

Sharing – an overstated phenomenon?

Usage and perception of peer-to-peer sharing in Germany.

Results of a quantitative representative online survey

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Maike Gossen, Gerd Scholl

Institute for Ecological Economy Research (IÖW)

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RESEARCH BACKGROUND

- **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)**

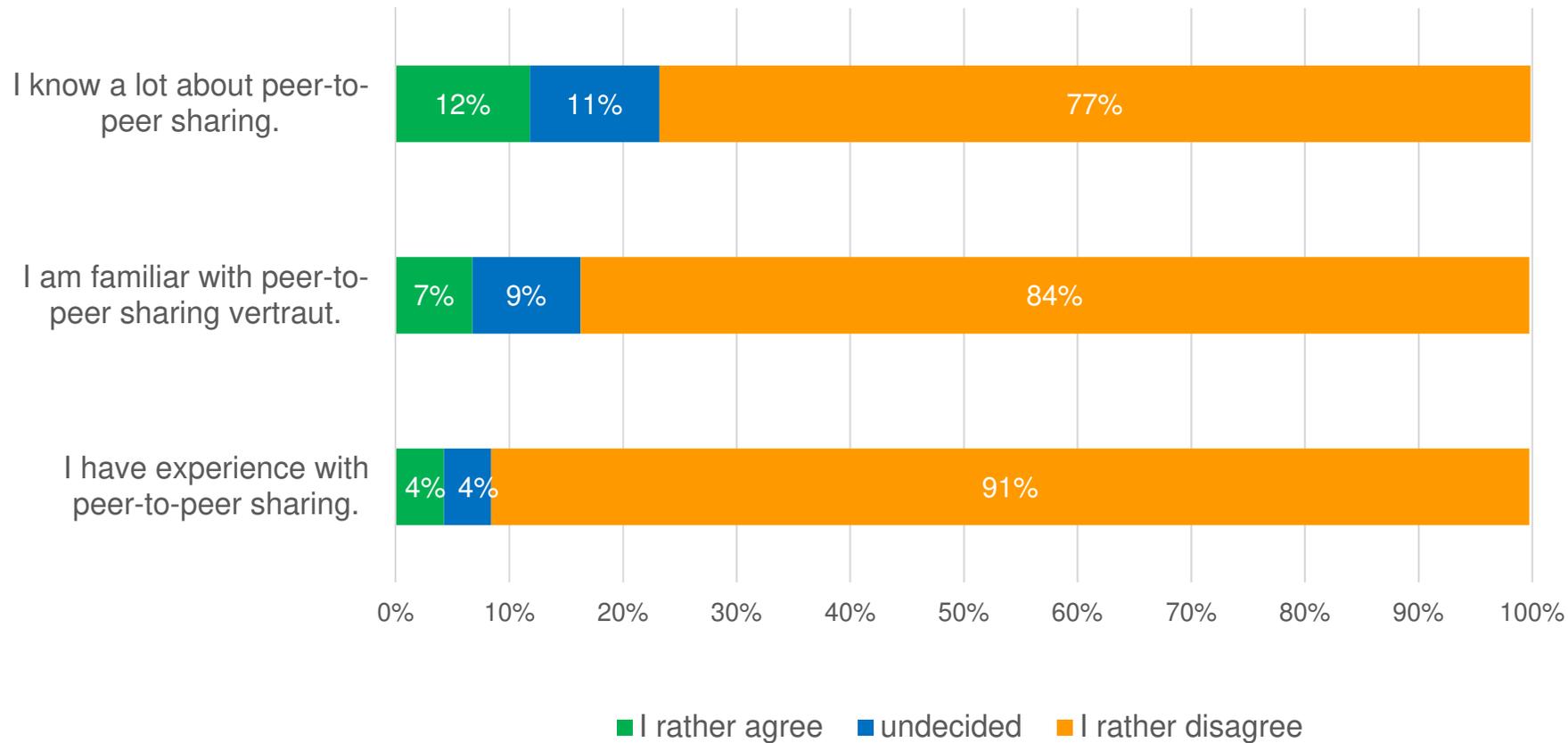
RESEARCH DESIGN

- **Research questions**
 - How common is p2p sharing in Germany – now and in the future?
 - How do people perceive p2p sharing?
 - Which target groups can be identified among the German population?
- **Online survey**
 - N=2.000
 - Representative for the German population (> 16 years)
 - Data were collected from a market research company
 - Field work: May 2016
- **Analysis**
 - Descriptive statistic, cluster analysis

- **Constructs and scales**
 - Familiarity ([Lamberton and Rose, 2012](#))
 - Actual use
 - Intention to use ([Bhattacharjee, 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](#))

RESULTS

Familiarity with peer-to-peer sharing in general

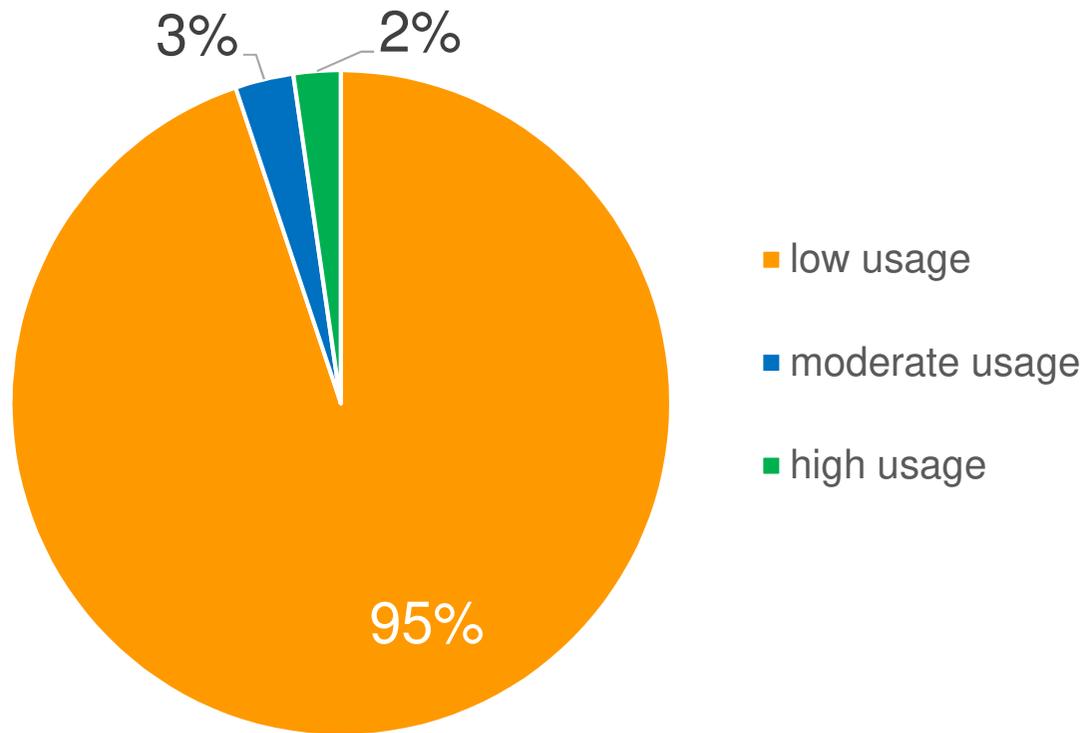


How familiar are you with peer-to-peer sharing?

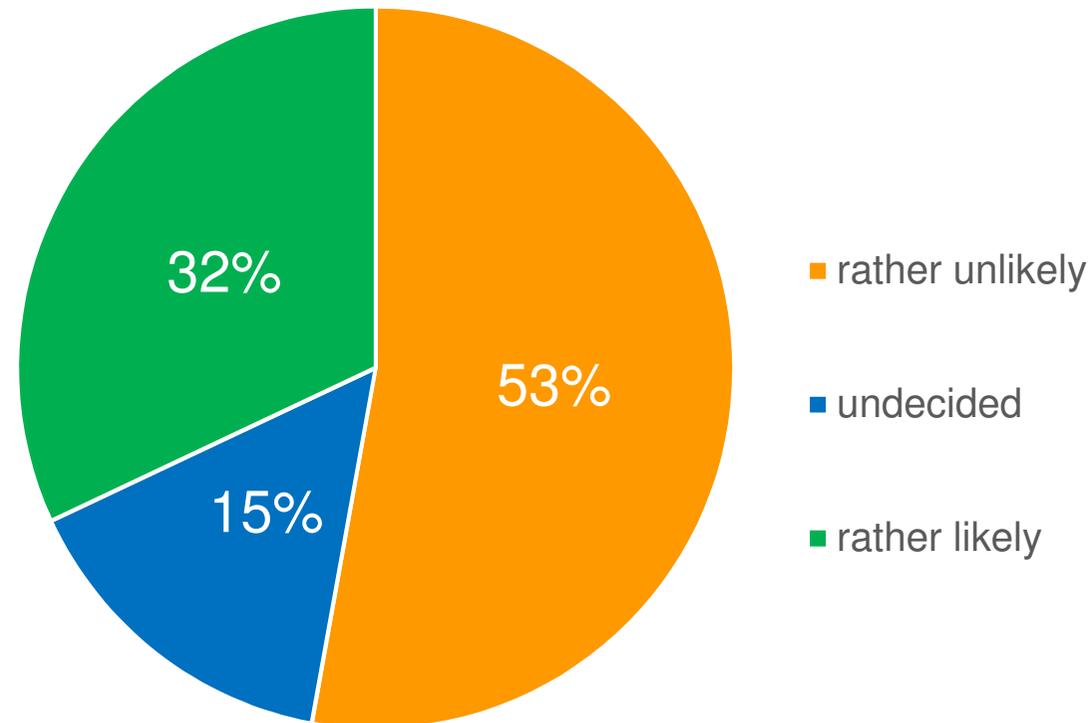
N = 2.001, sample of people aged over 16 years

based on a seven-point rating scale from 1- "I totally/strongly disagree" to 7-"I totally/strongly agree"

Actual use and intention to use

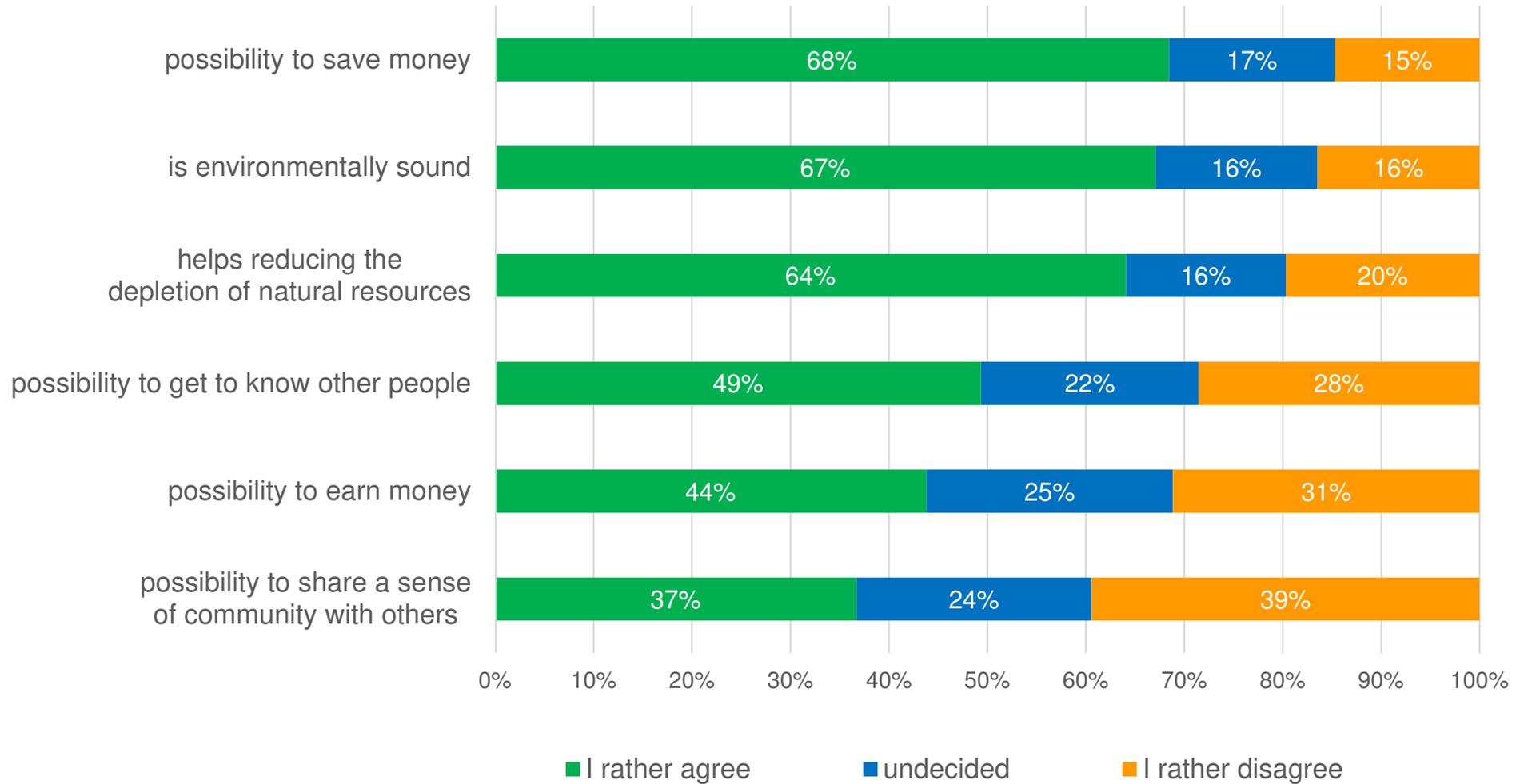


How often do you use peer-to-peer sharing?
N = 2.001, sample of people aged over 16 years
based on a 7-level scale from 1- "not at all" to 7-"very often"



How likely would you use peer-to-peer sharing (as a provider or consumer/user) in the future?
N = 2.001, sample of people aged over 16 years
based on a seven-point rating scale from 1- "most likely" to 7-"very unlikely"

Perception

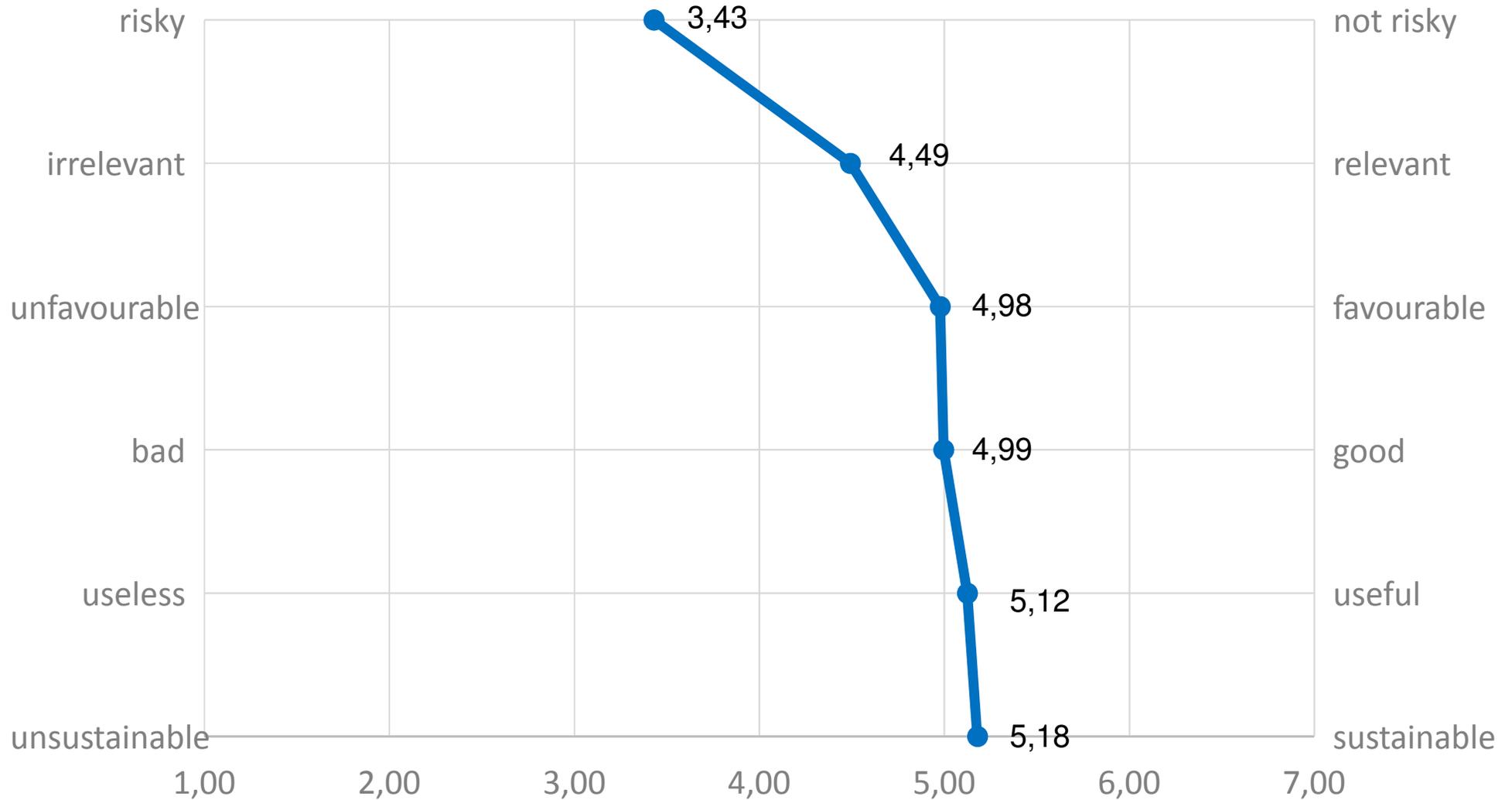


I think peer-to-peer sharing is...

N = 2.001, sample of people aged over 16 years

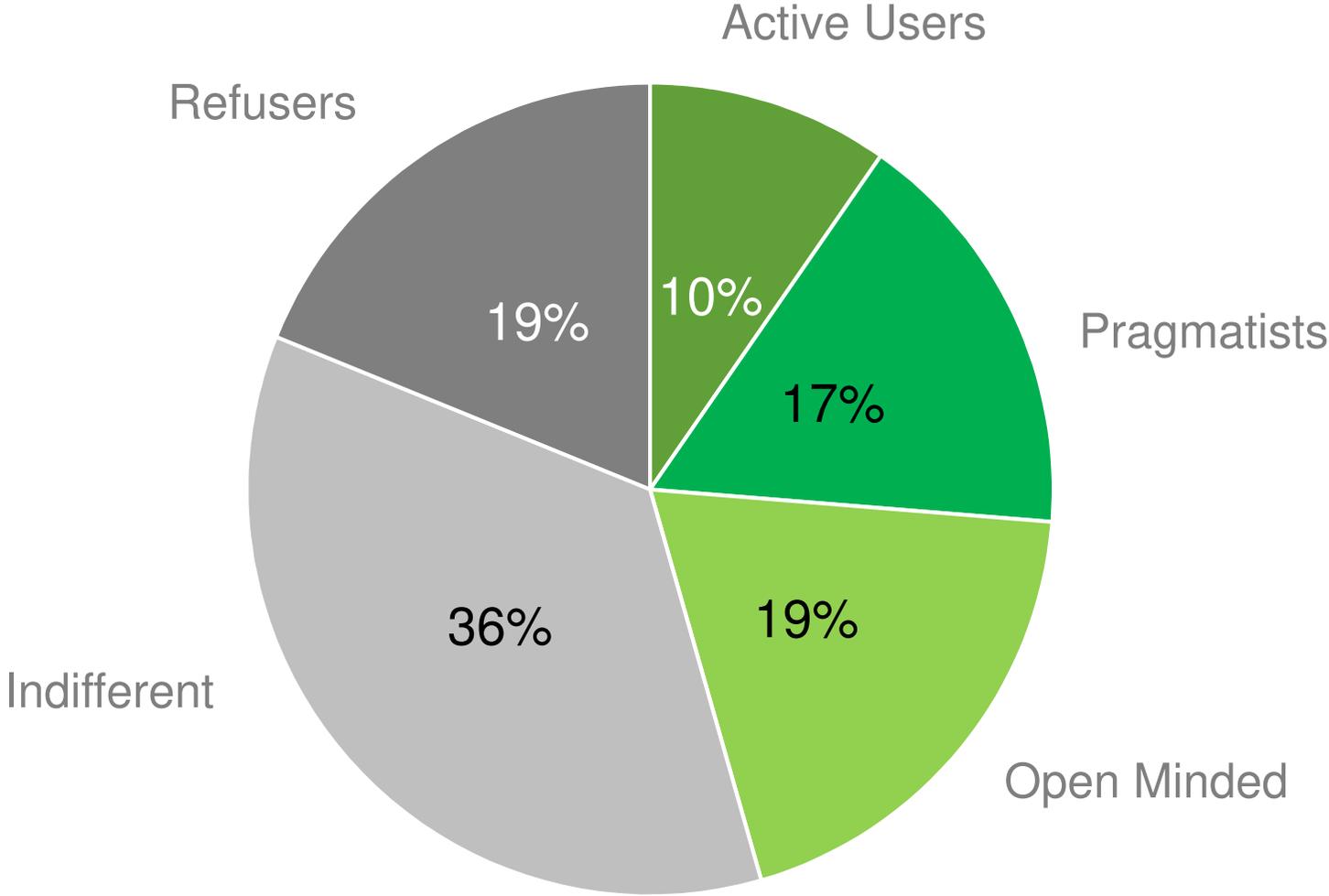
based on a seven-point rating scale from 1- "I totally/strongly disagree" to 7-"I totally/strongly agree"

Overall attitude



All in all peer-to-peer sharing is...
N = 2.001, sample of people aged over 16 years
based on a seven-point rating scale

Segmentation of German population



Characteristics of target groups

Active Users (10%)	Pragmatists (17%)	Open-Minded (19%)
<ul style="list-style-type: none"> well-acquainted with p2p sharing use it to a large extent suits their self-concept and is an expression of social distinction 	<ul style="list-style-type: none"> familiar with p2p sharing use it relatively often consider it as one of several consumption possibilities 	<ul style="list-style-type: none"> know little about p2p sharing, but find it fascinating can imagine using it motivated by social values
♂	♀	♀
young	young	∅
high level of education	high level of education	∅
in big cities	∅	∅

CONCLUSIONS

- **Theoretical implications**

- Peer-to-peer sharing is (still) a niche phenomenon
- Potential for peer-to-peer sharing is great
- Almost half of the population can be activated for peer-to-peer sharing

- **Practical implications**

- Marketers should emphasize allied motives
- Marketers should incorporate mechanisms that increase trust in p2p sharing services



PeerSharing

Thank you very much!

www.peer-sharing.de

maike.gossen@ioew.de

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