PeerSharing

Peer-to-peer sharing in Germany –

Empirical insights into usage patterns and future potential.

Results of two quantitative online surveys

4. IWSE
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RESEARCH BACKGROUND

Peer-to-peer sharing

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- **New consumption mode**
  - Driver: digitalisation
  - Individual consumption shifts from private ownership towards novel sharing practices
  - Positive environmental impact
- **Defined as "the shared use of material resources among individuals, enabled by online-platforms"** (Scholl et al., 2015)
  - Intensified use: co-using, lending, renting
  - Prolonged use: giving away, swapping, reselling
- **Empirical evidence about adoption and relevance among consumers is not univocal** (Gossen & Scholl, 2016)

RESEARCH DESIGN

Methodology

PeerSharing

Pre-study

Exploratory, qualitative interviews
n=32

users non-users

autumn 2015

Representative study

Online survey
n=2001

spring 2016

Study with users of p2p sharing

Online surveys with peer providers and peer users

drivy n=844

flinc. n=1035

WIMDU n=1637

Kleider Kreisel n=4433

summer 2016,
winter 2016/2017

Research questions

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Representative study

- How common is p2p sharing in Germany? What is its future potential?
- How do people perceive p2p sharing?

User studies

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- What are the motivations to use p2p sharing services?
- How do people actually use p2p sharing platforms?
- How do people perceive p2p sharing?
- Does single-domain p2p sharing induce the use of p2p sharing in other domains?

Measurement

- **Scales**
  - Familiarity (Lamberton and Rose, 2012)
  - Frequency of use
  - Intention to use (Bhattacherjee, 2001)
  - Perception
    - economic value propositions (Bock et al., 2005)
    - social value proposition (Lamberton and Rose, 2012)
    - environmental value propositions (Hamari et al., 2015)
  - Overall attitude (Bodur et al., 2000)

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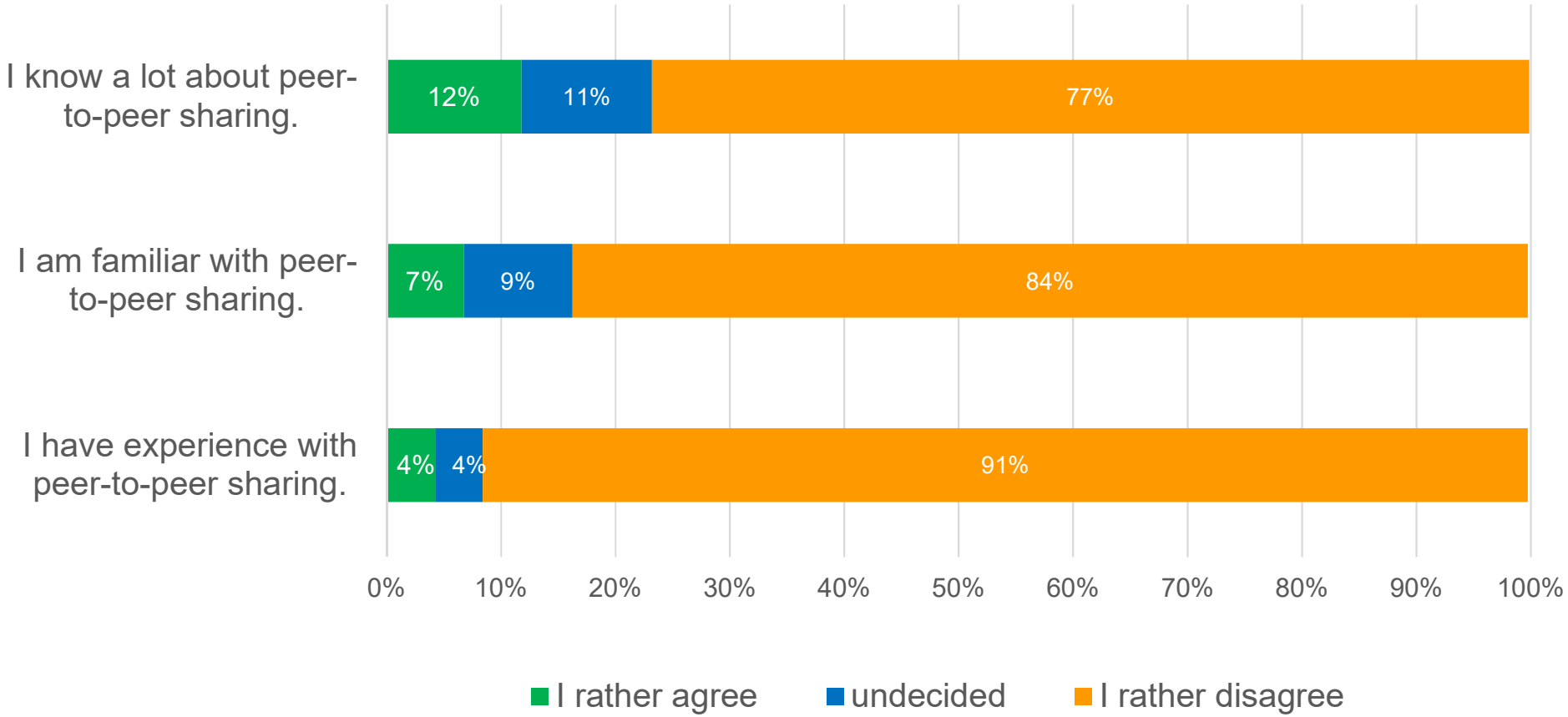
RESULTS

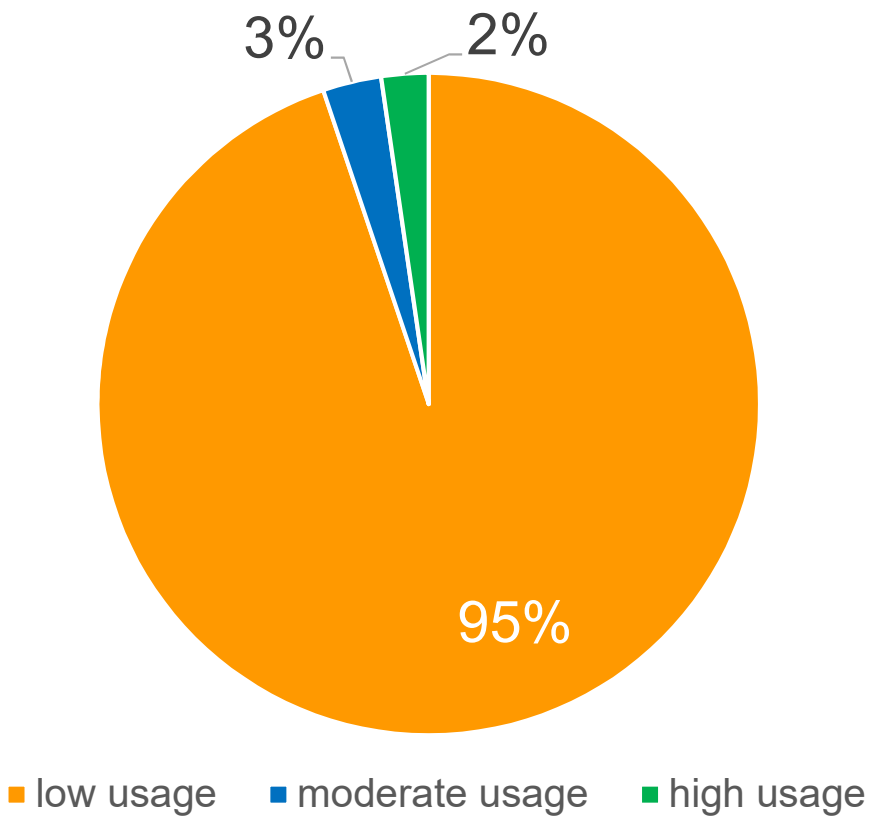
Familiarity with p2p sharing in general



How familiar are you with peer-to-peer sharing?
n = 2001, sample of people aged over 16 years
based on a seven-point rating scale from 1- “I totally disagree” to 7-“I totally agree”

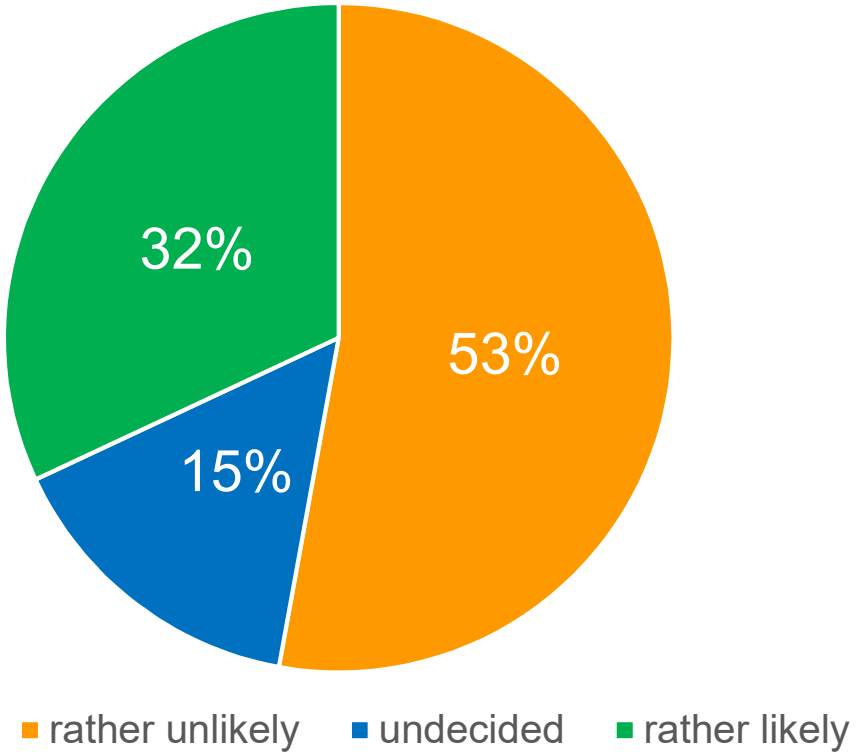
Frequency of use and intention to use

Frequency of use



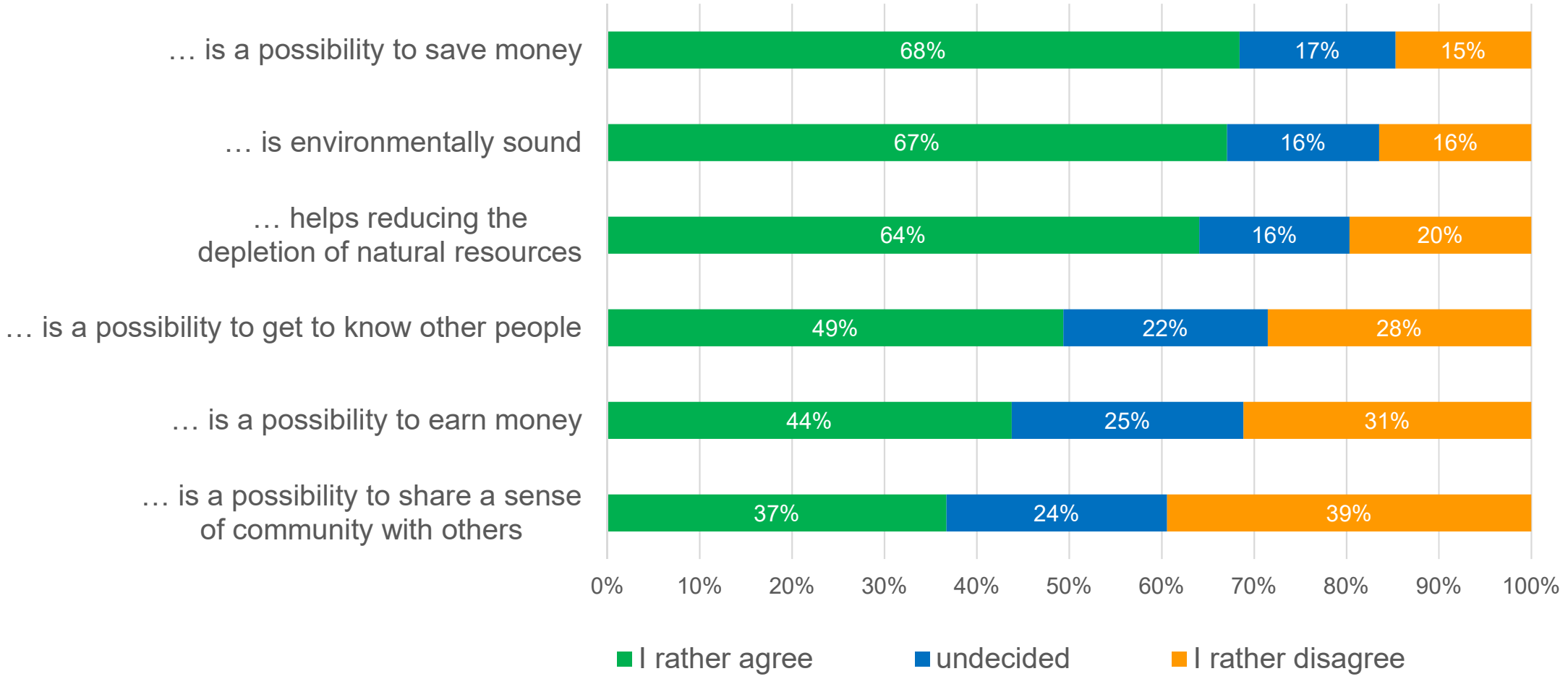
How often do you use peer-to-peer sharing?
n = 2001, sample of people aged over 16 years
based on a 7-level scale from 1- “not at all” to 7-“very often”

Intention to use



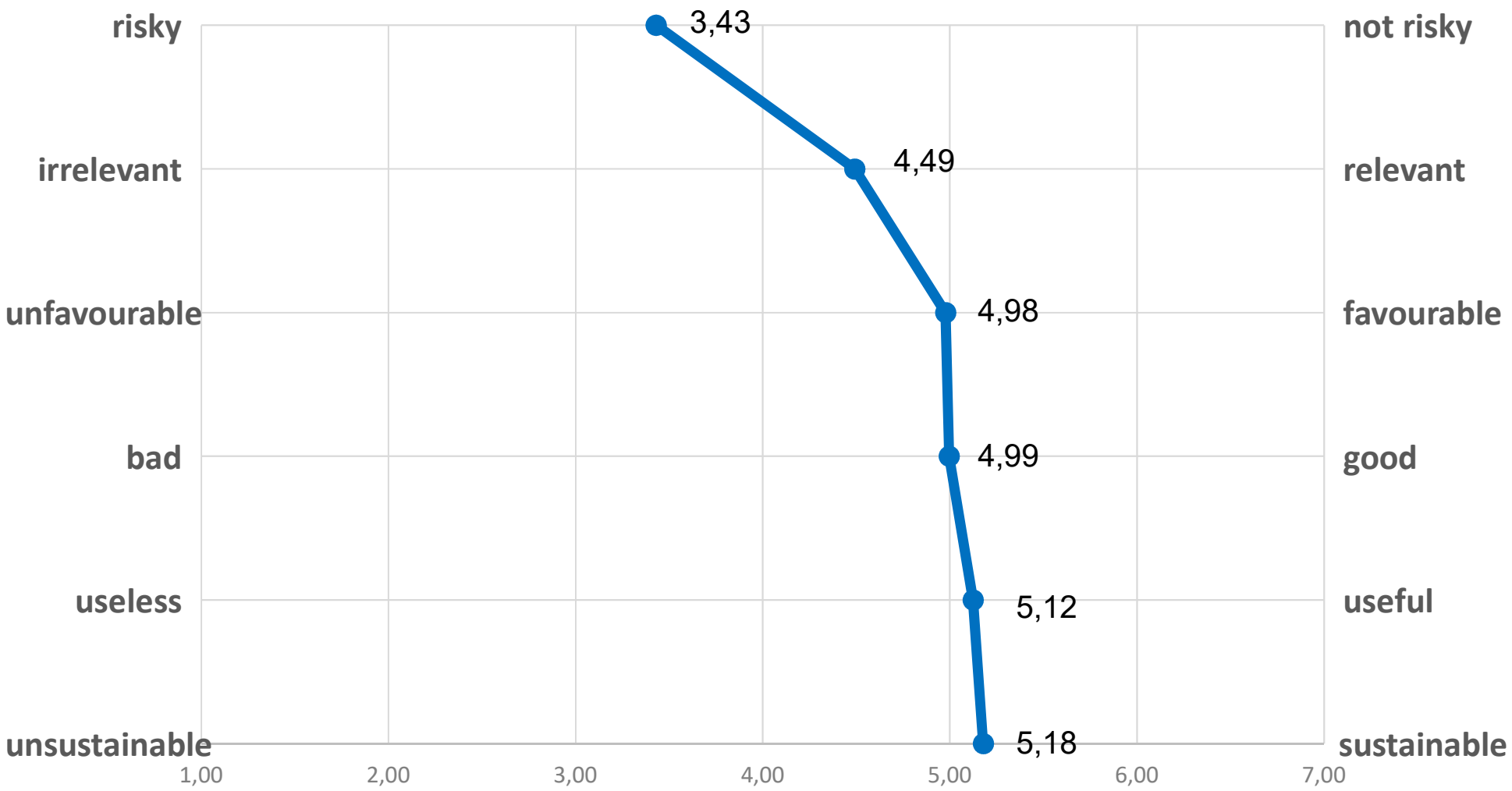
How likely would you use peer-to-peer sharing (as a provider or consumer/user) in the future?
n = 2001, sample of people aged over 16 years
based on a seven-point rating scale from 1- “most likely” to 7-“very unlikely”

Perception of p2p sharing in general



I think peer-to-peer sharing…
n = 2001, sample of people aged over 16 years
based on a seven-point rating scale from 1- “I totally disagree” to 7-“I totally agree”

Overall attitude of p2p sharing in general



All in all peer-to-peer sharing is…
n = 2001, sample of people aged over 16 years
based on a seven-point rating scale

RESULTS

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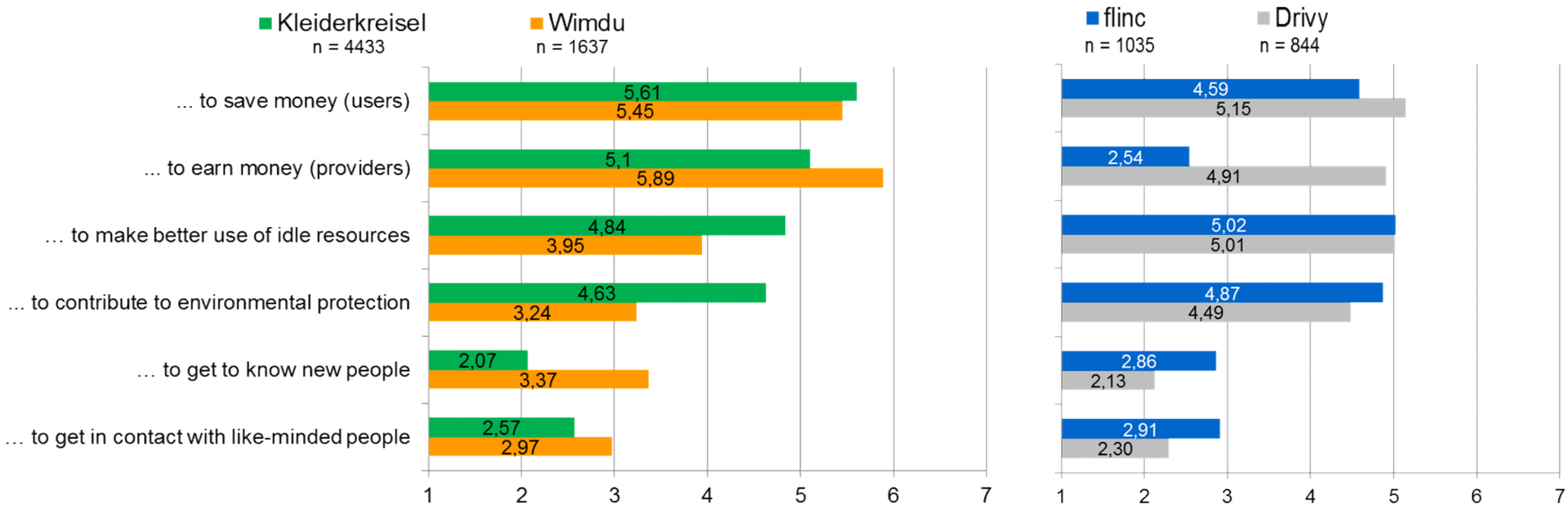
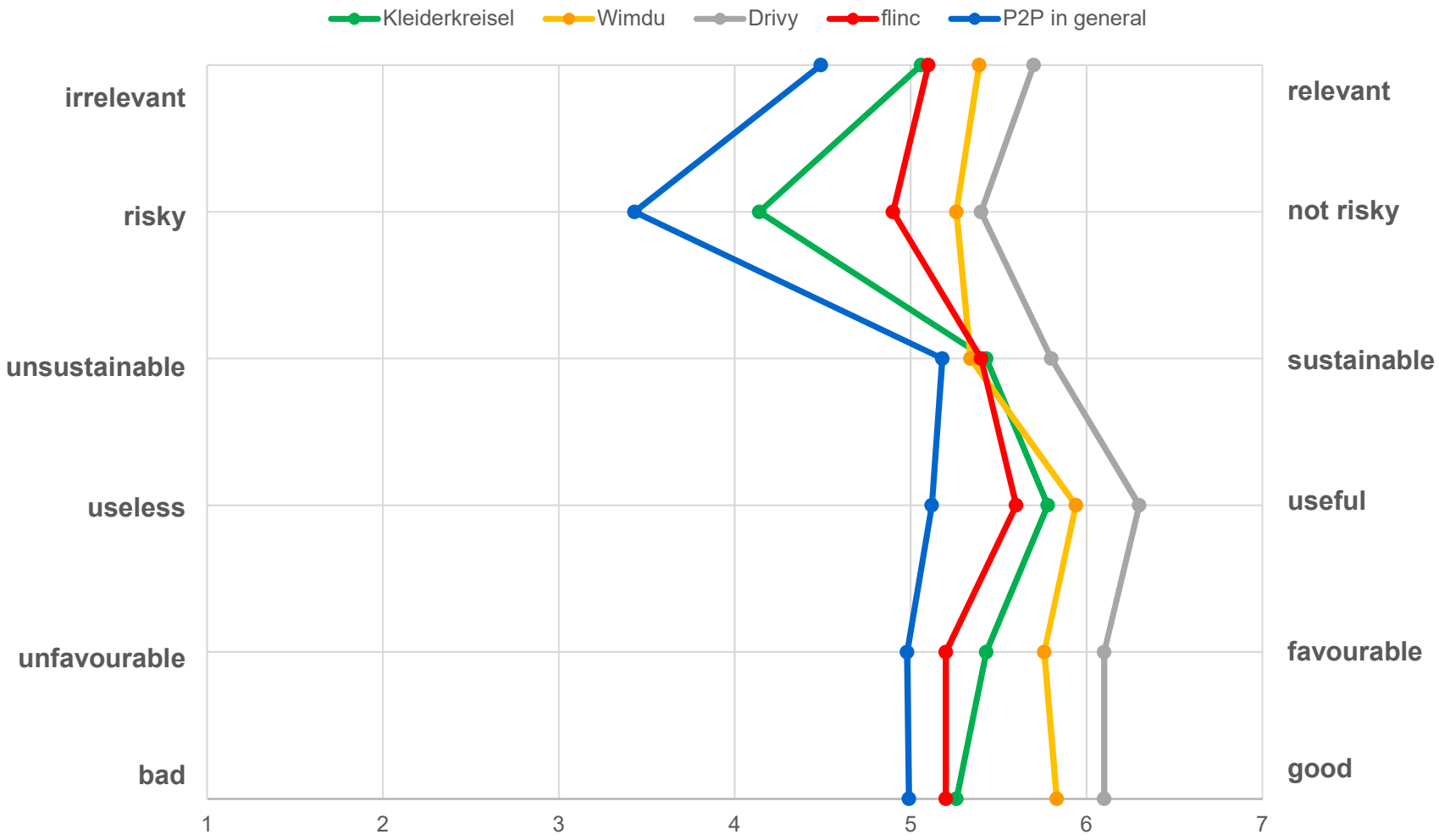
Motivations to use p2p sharing



I use (p2p sharing service)…
based on a 7-level scale from 1- “I totally disagree” to 7-“I totally agree”

Attitude towards p2p sharing services



All in all [p2p service] is…
based on a seven-point rating scale from 1 = “I totally disagree” to 7 = “I totally agree”

Experiences with p2p sharing

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Share of people who use p2p sharing services in different domains

	p2p car sharing	p2p apartment sharing	p2p clothes sharing	p2p ridesharing
German population	3 %	6 %	25 %	14 %
Wimdu users	11 %	--	37 %	37 %
Kleiderkreisel users	6 %	30 %	--	40 %
Drivy users	--	50 %	38 %	70 %
flinc users	16 %	33 %	37 %	--

“In which of the following domains have you ever used a p2p sharing service?”

Intention to use p2p sharing

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Share of people stating that they are likely to use p2p sharing in the future

	p2p car sharing	p2p apartment sharing	p2p clothes sharing	p2p ridesharing
German population	10 %	15 %	26 %	19 %
Wimdu users	27 %	--	31 %	44 %
Kleiderkreisel users	22 %	41 %	--	49 %
Drivy users	--	58 %	34 %	70 %
flinc users	35 %	38 %	32 %	--

“How likely is it that you will use p2p sharing in one of these domains in the future?”
based on a 7-level scale from 1 = “very unlikely” to 7 = “very likely”; presented in the table: level 5-7

CONCLUSIONS

Conclusions

- **Theoretical implications**
  - Peer-to-peer sharing is (still) a niche phenomenon, but its future potential is large
  - Economic benefits are the overriding drivers, however, environmental motivations also play an important role
  - Overall attitude towards p2p sharing is positive
  - Practical experiences reduces the perceived risk
  - Positive experiences with one sharing service contribute to a positive perception of p2p sharing in general (spill over effects)
  - In the group of peer-to-peer users – compared to the total population – a notably higher percentage of people report that they have experiences with sharing platforms in other domains

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Thank you very much!

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