions look similar to the previous ones. However, there is a clear distinction. The next questions concern the selling and renting out of goods and services. For each and every question you can assume that you are in possession of these goods and services. For example, if the question states: “imagine somebody in your neighbourhood needs a power drill,” then answer as if you own this, even if you don't own one in real life.

**14\_1. Imagine a neighbour needs a car and you are able to rent out yours (for a small fee or other compensation). How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**14\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the joy of helping others)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g. earning money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reduce	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
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the production of new cars  
and the use of raw  
materials)

**15\_1. Imagine a neighbour is going the same direction as you and you are able to give this person a lift (for a small fee or other compensation). How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**15\_2. How important are these factors in your decision?**

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
---------------------	--------------------------	-------------------------------	--------------	----------------------

Enjoyment (e.g. the joy of  
helping others)

- |                              |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| (1) <input type="checkbox"/> | (2) <input type="checkbox"/> | (3) <input type="checkbox"/> | (4) <input type="checkbox"/> | (5) <input type="checkbox"/> |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|

Social Benefits (e.g.  
interaction, get to know,  
develop social  
relationships)

- |                              |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| (1) <input type="checkbox"/> | (2) <input type="checkbox"/> | (3) <input type="checkbox"/> | (4) <input type="checkbox"/> | (5) <input type="checkbox"/> |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|

Economic Benefits (e.g.  
earning money)

- |                              |                              |                              |                              |                              |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| (1) <input type="checkbox"/> | (2) <input type="checkbox"/> | (3) <input type="checkbox"/> | (4) <input type="checkbox"/> | (5) <input type="checkbox"/> |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Sustainability (e.g. reducing the negative impact on the environment by driving together)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**16\_1. Imagine a neighbour needs a power drill and you are able to rent one out to this person (for a small fee or other compensation). How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**16\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the joy of helping others)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social relationships)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Economic Benefits (e.g.	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
---------------------	--------------------------	-------------------------------	--------------	----------------------

earning money)

Sustainability (e.g. reducing (1)  (2)  (3)  (4)  (5)

production and the negative

impact on the environment

by renting yours out)

**17\_1. Imagine it is possible to sell a portion of a meal cooked by you to somebody in your neighbourhood. How likely is it that you would do this?**

(1)  Very unlikely

(2)  Unlikely

(3)  Neutral

(4)  Likely

(5)  Very likely

**17\_2. How important are these factors in your decision?**

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
---------------------	--------------------------	-------------------------------	--------------	----------------------

Enjoyment (e.g. the joy of (1)  (2)  (3)  (4)  (5)

sharing homemade meals)

Social Benefits (e.g. (1)  (2)  (3)  (4)  (5)

interaction, get to know,

develop social

relationships)

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Economic Benefits (e.g. earning money)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Sustainability (e.g. reduce food waste and energy consumption)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

**18\_1. Imagine renting out your home in your absence to a tourist for a self-determined price. How likely is it that you would do this?**

- (1)  Very unlikely
- (2)  Unlikely
- (3)  Neutral
- (4)  Likely
- (5)  Very likely

**18\_2. How important are these factors in your decision?**

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Enjoyment (e.g. the joy of sharing a homely environment)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Social Benefits (e.g. interaction, get to know, develop social	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
---------------------	--------------------------	-------------------------------	--------------	----------------------

relationships)

Economic Benefits (e.g.  (1)  (2)  (3)  (4)  (5))

earning money)

Sustainability (e.g. reduce  (1)  (2)  (3)  (4)  (5))

the negative impacts on the  
environment from hotels)

**19\_1. Imagine a neighbour wants to learn Spanish and you are able to teach them for a small fee or other compensation. How likely is it that you would do this?**

(1)  Very unlikely

(2)  Unlikely

(3)  Neutral

(4)  Likely

(5)  Very likely

**19\_2. How important are these factors in your decision?**

1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
---------------------	--------------------------	-------------------------------	--------------	----------------------

Enjoyment (e.g. the joy of  (1)  (2)  (3)  (4)  (5))  
helping others)

Social Benefits (e.g.  (1)  (2)  (3)  (4)  (5))

interaction, get to know,  
develop social

	<b>1. Not Important</b>	<b>2. Slightly Important</b>	<b>3. Moderately Important</b>	<b>4. Important</b>	<b>5. Very Important</b>
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relationships)

Economic Benefits (e.g. (1)  (2)  (3)  (4)  (5)

earning money)

Sustainability (e.g. reduce (1)  (2)  (3)  (4)  (5)

the negative impacts on the

environment by teaching in

local areas)

**The next questions concern how certain barriers could affect your choice of buying and renting goods and services from other private individuals.**

**20. How important are the following factors in relation to buying or renting goods and services from others?**

	<b>1. Not Important</b>	<b>2. Slightly Important</b>	<b>3. Moderately Important</b>	<b>4. Important</b>	<b>5. Very Important</b>
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Safety (1)  (2)  (3)  (4)  (5)

My privacy (1)  (2)  (3)  (4)  (5)

My trust in the provider (1)  (2)  (3)  (4)  (5)

Trust for the online platform (1)  (2)  (3)  (4)  (5)

that execute the transaction

## 21. How do these factors affect your decision when buying or renting from private individuals?

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
The risk of receiving poor quality (e.g. spending too much time in relation to the value you receive)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
The risk by receiving a too small economic saving	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

## 22. How important is information and online platforms on your decision to buy or rent goods and services from others?

	1. Not Important	2. Slightly Important	3. Moderately Important	4. Important	5. Very Important
Information about how the online platforms (such as apps, websites, etc.) work	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Familiarity with the online platforms (app, website)	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>
Availability of information on the web	(1) <input type="checkbox"/>	(2) <input type="checkbox"/>	(3) <input type="checkbox"/>	(4) <input type="checkbox"/>	(5) <input type="checkbox"/>

That is the end of our questions. Thank you very much for your cooperation.

## Appendix 2

### Frequencies

#### Statistics

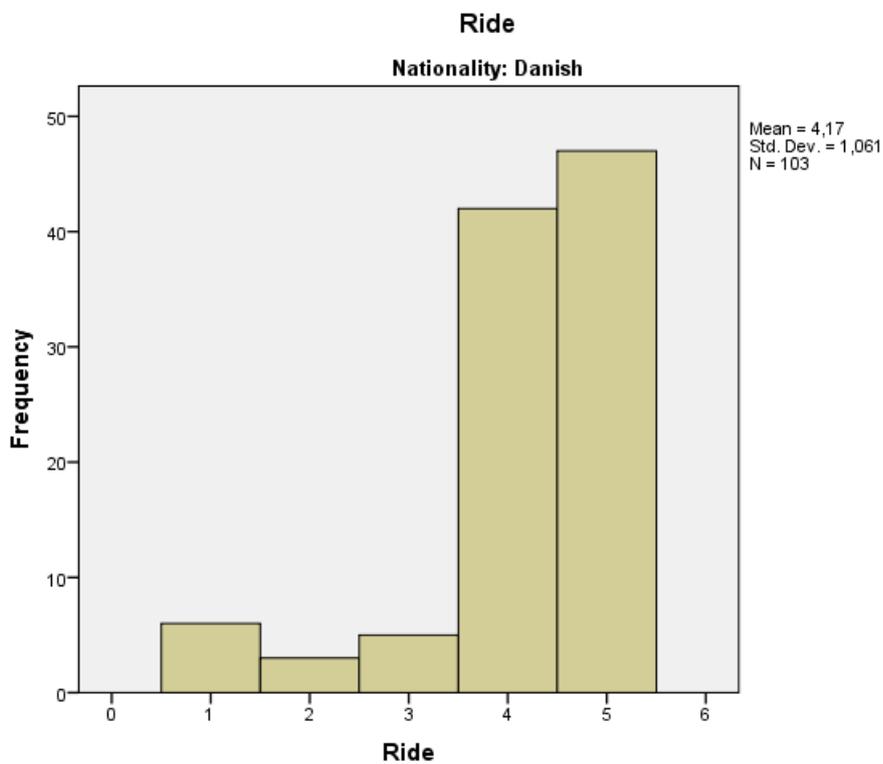
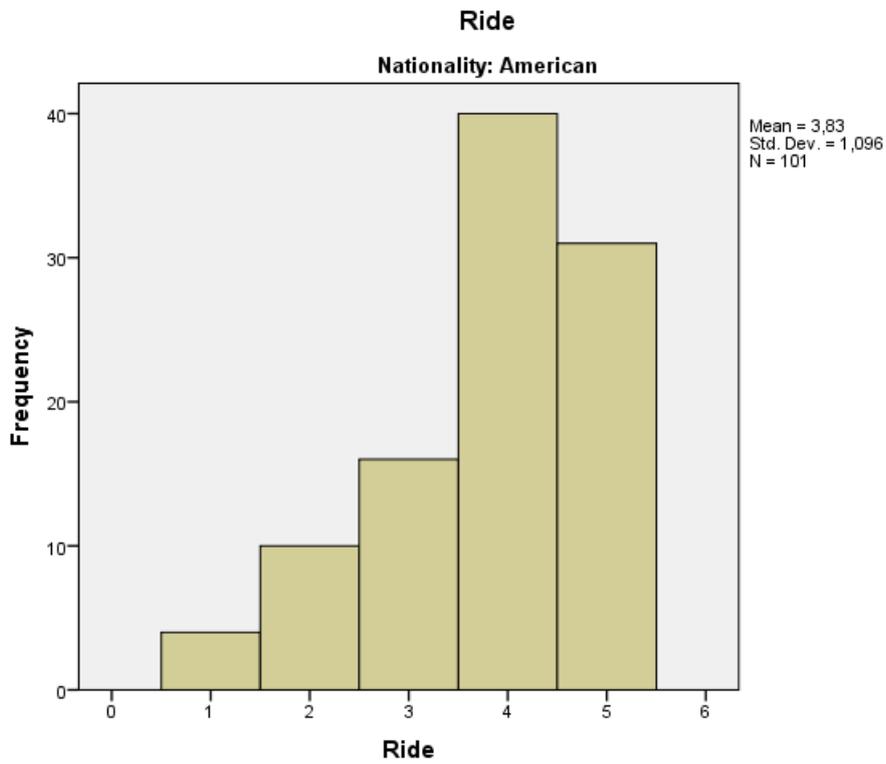
Ride

American	N	Valid	101
		Missing	0
	Median		4,00
Danish	N	Valid	103
		Missing	0
	Median		4,00

#### Ride

Nationality			Frequency	Percent	Valid Percent	Cumulative Percent
American	Valid	Very unlikely	4	4,0	4,0	4,0
		Unlikely	10	9,9	9,9	13,9
		Neutral	16	15,8	15,8	29,7
		Likely	40	39,6	39,6	69,3
		Very likely	31	30,7	30,7	100,0
		Total	101	100,0	100,0	
Danish	Valid	Very unlikely	6	5,8	5,8	5,8
		Unlikely	3	2,9	2,9	8,7
		Neutral	5	4,9	4,9	13,6
		Likely	42	40,8	40,8	54,4
		Very likely	47	45,6	45,6	100,0
		Total	103	100,0	100,0	

# Histogram



## Appendix 3

### Frequencies

#### Statistics

Ride\_p

American	N	Valid	101
		Missing	0
	Median		4,00
Danish	N	Valid	103
		Missing	0
	Median		5,00

#### Ride\_p

Nationality			Frequency	Percent	Valid Percent	Cumulative Percent
American	Valid	Very unlikely	6	5,9	5,9	5,9
		Unlikely	7	6,9	6,9	12,9
		Neutral	10	9,9	9,9	22,8
		Likely	39	38,6	38,6	61,4
		Very likely	39	38,6	38,6	100,0
		Total	101	100,0	100,0	
Danish	Valid	Very unlikely	3	2,9	2,9	2,9
		Unlikely	6	5,8	5,8	8,7
		Neutral	7	6,8	6,8	15,5
		Likely	32	31,1	31,1	46,6
		Very likely	55	53,4	53,4	100,0
		Total	103	100,0	100,0	

## Histogram

