

# The Impact of Motivation on Collaborative Consumption Through Behavioral Intention in Taiwan

Endyastuti Pravitasari<sup>1</sup> and Shui-Shun Lin<sup>2</sup>

<sup>1</sup>*Universitas 17 Agustus 1945 Jakarta, 14350, Indonesia*

<sup>2</sup>*National Chin-Yi University of Technology, Taichung, 41170, Taiwan*

**Keywords:** Collaborative Consumption, Consumer's Behavior, Motivation.

**Abstract:** Collaborative consumption has emerged as a phenomenon widely described by academic literature to promote more sustainable consumption practices such as sharing over ownership, peer-to-peer lending, and renting. The aim of this study is to analyze the motivational factors of collaborative consumption in the era of the sharing economy, as a part of planned behavior with attitude as a moderating variable of Taiwan customers. The hypothesis tested with a simple random sampling technic with the total number of 203 Taiwanese. The finding indicates that Taiwan customers really pay attention to the impact of sustainability in the way they examine collaborative consumption products. A gap between attitude and behavioral intention also appeared in this research.

## 1 INTRODUCTION

The development of information and communication technology changes human behavior in all fields. Openness makes boundaries between countries in the digital age subtler. Changes are also reflected in the consumption patterns of people around the world. The emergence of online-based services is penetrating rapidly and forming new opportunities for entrepreneurs to work together with digital platforms to market their products. From the consumer's point of view, this collaboration is also very interesting and beneficial when viewed in terms of effectiveness and efficiency.

Collaborative consumption is a form of consumption developed on the premise of peer-to-peer exchange to provide lending, trading, renting, gifting, bartering, swapping, and sharing of services and goods without owning the product (Botsman & Rogers, 2010). Instead of paying the full amount to own a product that is later unused, people can share ownership of a product, both goods and services by paying a small amount of money. This not only saves costs for consumers but also helps the economy and the environment.

An alternative product for consumers, collaborative consumption, also known as the sharing economy, is a peer-to-peer business model that

involves actions to gain, donate, or share access to products and services. These actions are organized through community-based online platforms. Sharing, which may become commonplace between friends and family, is expanded to the surrounding community. In recent years, disruptive new business model developed by entrepreneurs to reach the community and popularized as collaborative consumption (CC). This model is based on the very foundation of resource sharing and allows people to access a resource without having to own them within a short period (Gansky, 2010).

Existing companies can use collaborative networks to provide products in the form of goods or services to consumers. At the same time, companies must provide peer-to-peer sharing for consumers to used. According to Matzler, Veider, & Kathan (2015), traditionally, consumers will consider about to own a product when they wish to use it. In addition, currently the number of consumers, who are willing to pay to enjoy temporarily access the product is increasing, compared to buying or owning it.

The development of an online platform that promotes user-generated content, sharing, and collaboration has also developed the information and technology of web 2.0 (Kaplan & Haenlein, 2010). Common examples of this involve peer-to-peer file sharing, collaborative online encyclopedias such Wikipedia, open-source software repositories such as

GitHub, and other content-sharing websites like Youtube (e.g., The Pirate Bay). Recent examples include peer-to-peer financings like microloans (like those offered by Kiva) and crowdfunding services (e.g., Kickstarter). The sharing economy, which we refer to as a phenomenon, is exemplified by these four examples: open-source software, online collaboration, file sharing, and peer-to-peer lending. Thus, the sharing economy situation is the result of a series of technology advancements that have made it easier to share both tangible and intangible goods and services online due to the accessibility of many informational platforms. Information technology is the fundamental lens through which to examine the "sharing economy".

Open-source, online collaboration, file sharing, and peer-to-peer funding are some examples of the sharing economy that, despite their outward differences, have a number of things in common. To start, they are all products of Silicon Valley's tech-driven culture and have grown out of it. This is simply attributable to open source software and file-sharing websites. Sacks (2011) asserts that Silicon Valley's tech-driven culture is also in which the first, biggest, and most prosperous CC services have developed in recent years. More significantly, as will be addressed in the section on the elements of the sharing economy, the numerous examples of the sharing economy also share the traits of online cooperation, online sharing, social commerce, and some type of underlying ideology, such as collective purpose or common good. You can also attribute CC services with all of these qualities.

According to earlier research (Bray, Johns, & Kilburn, 2011; Eckhardt, Belk, & Devinney, 2010), people are deterred from ethical consumption by institutional and financial factors. However, as new forms of consumption through the sharing economy have emerged, such as collaborative consumption (CC), these problems are being addressed and may one day be resolved. A developing economic and technological phenomenon known as the sharing economy is propelled by advances in information and communications technology (ICT), rising consumer awareness, the growth of collaborative web communities, and social commerce and sharing (Botsman & Rogers, 2010; Kaplan & Haenlein, 2010; Wang & Zhang, 2012). We perceive the sharing economy as a comprehensive term that includes various ICT advancements and technologies, like CC, which encourages sharing consumption.

The development and consumption of locally and communally based products has been observed as a result of increased public awareness of life

sustainability (Albinsson & Perera, 2012; Belk, 2010; Botsman & Rogers, 2010; Hamari, Sjöklint, & Ukkonen, 2016).

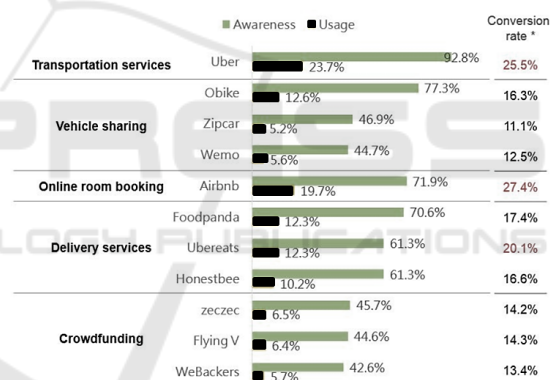
## 2 LITERATUR REVIEW

Collaborative consumption (CC) allows consumers to fully utilize excess or idle resources, and to access resources without necessarily purchasing or owning them. There are several issues about CC in Taiwan.

### 2.1 Collaborative Consumption in Taiwan

Taipei government imposes a ban on Uber to operate. Thus, Uber's refusal in Taipei by the local Government and taxi drivers is based on a "cultural misunderstanding" so it is seen that Uber is an illegal transport service company (Fulco et al., 2016).

Table 1: 1 Sharing Economy in Taiwan.



\*Conversion rate = usage rate/knowledge rate

Source: InsightXplorer (2018)

However, data collected by the 1935 multiple selection questions. In total 85% heard about the sharing economy and 55.3% know about it. In Taiwan, four popular products for the sharing economy are related with transportation, services, goods, and space (InsightXplorer, 2018). Transportation services in particular Uber have a high conversion rate from awareness and usage numbers. From the table below, the items of interest to users based in industries are transportation for 54.6%, services for 46.5%, goods for 42.4%, and space for 30.4% in total 1935 respondents.

Table 2: 2 Item of interest to users (n=1935).

Product	Percentage
Transportation	54.6%
Services	46.5%
Goods	42.4%
Space	30.4%

Source: InsightXplorer (2018)

## 2.2 Motivation as Driving Factors of Collaborative Consumption

Interactions in economic sharing may operate in social norms (communal relationships when both parties weigh benefits and risks. According to Aruan and Felicia (2019), social norms are concerned with motivation for the desire to participate. Uysal and Jurowski (1994) defined motivation as psychological/biological needs and desires considered as key factors that make people behave concerning their activities. It was found that there is a close relationship between tourism, human beings, and human nature. Therefore, there is a need to conduct an insightful investigation to know the reason why people prefer to travel, and what they would like to enjoy. The concept of motivation is studied in different fields of research to interpret its phenomena and characteristics. The features of motivation as the primary forces behind collaborative consumption—safety, social acceptance, stimulation, ethics, quality, value for money, comfort, and sustainability—are examined in more detail in the section that follows.

### 1. Safety

Safety concerns are related to seeking harmony and stability (Bardi & Schwartz, 2003), realizing life’s limitations, being conventional, and being private (Chulef, Read & Walsh, 2001), as well as avoidance of risks and dangers. In a consumption setting, this may entail attention to information regarding health issues, side-effects of consumption, potential risks, warranties, and insurances, as well as preferences for products that have been well-tested and shown to conform safety standards. Safety is important in many consumer settings (Becker, 1973; Rindfleisch & Burroughs, 2004). The Safety dimension was shown related to insurances, safety, and unrest. Define sharing commerce, while information quality and transaction safety are chosen to capture the technical attribute of the sharing commerce system itself (Kong et al., 2019). Maintaining a secure transaction system online is more difficult than offline, users required a high level of transaction safety and privacy which associated with the transaction. The motivational

goals from safety are to improve or secure one’s future well-being, feeling calm and safe (Barbopoulos & Johansson, 2017).

### 2. Social acceptance

The former entails making a good impression, fitting in, and conforming to expectations, whereas the latter entails a focus on moral principles and avoiding immoral or wrong (Barbopoulos & Johansson, 2017). Social Acceptance was shown to be related to consumer susceptibility to interpersonal influences, for example, asking friends for recommendations and choosing better online services. For social acceptance, the normative dimension in the consumer susceptibility to interpersonal influences (CSII) scale as reported by Bearden, Netemeyer, & Teel (1989) was chosen as reference. This dimension contains items regarding social belonging and conformity to social norms, which makes it similar to the social acceptance dimension, with items regarding the expectations of friends and similar others, as well as gaining a sense of belonging.

### 3. Stimulation

Based on Keiler (1959), stimulation related to triggered initial effort or measuring an existing action. It also means to get something exciting, stimulating, or unique, avoiding dullness (Barbopoulos & Johansson, 2017). Consumers motivated by the former seek to increase their well-being, utilizing stimulation and excitement, whereas consumers motivated by the latter seek to increase their well-being by employing convenience, comfort, and avoidance of effort.

### 4. Ethics

The Ethics dimension was related to the universalism value type (Schwartz, 1992). It is also related to the search for information regarding environmental impacts and pro-environmental travel alternatives. Based on Barbopoulos & Johansson (2017), the motives of ethics are to act according to moral, principles, obligations, and avoiding guilt. The Ethics dimension is similar to its focus on moral righteousness.

### 5. Quality

The quality dimension represents the utility derived from the perceived quality and expected performances of the product (Sweeney & Soutar, 2001) which corresponding well with the quality dimension. It also concerned to attaining goods of high quality and reliability.

## 6. Value for money

The consumer perceived value (PERVAL) dimensions which price and quality (Sweeney & Soutar, 2001) were chosen as reference scales for the value for money and quality dimensions. The price dimension represents "the utility derived from the product due to the reduction of its perceived short term and long term costs" which is similar to our value for money dimension, with focus on paying a reasonable price and avoiding wasting money.

## 7. Comfort

Comfort dimensions get something pleasant and comfortable, avoid hassle and discomfort (Barbopoulos & Johansson, 2017). Customers are initially thrilled and eager to increase their well-being, and after sensing that their well-being will alter through ease, comfort, and the avoidance of effort, they are becoming more motivated. Having a high level of comfort within a product not only give a sense of trust to the provider, but can also reduce anxiety and increase consumer self-esteem (Gaur & Xu, 2009).

## 8. Sustainability

Participation in CC is typically anticipated to be extremely environmentally sustainable (Prothero et al., 2011; Sacks, 2011). Such motives are typically connected to ideology and norms (Lindenberg, 2001), which are viewed as intrinsic motivations in our theoretical framework and in similar work (Lakhani & Wolf, 2005; Nov, Naaman, & Ye, 2010). According to recent advances, CC platforms are being used to promote a sustainable market that "optimizes the environmental, social, and economic repercussions of consumption in order to meet the requirements of both current and future generations" (Phipps et al., 2013; Luchs et al., 2011). Additionally, Nov (2007) as well as Oreg and Nov claim that the creation of open-source software and involvement in peer production (such as Wikipedia) are motivated by altruistic principles like transparency and freedom of knowledge (2008).

Thus, participation and collaboration in digital platforms may be influenced by attitudes sculpted by ideology and socioeconomic concerns, such as anti-establishment feelings or a preference for greener consuming, which humans believe to be a notably crucial factor in the setting of CC (Hennig-Thurau, Henning, & Sattler, 2007). The innate drive to uphold standards is therefore operationalized as ecological sustainability (Hu et al, 2019).

## 2.3 Attitude

Attitude to be a key influence on behavior is attitude (Ajzen, 1991). It reflects the user's evaluation of the technology (Pietro & Pantano, 2012) Additionally, there is cause to believe that attitudes and conduct may differ when examining a phenomenon. It is imperative to measure them independently. Although customers may have strong moral and intellectual convictions, their intentions may not always translate into sustainable behavior (Bray, Kilburn, & Johns, 2011; Phipps et al., 2013; Vermeir & Verbeke, 2006).

A few issues might explain this attitude-behavior gap: (a) pursuing sustainable behavior can be costly both in terms of coordination and direct cost, (b) people lack the means of deriving benefits from signaling such behavior and thus not able to gain recognition from the behavior. For instance, studies show that people are motivated to take on sustainable behavior especially when other consumers have been able to signal that they are also participating (Goldstein, Cialdini, & Griskevicius, 2008). (c) There is not enough information for consumers about sustainable consumption. They may enable to get more efficient coordination for sharing activities, which in turn aids in the facilitation of active communities around a cause.

However, it is still unclear whether or not people's attitudes toward CC are influenced by, for instance, green values, and if so, whether or not they also represent their actual conduct. Or does this situation also reflect the attitude-behavior gap? We look into the connection between attitudes and behaviors in order to address this problem as well as other predictions.

## 2.4 Behavioral Intention

Behavioral intention represents the degree to which the user is willing to perform a certain behavior (Pietro & Pantano, 2012). According to Marzuki, Hashemi, and Kiumarsi (2017), behavioral intention can be simply defined as a person's willingness to work hard and level of resolve in order to carry out an action. Behavioral intention (BI) refers to "a person's subjective probability that he will perform some behavior" (Hill, Fishbein, & Ajzen, 1977).

## 3 METHODS

A deductive method with qualitative tools was used in this research.

### 1. Pretesting survey

A pretesting survey was used to test the understandability and appropriateness of the questions planned to be included in a regular survey (Sekaran & Bougie, 2016) using 30 respondents.

2. Descriptive analysis

A descriptive study for a single variable is to obtain data that describes the topic of interest provided by frequencies, measures of central tendency, and dispersion (Sekaran & Bougie, 2016). Demographic data, for example, gender, age, occupation, and marital status were used in this research. The use of mean also important to measures the central tendency. For the measures of dispersion of interval scale, standard deviation, and variance used in this research.

3. Outer Model Assessment

a. Construct Validity

Validity deals with the soundness of accuracy of a measure or the extent to which a score truthfully represents a concept (Janadari, Ramalu, & Wei, 2018). Convergent validity is the extent to which a measure correlates positively with an alternative measure of the same construct based on the average variance extracted (AVE) and item loadings.

Discriminant Validity relates to the uniqueness of a construct, whether the phenomenon captured by a construct and not represented by other constructs in the model (Hair et al., 2013; Janadari, Ramalu, & Wei, 2018). It can be evaluated by assessing the cross-loadings among constructs, by using the Fornel-Larcker criterion and Heterotrait-Monotrait Ratio of correlation (HTMT).

b. Composite reliability

Composite reliability concerns with individual reliability that referring to different outer-loadings of the indicator variables (Hair et al., 2017).

4. Structural Model (Inner Model) Assessment

The structural model is used to illustrate one or more dependence relationships linking the hypothesized model's construct. Model assessment by Hair et al., (2014) are assessed structural model for collinearity issue, the path coefficient, the level of R<sup>2</sup>, and the predictive relevance (Q<sup>2</sup>).

a. R<sup>2</sup>

R-square is used to assess the predictive power of a particular model or construct and the determination of the standard path coefficient of each relationship between exogenous and endogenous variables.

b. Path coefficient

The bootstrapping technique is used for examining the significance of all the path coefficients (Chin, 2010). In order to assess the direct effects of all associations that have been postulated and statistically tested, bootstrapping technique is performed. The path coefficients are estimated using t-statistics using the same methodology.

c. The predictive relevance (Q<sup>2</sup>)

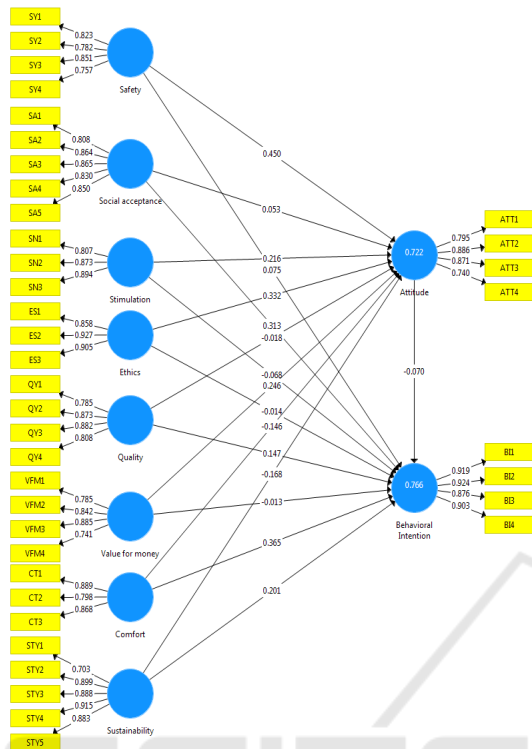
The Q<sup>2</sup> of the model which was conducted to assess the predictive capacity of the model through the Stone-Geisser's non-parametric test (Blindfolding).

## 4 RESULTS AND DISCUSSION

Majority of respondents whom 57.6% were young adult in the age group less than 24 years old, 27.6% in the age group of 25 until 39 years old, and 14.8% respondents for 40 until 55 years old. From these data we can say that young people make up the largest percentage of respondents and will continue to decline according to age criteria. This is in accordance with the opinion of Lawson (2010) which states that millennials have a strong desire to participate in collaborative consumption. This outcome is anticipated given how well-versed they are in technology.

From the category of education, majority of Taiwan respondents, 56.7% were diploma/undergraduate students, 31.5% respondents were graduate/post graduate students, and 11.8% of the respondents were school students. In line with their status, most of respondents were single. Furthermore, over half (61%) of those who responded from Taiwan were students, 35% of respondents were private employees, 3% of respondents were civil servants, and 4% were entrepreneur.

### 4.1 Outer Model Assessment



Source: Smart-PLS Output

Figure 1.1: Construct Model.

### 4.2 Validity and Reliability

Table 1.3: Item Loadings.

Variable	Indicator	Item Loading	
Safety	SY1	0.823	Valid
	SY2	0.782	Valid
	SY3	0.851	Valid
	SY4	0.755	Valid
Social acceptance	SA1	0.808	Valid
	SA2	0.864	Valid
	SA3	0.865	Valid
	SA4	0.830	Valid
	SA5	0.850	Valid
Stimulation	SN1	0.807	Valid
	SN2	0.873	Valid
	SN3	0.894	Valid
Ethics	ES1	0.858	Valid

	ES2	0.927	Valid
	ES3	0.905	Valid
Quality	QY1	0.785	Valid
	QY2	0.873	Valid
	QY3	0.882	Valid
	QY4	0.808	Valid
Value for money	VFM1	0.785	Valid
	VFM2	0.842	Valid
	VFM3	0.885	Valid
	VFM4	0.741	Valid
Comfort	CT1	0.889	Valid
	CT2	0.798	Valid
	CT3	0.868	Valid
Sustainability	STY1	0.703	Valid
	STY2	0.899	Valid
	STY3	0.888	Valid
	STY4	0.915	Valid
	STY5	0.883	Valid
Attitude	ATT1	0.795	Valid
	ATT2	0.886	Valid
	ATT3	0.871	Valid
	ATT4	0.740	Valid
Behavioral Intention	BI1	0.919	Valid
	BI2	0.924	Valid
	BI3	0.876	Valid
	BI4	0.903	Valid

Source: Smart-PLS Output

Convergent validity can be seen from the loading factor for each construct indicator. The rule of thumb used to assess convergent validity is that the loading factor value must be greater than 0.50. Based on table 1.3 can be seen that all indicator items have a loading factor value above 0.50, so that all question items used in this study are valid.

The construct reliability test comes after the construct validity test and is based on the Composite Reliability (CR) structure from the indicator block, which is used to demonstrate good reliability. A construct is declared reliable if the composite value is reliable or Cronbach's Alpha > 0.7. Cronbach's alpha with a value of 0.60 to 0.07 which can be accepted in explanatory research, while for more advanced, the

value must be counted from 0.70 to 0.90 can be said as satisfactory (Hair, Hult, Ringle, & Sarstedt, 2017).

Table 1.4: Composite Reliability (CR).

Variable	CR Value	Result
Safety	0.880	Reliable
Social acceptance	0.925	Reliable
Stimulation	0.894	Reliable
Ethics	0.925	Reliable
Quality	0.904	Reliable
Value for money	0.888	Reliable
Stimulation	0.889	Reliable
Comfort	0.934	Reliable
Attitude	0.895	Reliable
Behavioral Intention	0.948	Reliable

Source: SmartPLS Output

Table 1.5: R-squared coefficients.

Variable	R-Square
Attitude	0.722
Behavioral Intention	0.766

Source: SmartPLS Output

Based on table 1.5, the R<sup>2</sup> value in Taiwan for attitude variable is 0.722, it means that 72.2% of variations or changes in attitude are influenced by safety, social acceptance, stimulation, ethics, quality, value for money, comfort and sustainability, while the rest or 27.8% explained by other reasons such as purchase reference (Hidayat, Kumadji, & Sunarti, 2016). Based on this, the results R<sup>2</sup> show that the influence of motivation on attitude variable is moderate. The results of the calculation of R<sup>2</sup> show that R<sup>2</sup> on the Behavioral Intention variable is substantial

Besides looking at the R-square value, the model is also evaluated by looking at the predictive relevance Q-square for the constructive model. The Q-square measures how well the observed value is generated by the model and also the parameter estimates (Hair, Hult, Ringle, & Sarstedt, 2017). The quantity of Q<sup>2</sup> has a range value of 0 < Q<sup>2</sup> < 1, where the closer to 1 means that the model is getting better. The magnitude of Q<sup>2</sup> is equivalent to the total coefficient of determination in the path analysis. The value of Q<sup>2</sup> > 0 indicates that the model has predictive relevance, conversely if the value of Q<sup>2</sup> ≤ 0 indicates that the model has less predictive relevance.

Table 1.6: Q<sup>2</sup> Value.

Variable	Q <sup>2</sup>
Attitude	0.459
Behavioral Intention	0.605

Source: SmartPLS Output

Based on the results of the above calculations, it is known that the Q-Square value in Taiwan for attitude is 0.459 and behavioral intention is 0.605. The result shows that the model has predictive relevance.

Table 1.7: Path Coefficients.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Safety Attitude ->	0.450	0.448	0.085	5.286	0.000*
Social acceptance Attitude ->	0.053	0.051	0.074	0.710	0.478
Stimulation Attitude ->	0.216	0.222	0.077	2.810	0.005*
Ethics Attitude ->	0.332	0.334	0.066	4.995	0.000*
Quality Attitude ->	-0.018	-0.023	0.095	0.194	0.846
Value for money Attitude ->	0.246	0.248	0.075	3.295	0.001*
Comfort Attitude ->	-0.146	-0.146	0.079	1.844	0.066
Sustainability -> Attitude	-0.168	-0.170	0.061	2.753	0.006*
Safety Behavioral Intention ->	0.075	0.070	0.093	0.809	0.419
Social acceptance Behavioral Intention ->	0.313	0.308	0.071	4.433	0.000*
Stimulation Behavioral Intention ->	-0.068	-0.076	0.079	0.867	0.386
Ethics Behavioral Intention ->	-0.014	-0.009	0.068	0.207	0.836
Quality Behavioral Intention ->	0.147	0.148	0.120	1.221	0.223
Value for money Behavioral Intention ->	-0.013	-0.006	0.068	0.194	0.846
Comfort Behavioral Intention ->	0.365	0.361	0.088	4.166	0.000*
Sustainability Behavioral Intention ->	0.201	0.202	0.078	2.591	0.010*
Attitude Behavioral Intention ->	-0.070	-0.060	0.069	1.006	0.315

Source: SmartPLS output

Table 1.7 shows the results of PLS calculations which state the direct influence between variables. The result can be stated as follows:

1. The safety variable has a significant effect on the Attitude variable with T Statistics value  $5.286 > 1.96$ . Business activities must give confidence to users about safety mechanisms to reduce risk of renting and swapping (Albinsson & Perera, 2018). By collecting the fingerprints of drivers, the identity and criminal background of drivers are verified in an attempt to protect the safety of drivers. Uber and Lyft have opposed the collection of fingerprints and refused to comply with the new safety regulations imposed by Austin, Texas.
2. The Stimulation variable has a significant effect on the Attitude variable with T Statistics value  $2.810 > 1.96$ .
3. Ethics variable has a significant effect on the Attitude variable with T Statistics value  $4.995 > 1.96$ .
4. The variable Value for money has a significant effect on the Attitude variable with T Statistics value  $3.295 > 1.96$ .
5. Sustainability variable has a significant effect on the Attitude variable with T Statistics value  $2.753 > 1.96$ .
6. The social acceptance variable has a significant effect on the Behavioral Intention variable with T Statistics value  $4.433 > 1.96$ . In an examination of automobile leasing, Trocchia and Beatty (2003) find that desire for variety, simplified maintenance, and social approval motivate behavior.
7. The Comfort variable has a significant effect on the Behavioral Intention variable with T Statistics value  $4.166 > 1.96$ .
8. Sustainability variable has a significant effect on the Behavioral Intention variable with T Statistics value  $2.591 > 1.96$ .

### 4.3 Model Fit

The GoF index is used to validate the overall model (Tenenhaus & Sarstedt, 2012). This index is developed to evaluate measurement models and structural models, as well as provide an overall measurement of the model predictions.

The SRMR is defined as the root mean square discrepancy between the observed correlations and the model-implied correlations. Because the SRMR is an absolute measure of fit. When applying CB-SEM, a value less than 0.08 is generally considered a good fit (Hu & Bentler, 1998).

Table 1.9: Fit Summary Taiwan.

	Saturated Model
SRMR	0.091
d_ULS	6.491
d_G	3.322
Chi-Square	3,312.092
NFI	0.634

Source: SmartPLS output

Based on table 1.9, RSMR value for Taiwan model is  $0.091 > 0.08$  which means the value is considered not a good fit. Note that early suggestion for PLS-based GoF measures such as the “goodness-of-fit” (Tenenhaus & Sarstedt, 2012).

### 4.4 Hypothesis

Here is the table for summarize all hypothesis results:

Table 1.10: Hypotheses summarized.

Hypothesis	Path	Results
H1a	Safety Attitude ->	<b>Supported</b>
H2a	Social acceptance Attitude ->	Not-supported
H3a	Stimulation Attitude ->	<b>Supported</b>
H4a	Ethics Attitude ->	<b>Supported</b>
H5a	Quality Attitude ->	Not-supported
H6a	Value for money Attitude ->	<b>Supported</b>
H7a	Comfort Attitude ->	Not-supported
H8a	Sustainability -> Attitude	Not-supported
H1b	Safety Behavioral Intention ->	Not-supported
H2b	Social acceptance Behavioral Intention ->	<b>Supported</b>
H3b	Stimulation Behavioral Intention ->	Not-supported
H4b	Ethics Behavioral Intention ->	Not-supported



H5b	Quality Behavioral Intention ->	Not-supported
H6b	Value for money Behavioral Intention ->	Not-supported
H7b	Comfort Behavioral Intention ->	<b>Supported</b>
H8b	Sustainability > Behavioral Intention	<b>Supported</b>
H9	Attitude Behavioral Intention ->	Not-supported

From table 1.10, safety to attitude variable which states that the result is significant and positive. It can be interpreted that consumers will think about harmonization and stability such as improving security, problem solving, feeling safe, and thinking about future needs before assessing CC products.

Second is the relationship between the sustainability on behavioral intention variable. It indicates that minimizing selling prices, considering the implications for the community, effectiveness, efficiency, and responsibility to the environment are influence the customers' behavior toward CC products.

Third, the relationship of stimulation to attitude variable indicate users do some assessment for CC products that should be modern, interesting, and over unique experience.

Fourth, the effect of ethics on attitude occurred indicates that Taiwan consumers concern about moral, personal principle, and personal obligation on assessing CC products.

Fifth, the relationship of value for money to attitude is significantly positiv means reasonable price, good choice, and good return to avoiding wasting money are important as a represent of user's assessment for using CC products.

Sixth, social acceptance variable has a positive and significant impact on behavioral intention means impression or commonly known product, consumer's friend expected to use that kind of product, it has a good impression, and accepted by the society are important for represent user's assessment.

Seventh, the impact of sustainability variable to behavioral intention has a positive and significant indicates that reducing the price, impact to community, efficiency, effectiveness, and environmental responsibility are important to their subjective probability for performing behavior.

Another important finding is about the relationship between the attitudes on behavioral intention variable which founded insignificant means that attitude-behavioral intention gap occurs in this study. The discussion leads to the background why consumers say something but do different things. Some possibilities that occur are too much information or lack of information. Information overload or underload sometimes becomes a conflict and creates uncertainty for action. Such as, having to do R3 (reduce, reused, recycle) properly, buy organic food ingredients, don't eat meat, avoid products from certain countries.

The incident in Taiwan to invite the boycott of the film *Mulan* from Disney (Everington, 2020). Therefore, the complex interrelationships between goals and actions for ethical consumption that are contemplated in all consumption decisions and considerations of impact are overwhelming.

The other reason is because social demands paced on consumers. At the level of relations, individuals think about their actions that are limited by others. In this case, consumption decisions must be negotiated and see the conditions of others. Various studies illustrate where consumption is more often seen as a selfish activity. When it should be seen in terms of satisfaction in meeting one's own demands, intimate, and distant others (Shaw, Chatzidakis, Goworek, & Carrington, 2016).

## 5 CONCLUSIONS

The phenomenon of collaborative consumption changes many things in terms of individuals, businesses, communities, and even regions. This is interesting because the CC trend seems to be growing. Therefore, anything that affects consumers is an important thing to understand.

1. The majority of respondents were choosing delivery services as the most frequently used CC products.
2. Most of variations or changes in attitude are influenced by safety, social acceptance, stimulation, ethics, quality, value for money, comfort and sustainability, while the rest is explained by other reasons such as purchase reference. It is in the moderate category. Based on the results, most of the respondents agree that changes in behavioral intention are influenced by safety, social acceptance, stimulation, ethics, quality, value for money, comfort, sustainability and attitude while the rest explained by other reasons for example, trust, variety of service, e-

WoM, perceived risks (Aruan & Felicia, 2019; Septiani, et al., 2017).

3. The motivational variables that have positive effect on consumer attitudes are safety, stimulation, ethics, and sustainability.
4. Then, the motivational variables that have positive effects on BI are social acceptance, comfort, and sustainability.

### 5.1 Managerial Implication

There is some information which can be used for collaborative consumption providers to start or to develop their business based on this research.

1. The results said that if the feeling of seeking harmony and stability is important for the positive assessment of the product (Bardi & Johansson, 2017) So the business owner should pay attention to security of the product. They have to make sure about customers private data not leak. Trusted a financial guarantor institution to ensure customer funds is also necessary for online payment methods.
2. The provider has to make sure that their product can help people to solve their problem. For new start-up, it will be better if they have market research to see clearly about the consumer needs.
3. Respondents also concern of sustainability factor. They willing to participate, willing to use the platform more often, and sharing positive recommendation for people based on sustainability factor. Providers could create the opportunities or event for community. For example, the provider can hold a bazaar for local food & beverage sectors. It can increase the behavioral intention of consumers for taking care of small community-based businesses.

### 5.2 Limitation and Suggestion

Finally, a number of potential issues need to be considered below:

1. This study sees CC as a whole regardless of their business sectors. Basically, products from the same sector might have a difference, maybe in terms of service, quality, or target market.
2. In line with Hamari, Sjöklint, & Ukkonen (2015), that the gap between attitude and behavioral intention which may be caused by cultural factors is still large and research literature is still very limited.
3. Sustainability is still the main attraction for consumers in using CC products.

Furthermore, some suggestion for other scholar to broader research finding related with collaborative consumption or to stakeholder of CC products to have more understanding about their market.

1. Using specific products or sectors such as transportation or crowdfunding will be very interesting considering that this topic is still developing in terms of products and community/consumers.
2. The other scholars might have interest in the attitude-behavior gap that happened not only on this study. It possibly related with the culture of market (i.e. language, ideology, or structure of community). Some of the researches even suggest to use trust as a mediator between motivation and behavioral intention.
3. This research gives confidence that consumers support products that are good for the environment / uplifted community. This can be one of the considerations for business owners or marketers to create or develop product with a concern of sustainability.

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