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THE EFFECT OF VALUE PERCEPTIONS AND PERSONALITY TRAITS ON
THE LIKELIHOOD OF USING COLLABORATIVE CONSUMPTION
SERVICES

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The Effect of Value Perceptions and Personality Traits on the Likelihood of Using Collaborative Consumption Services

Değer Algılarının ve Kişilik Özelliklerinin Ortak Tüketim Hizmetleri Kullanma Niyeti Üzerindeki Etkisi

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS	iii
ABBREVIATIONS	vii
LIST OF FIGURES	viii
LIST OF TABLES	ix
ABSTRACT	xi
ÖZET	xii
CHAPTER ONE: INTRODUCTION	1
1.1 ORGANIZATION OF THE STUDY	2
CHAPTER TWO: LITERATURE REVIEW	3
2.1. THEORY OF CONSUMPTION AND CONSUMERISM	3
2.2. AN EMERGING CONSUMPTION: COLLABORATIVE CONSUMPTION	7
2.2.1. Systems of Collaborative Consumption.	10
2.2.2. Brief Information About Sharing Economy in Numbers.....	12
CHAPTER THREE: HYPOTHESES AND PROPOSED MODEL.....	14
3.1. VALUE PERCEPTIONS AND ATTITUDE	14
4.3.1. Utilitarian Value and Attitude in Collaborative Consumption..	16
4.3.2. Hedonic Value and Attitude in Collaborative Consumption....	17
4.3.3. Symbolic Value and Attitude in Collaborative Consumption....	18
3.2. VALUE PERCEPTIONS AND EMPATHY	19
3.3. PERSONALITY TRAITS AND ATTITUDE	21
3.3.1. Materialism and Attitude in Collaborative Consumption.....	21
3.3.2. Need For Uniqueness and Attitude in Collaborative Consumption	24
3.3.3. Innovativeness and Attitude in Collaborative Consumption ...	26
3.4. PURCHASE INTENTION FOR COLLABORATIVE CONSUMPTION SERVICES AS OUTCOME OF ATTITUDE AND EMPATHY.....	27
3.2. PROPOSED MODEL OF THE STUDY.....	29
CHAPTER FOUR: RESEARCH DESIGN AND METHODOLOGY	31

4.1. RESEARCH OBJECTIVE AND DESIGN	31
4.2. OPERATIONALIZATION OF VARIABLES	32
4.2.1. Utilitarian Value	33
4.2.2. Hedonic Value	33
4.2.3. Symbolic Value	34
4.2.4. Empathy	34
4.2.5. Materialism	35
4.2.6. Need For Uniqueness.....	36
4.2.7. Innovativeness	36
4.2.8. Attitude	37
4.2.9. Purchase Intention	38
4.3. QUESTIONNAIRE DEVELOPMENT AND DATA COLLECTION.....	38
4.4. SAMPLING AND DATA ANALYSIS METHOD.....	39
CHAPTER FIVE: DATA ANALYSES AND RESULTS	41
5.1. DEMOGRAPHIC PROFILE	41
5.2. FACTOR ANALYSES	43
5.2.1. Factor Analyses of Utilitarian Value.....	44
5.2.2. Factor Analysis of Hedonic Value	45
5.2.3. Factor Analyses of Symbolic Value	46
5.2.4. Factor Analyses of Empathy.....	47
5.2.5. Factor Analyses of Materialism	48
5.2.6. Factor Analyses of Need For Uniqueness	49
5.2.7. Factor Analyses of Innovativeness	50
5.3.8. Factor Analyses of Attitude	51
5.3.9. Factor Analyses of Purchase Intention	52
5.3. CORRERLATION ANALYSES	53
5.4. REGRESSION ANALYSES	55
5.4.1.Regression Analysis of Independent Variables and Attitude	55

5.4.2. Regression Analysis of Independent Variables and Empathy	58
5.5.3. Regression Analysis of Empathy and Attitude.....	61
5.4.4. Regression Analysis of Independent Variables and Purchase Intention	63
CHAPTER SIX: DISCUSSION AND CONCLUSION	68
6.1. DISCUSSION	68
6.2. THEORETICAL IMPLICATIONS	70
6.3. MANAGERIAL IMPLICATIONS	70
6.4. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH	72
BIBLIOGRAPHY	73
APPENDICES	81
A. Questionnaire in Turkish	81
B. Questionnaire in English	89

ABBREVIATIONS

UTL	Utilitarian Value
HED	Hedonic Value
SYM	Symbolic Value
EMP	Empathy
MAT	Materialism
NFU	Need For Uniqueness
INN	Innovativeness
ATT	Attitude
PINT	Purchase Intention
Dep	Dependent
Var	Variable
Pred	Predictor
Cons	Constant

LIST OF FIGURES

Figure 2.1. Product Service Systems in Collaborative Consumption.....	10
Figure 2.2. Redistribution Markets in Collaborative Consumption.....	11
Figure 2.3. Collaborative Lifesytles in Collaborative Consumption.....	12
Figure 3.1. Proposed Model	30
Figure 5.1. Final Hypothesized Model	67

LIST OF TABLES

Table 4.1. Operationalization of Utilitarian Value	33
Table 4.2. Operationalization of Hedonic Value	34
Table 4.3. Operationalization of Symbolic Value	34
Table 4.4. Operationalization of Empathy	35
Table 4.5. Operationalization of Materialism	35
Table 4.6. Operationalization of Need for Uniqueness.....	36
Table 4.7. Operationalization of Innovativeness	37
Table 4.8. Operationalization of Attitude	37
Table 4.9. Operationalization of Purchase Intention	38
Table 5.1. Demographic Profile of the Respondents	41
Table 5.2. Results of KMO and Bartlett’s Test for Utilitarian Value.....	44
Table 5.3. Findings of Factor Analyses for Utilitarian Value	45
Table 5.4. Results of KMO and Bartlett’s Test for Hedonic Value.....	45
Table 5.5. Findings of Factor Analyses for Hedonic Value	46
Table 5.6. Results of KMO and Bartlett’s Test for Symbolic Value	46
Table 5.7. Findings of Factor Analyses for Symbolic Value	47
Table 5.8. Results of KMO and Bartlett’s Test for Empathy	47
Table 5.9. Findings of Factor Analyses for Empathy	48
Table 5.10. Results of KMO and Bartlett’s Test for Materialism	48
Table 5.11. Findings of Factor Analyses for Materialism,.....	49
Table 5.12. Results of KMO and Bartlett’s Test for Need For Uniqueness.....	49
Table 5.13. Findings of Factor Analyses for Need For Uniqueness	50
Table 5.14. Results of KMO and Bartlett’s Test for Innovativeness.....	50
Table 5.15. Findings of Factor Analyses for Innovativeness	51
Table 5.16. Results of KMO and Bartlett’s Test for Attitude.....	51
Table 5.17. Findings of Factor Analyses for Attitude	52
Table 5.18. Results of KMO and Bartlett’s Test for Purchase Intention.....	52
Table 5.19. Findings of Factor Analyses for Purchase Intention	53
Table 5.20. Correlation Analysis Results	54

Table 5.21. Regression Analysis - Model Summary of Independent Variables and Attitude.....	56
Table 5.22. Regression Analysis - Anova Results of Independent Variables and Attitude	56
Table 5.23. Regression Analysis - Coefficients of Independent Variables and Attitude	57
Table 5.24. Regression Analysis - Model Summary of Independent Variables and Empathy	59
Table 5.25. Regression Analysis - Anova Results of Independent Variables and Empathy	59
Table 5.26. Regression Analysis - Coefficients of Independent Variables and Empathy	60
Table 5.27. Regression Analysis - Model Summary of Empathy and Attitude	61
Table 5.28. Regression Analysis - Anova Results of Empathy and Attitude	62
Table 5.29. Regression Analysis - Coefficients of Empathy and Attitude.....	62
Table 5.30. Regression Analysis - Model Summary of Empathy, Attitude and Purchase Intention	63
Table 5.31. Regression Analysis - Anova Results of Empathy, Attitude and Purchase Intention	64
Table 5.32. Regression Analysis - Coefficients of Empathy, Attitude and Purchase Intention	64
Table 5.33. Results of the Proposed Hypotheses	66

ABSTRACT

Considering the shifting in consumption practices and developments in technology, a new way of innovative and more sustainable consumption model is emerged namely “collaborative consumption”. The main object of this study is to determine the key variables affecting consumers’ attitude toward collaborative consumption services. The proposed model combines the key factors that argued in the past literature such as components of value perceptions; which are utilitarian value, hedonic value, symbolic value and components of personality traits; which are materialism, need for uniqueness and innovativeness. In addition, this study presents a relationship between empathy, attitude and purchase intention in the same model.

In order to measure the proposed model, respondents are asked to rate the questions based on their value perceptions, personality traits and demographic informations. The questionnaire data is collected from a sample of two hundred seventy five participants. The findings show that utilitarian values, in other words economic reasons and symbolic values which cover environmental concerns are found to be the most influential factors on both empathy and attitude. Moreover, relationship between empathy, attitude and purchase intention of collaborative consumption services also investigated and found to be significantly supported.

Keywords: Collaborative consumption, sharing economy, value perceptions, personality traits, purchase intention

ÖZET

Teknolojideki gelişmeler ve tüketim alışkanlıklarının değişmesi ile birlikte, “ortak tüketim” adı altında, yenilikçi ve daha çevreci bir tüketim modeli ortaya çıktı. Bu çalışmanın asıl amacı tüketicilerin ortak tüketim ürün veya hizmeti satın alımındaki tutumunu etkileyen faktörlerin belirlenmesidir. Önerilen model, geçmiş literatürde sıklıkla değinilen ekonomik faktörler, hazzal motivasyon, çevresel etkenler gibi değer algıları ve materyalizm, eşsiz ürün arayışı ve yenilikçilik gibi kişisel özelliklerden oluşan faktörleri bir arada incelemektedir. Bununla birlikte, empati, tutum ve satın alma niyeti arasındaki ilişki de bu çalışmada sunulmaktadır.

Önerilen modeli test etmek amacıyla, katılımcılardan değer algılarını, kişilik özelliklerini ve demografik bilgilerini göz önünde bulundurarak bir anket cevaplamaları istenmiştir. Anket datası iki yüz yetmiş beş katılımcının cevapları ile oluşturulmuştur. Bulgular ekonomik nedenler ve çevresel faktörlerin tüketicilerin ortak tüketim ürün veya hizmet satın alımındaki tutumunu en çok etkileyen faktörler olduğunu göstermektedir. Bununla birlikte empati, tutum ve ortak tüketim ürün veya hizmeti satın alma arasındaki ilişki desteklenmiştir.

Anahtar Kelimeler: Ortak tüketim, paylaşım ekonomisi, değer algıları, kişilik özellikleri, satın alma niyeti

CHAPTER ONE

INTRODUCTION

Consumers' attitudes and motives toward consumption has switched in the past years from massive consumption patterns to more sustainable and ethic way of consumption types (Botsman & Rogers, 2010) These massive production and consumption brought increasing concern about environmental aspects and consumers started to care about ecological, environmental and societal issues. (Albinsson & Perera, 2012). These concerns about environmental issues have pushed consumers to more commonly and joined consumption named "collaborative consumption" also known "sharing economy". In this study, "collaborative consumption" or "sharing economy" has explained as "phenomenon as a way of economic model that accessing goods and services by renting, lending, swapping, trading, bartering, buying used in a limited time for a fee, based on access rather than ownership".

In the past literature, it is seen that consumers have some reasons to participate in these common consumption patterns. One of them is sustainable and social concerns, which explained above and others can be said as economic reasons and enjoyable or funny expectations (Benoit et al., 2017; Lawson et al., 2016). Because participating in collaborative consumption services may provide consumers to economic benefits such as saving money, accessing resources and free-using of products. Also prosocial reasons may affect individuals because collaborative consumption allow consumers to engage sustainable behaviours.

With the help of technological developments, participating in sharing economy and accessing resources are more convenient nowadays (Hamari, Sjöklint, & Ukkonen, 2015) because it is also a technological phenomenon which increases consumer awareness, common senses and endorses the sharing of goods or services through online platforms. Thus, it is become also more convenient way of consumption.

There are many examples about collaborative consumption services in the sharing economy; which are Uber and ZipCar (car sharing services); Rent the Runway and Davet Çok Elbisem Yok (clothing renting services); Airbnb and Couchsurfing (living space, room and house sharing). These examples are increasing day by day and it is not negligible that their growing numbers in the market share. According to a sharing economy report, important sharing sectors such as travel, car sharing, finance, staffing, and music and video streaming have the most potential to increase from approximately \$15 billion to nearly \$335 billion by 2025 (PwC, 2015).

Despite growing researches about collaborative consumption context, there is a shortage for quantitative studies on factors that affecting consumers' attitudes and purchase intentions toward collaborative consumption services and motivations behind consumers' attitudes and intentions may be also an interesting context for research and marketing literature. Because of these reasons, this study explores individuals' motivations to participate in collaborative consumption services and explains the factors in more detail in the following sections. The research model and hypotheses are developed with main headlines; which are value perceptions, personality traits, empathy and attitude. This approach contributes a solid bridge to deeply understand the collaborative consumption phenomenon and provides important outcomes into the existing literature.

1.1. ORGANIZATION OF THE STUDY

The rest of the study is planned as follows. Chapter Two presents collaborative consumption context and other concepts related with the subject which are value perceptions, personality traits, empathy and attitude and describes hypotheses to obtain an overview of relevant consumer behaviour and marketing literature. Chapter Three explains the research design and methodology of the study. In addition, Chapter Four explains data analyses and results of the hypotheses tests. In the final section, Chapter Five presents the findings of the study, discussion, theoretical and managerial implications, limitations and future research suggestions for this research field.

CHAPTER TWO

LITERATURE REVIEW

Chapter two presents the existing literature through reviewing the factors affecting empathy, attitude and purchase intention in collaborative consumption services. In addition, it suggests for developing a theoretical background for the research. The first section starts with a brief overview of the collaborative consumption services and sharing systems. In the following sections, some key factors are discussed in detailed and hypotheses are proposed. In the final section, proposed model of the study is presented according to hypotheses of the study.

2.1. THEORY OF CONSUMPTION AND CONSUMERISM

The term consumption has been an important topic in marketing literature and the history of consumption is becoming wide searching area in the academy. Researchers explained definition of consumption in different ways. Buying, shopping and consuming behavior increased significantly as a result of the consumer revolution and in the past decade (McCracken, 1987). It was only an activity which is materialized once a week in specific day of the week; by the time, this definition has expanded and it became an activity which is not only in Sundays, also in working days (Leach, 1984). Therefore, the opportunity of consuming has grown rapidly in terms of both consumers and buyers (McCracken, 1987).

If it is needed to examine the social movements in the past years, Anderson and Ray (2000) has explained three dimensions of world views; first one is the Traditionalism; called as the Heartlanders, who believes the nostalgia, the historical reality of all the thing together and against the big cities. Second is Modernism; emerged 500 years ago and occur intellectuals, modern politicians and scientists. Personal success, technology, consumerism and materialism have the high importance for modernist people. The last and the newest is Cultural Creativism and it is beyond Modernism. This social movement possessed with the

idea of owning more stuff. Thus, material consumption has been a wide phenomenon in consumer culture.

Consumerism- With the industrialization; modern society had a new ideology named consumerism. It is a discipline that believes that it is not possible to reach consumer welfare without material satisfaction and the only way to satisfying these needs solving these problems is more and more consumption (Murphy, 2000) and after the industrialization era, these ideologies and messages of consumerism have tried to be placed in people's minds properly through magazines, newspapers, television and billboards to encourage and persuade people for more purchasing and consuming things in industrial societies and post-industrial societies.

There are many results of material consumption and consumerism; one of them is consumers' buying of unneeded things. This is an important problem that characterized by impulsive and compulsive buying activities, which can be defined as a clinical disease (Dell'Osso et al., 2008). The other result is named as excessive buying behavior, similar to compulsive buying (O'Guinn & Faber, 1989). In this theory, consumers who buying compulsively are thinking compulsivity is a personal trait and have a greater desire for products.

Another result from massive consumption is hyper-consumption, which is started in 1920s and then exploded in the 1950s and coming from conspicuous consumption according to Botsman and Rogers (2010) and they defined this consumption type as endless possession for the more stuff with greater amounts; addiction of the things so much through ownership and never ending list of things "must have". According to this research, people cannot avoid hyper-consumption for some reasons, these are; (1) Power of Persuasion because people are inclined to buy things instinctively, (2) The Buy Now, Pay Later Culture because credit cards are influencing people's purchasing decisions and people who has credit cards buying more than buying cash, (3) The Law of Life Cycles because people have passion about having new products, even the life cycle of a smart phone is

decreasing by time and (4) “Just One More” Factor, because even a person who had one of everything, has a reason to buy “just one more” of a product that she/he owns.

Research has shown that material consumption addiction has negative outcomes in human life even resulted with acting dangerously. One of the best examples for the aggressive behaviors is actualized in Black Friday. Black Friday is the day after Thanksgiving in U.S. and on these shopping days retailers begin to make discounts for huge selling merchandise amounts and as a result of these larger rates of discounts, consumers respond to sales promotions for getting desired products they want (Lennon, Johnson, & Lee, 2011), thus, people act aggressively to the other consumers and retailers and their misbehaviours might be harmfully for the other people.

The most remarkable example for the result of consumer misbehavior should be given as Wal-Mart case (Botsman & Rogers, 2010). In 2008, Jdimytai Damour, who had the Wal-Mart temporary security employee, was trampled to death. His job was keeping the crowd of people under control who will be get into store. According to witnesses, crowd was pushing the doors of store to open and trying to get in. The door was broken; the crowd of people pressed and tramped the store employee to death. The employee has announced as dead, store was closed but some of the people kept shopping, even refused to leave, and they said they were waiting in front of the store since yesterday morning. The day after the incident, Wal-Mart reopened, crowd of people continued to their shopping like the case was never been happened.

It is really obvious to see that the hyper-consumption behaviour has negative outcomes for the consumers' life. Botsman and Rogers (2010) has pointed that the more possessions for material things, the less basic social needs, such as family and community, individual passions and social responsibility. People think that they compensate these gaps between these needs through shopping and purchasing more goods. In fact, some doctrines described hyper-consumption as “autistic capitalism”. According to them, people aware of two factors about

hyper-consumption. First, there is a belief that money can buy happiness, also equaled happiness, second, “disorder” has always placed in our lives and it is something not controllable. System of consumerism is an unchanging thing in modern life, but it is not. People can rearrange their lives and can always create healthier and more environmental life. There is always a way to find which is more sustainable.

Anti-consumerism- Researchers have explained the term anti-consumerism in different ways. Shaw and Newholm (2002) argued that ethical and voluntary consumerism through reducing the level of consumption, is an alternative way against material consumption. Also non-consumption is the term opposite of mass consumption (Stammerjohan & Webster, 2002). But the most accepted general definition is a type of consumerism which is including sustainable consumption in this study (Marchand, Walker, & Cooper, 2010).

In an interview, Durning (1999) described the consumption as utilization of economic goods. But he pointed that people are destroying, wasting and squandering while they utilizing of material goods in the planet and this is a big environmental problem, while consumerism is the way of satisfaction with more and more stuff. He is adding; despite, there are new cultural movements towards frugality, voluntary simplicity and people are thinking about what makes their lives worth living. He resulted that our resources are limited in the planet that we live and eventually everyone’s consumption level will be restricted.

There are new and different consumption systems through using resources sustainable, responsible and ethically, should be adopted by the people. These values will be hopeful for our future.

In the light of these new consumption system informations, Botsman and Rogers (2010) contributed that 21st century will be the era of collaborative consumption, while 20th century was the era of hyper-consumption. They placed collaborative consumption between two endpoints, hyper-consumption and anti-consumerism.

2.2. AN EMERGING CONSUMPTION: COLLABORATIVE CONSUMPTION

Collaborative consumption is a wide phenomenon in current studies and the starting point of this overview is Botsman and Rogers' (2010) definition, describing the collaborative consumption as a sustainable way of economic model "sharing rather than ownership" through renting, lending, swapping, trading, bartering, buying used goods and services for a fee. Different terms are used to describe this context (Benoit et al., 2017); some of them is access-based consumption (Bardhi & Eckhardt, 2012) commercial sharing systems (Lamberton & Rose, 2012) sharing (Belk, 2014) sharing economy (Hamari, Sjöklint, & Ukkonen, 2015) and as a form of anti-consumption (Ozanne & Ballantine, 2010). Although all terms, the explanation for collaborative consumption (CC) is the most common being (e.g., Botsman, 2015).

Benoit et al. (2017) has contributed collaborative consumption as more innovative way of consumption by differentiating from other traditional ?, based on three factors: (1) number and type of actors, (2) nature of the exchange, and (3) directness of exchange. While they examined collaborative consumption with other phenomena, they used buying, renting, non ownership/access based services and sharing or co-owning factors and headlines together. According to this research, key determinant of differentiating collaborative consumption from traditional forms of exchange is number and type of actors. This differentiator includes three parts of actors in this type of consumption. First one is platform provider, second is customer and the third one is peer service provider. This research has defined these terms that platform provider is a link which targets bringing customer and peer service provider together; customer refers that aims to reach short term assets with a peer service provider and peer service provider is who ensures access to these assets, products or services. For example, Couchsurfing, a community that is frequently used in collaborative consumption context, because Couchsurfing is accepted as sharing service which is a use of living space platform offers travelers more affordable, economic and convenient

accommodations when compared to renting hotel rooms (Davidson, Habibi, & Laroche, 2018). According to Benoit, et al. (2017)'s research, Couchsurfing sharing service is the platform provider that bringing travelers and house owners together; customers are the travelers which seeking a house for staying as a guest and peer service providers are the house owners here which provides access to the sharing service to the customers.

One of the other definitions for collaborative consumption is access-based consumption which explained by Bardhi & Eckhardt (2012). It is defined as the transactions that has no ownership by the participants and the sharing is the contrast definition of ownership in their research. They used consumer-object, consumer-consumer, and consumer-marketer relations while explaining access-based consumption context and their results of six dimensions & four outcomes of these six dimensions are significantly highlights to the nature of exchange and inhere of sharing.

Commercial sharing system is another explanation for collaborative consumption, which is provide customers enjoying product benefits through sharing with minimum costs, but without ownership (Lamberton & Rose, 2012). The important determinant here is make consumer choose to sharing option rather than ownership, with the cost-related benefits of sharing and the perceived risk of scarcity related to sharing. The aim is in their research is examining the determinants which factors leads to consumers make the sharing option when there is a rivalry among different types of sharing goods or products.

Sharing is a similar definition for collaborative consumption. While Botsman and Rogers (2010) is explaining this phenomenon as a way of economic model that accessing goods and services through renting, lending, swapping, trading, bartering, buying used in a limited time for a fee, Belk (2014) is differentiating from collaborative consumption in some part. His definition of collaborative consumption is similar with Botsman and Rogers' (2010) but he is adding "other compensation" at the end of his definition. Therefore, his definition is "people coordinating the acquisition and distribution of a resource for a fee or other

compensation” (p. 1597). Thus, the term other compensation covering also giving and non-monetary compensation. For example, no compensation is required from Couchsurfing users and Couchsurfing is especially not using this application.

Hamari, Sjöklint, & Ukkonen (2015) has explained term sharing economy as an emerging economic-technological phenomenon because they emphasized the role of technological instruments contributed a new perception when people participating in sharing economy, while the other definitions the same with Botsman and Rogers’ (2010). Therefore, their definition of collaborative consumption is: “the peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services” (p. 2047).

Some researchers determined collaborative consumption and sharing systems as a form of anti-consumption (Ozanne & Ballantine, 2010). They explained anti-consumption as reducing consumers’ consumption through choosing to share option rather than owning. Thus, consumers avoid consumption and consume less by choosing to share rather than purchasing and owning.

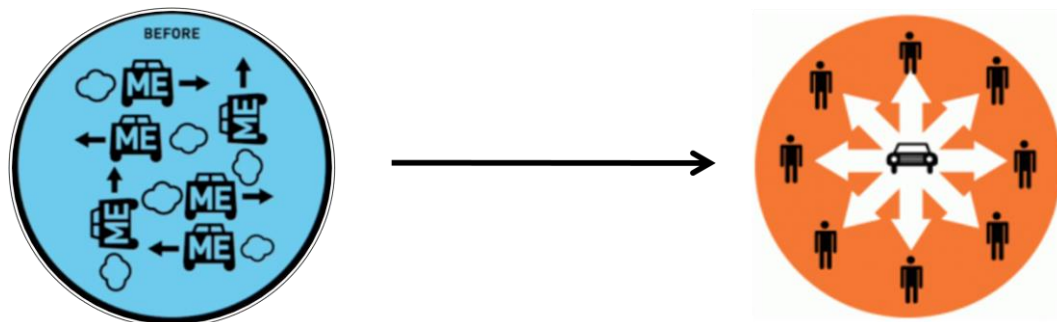
Some definitions for collaborative consumption have been provided in the sections above. In this study, “collaborative consumption” or “sharing economy” has defined as “phenomenon as a way of economic model that accessing goods and services by renting, lending, swapping, trading, bartering, buying used in a limited time for a fee, through sharing rather than ownership” from Botsman and Rogers (2010) and hypotheses and proposed model of the study are explained and structured according to this definition in the following section.

In addition, these definitions may be increased but for the purpose of this research, sharing economy, access-based consumption and product sharing system definitions will be accepted similar with the term “collaborative consumption”.

2.2.1. Systems of Collaborative Consumption

There are three basic systems of collaborative consumption (Botsman & Rogers, 2010). First one is named Product Service Systems. The basis of product service systems is receiving benefits from products by paying without needing to own the product outright. Product service system enables companies to own multiple products to be shared as a service, rather than selling and allowing people to share their privately owned things peer-to-peer under a company service. For example, Netflix is sharing TV programs and movies, ZipCar renting cars to company members, also RelayRides allowing car owners to rent their cars person to person. There is an obviously environmental advantage in this system because individually owned products are limited usage and this is replaced with a sharing service that enables maximum utility. Also for users there are many benefits, first people don't have to pay for the product outright and they don't need to pay for the costs of ownership such as insurance, maintenance and repair.

Figure 2.1. Product Service Systems in Collaborative Consumption

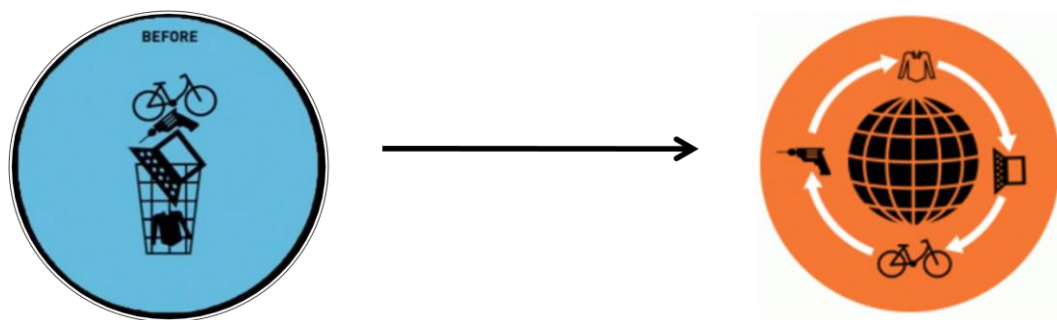


Source: What's Mine Is Yours (Botsman & Rogers, 2010)

Second system is called Redistribution Markets. This type of a system enables companies and people to redistribute their own product they are not needed to somewhere or someone, it is the re-ownership of a product. For example Freecycle is a platform that enables people to giveaway their personal items to any people without any charging, works like a donation. In redistribution markets,

people can swap their clothes, accessories, books, games with similar goods. This system gives a chance to people for reusing and reselling their old items rather than throwing out, thus, it reduces waste. Redistribution is the fifth “R” after reduce, recycle, reuse and repair. Redistribution considerable as a sustainable way form of trading and a threat for “buy more” and “buy new” phenomenon.

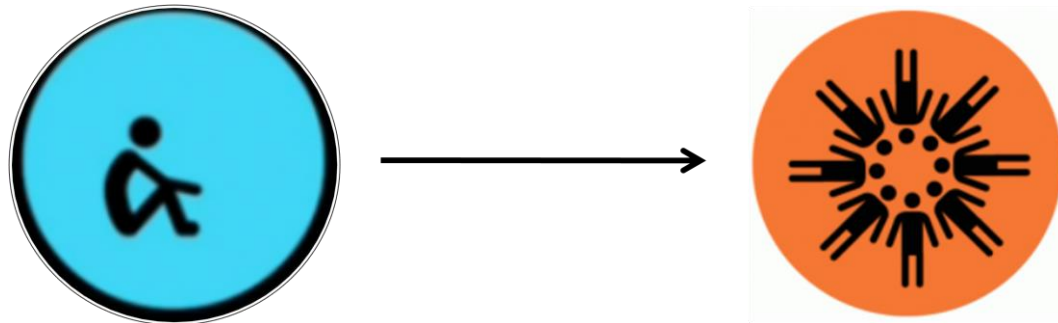
Figure 2.2. Redistribution Markets in Collaborative Consumption



Source: What’s Mine Is Yours (Botsman & Rogers, 2010)

The third system of collaborative consumption is Collaborative Lifestyles. In this system, people share their less tangible assets rather than their tangible products such as cars, bikes and used goods. People with similar interests gather and share their skills, space, money and time. For example people share their space with Airbnb and Couchsurfing as travelers. In this system trust is required because there is a people to people interaction, not swapping or renting a physical product. As a positive outcome of this system, people gain strong relationships and social connectivity.

Figure 2.3. Collaborative Lifestyles in Collaborative Consumption



Source: What's Mine Is Yours (Botsman & Rogers, 2010)

2.2.2. Brief Information About Sharing Economy in Numbers

According to Nielsen Global Share Community Report in 2014, which is participated more than 30,000 online participants in 60 countries in the area of Asia-Pacific, Europe, Latin America, the Middle East, Africa and North America and results showed that;

- More than 28% of participants are willing to share or rent their electronic devices for making profit. Respondents in Asia-Pacific exceed the global average at 39%
- Other items that participants are tend to share include power tools (23%), bicycles (22%), clothing (22%), household items (22%), sports equipment (22%), cars (21%), outdoor camping gear (18%), furniture (17%), homes (15%) motorcycles (13%) and pets (7%).
- Asia-Pacific participants are more innovator for participation in sharing communities and platforms, with the highest percentage willing to share their own goods (78%) and likely to rent from others (81%). In Latin America and the Middle East/Africa, 70% and 68% of respondents, respectively, are willing to share their personal property and 73% and 71%, respectively, are likely to rent products from others.

- Countries reporting the highest response rates for likelihood to utilize products or services from others in a share community include: China (94%), Indonesia (87%), Slovenia (86%), Philippines (85%) and Thailand (84%).

Collaborative consumption is a growing industry (Botsman & Rogers, 2010). Even some companies are making hundreds of millions in revenue. For example Netflix made \$359.6 million and ZipCar made \$130 million revenue in 2009 (Botsman & Rogers, 2010). Rent the Runway, which is a clothing renting firm, supported with \$60 million investment in 2016 (Webrazzi, 2016). Airbnb has reported that it valued at \$13 billion, it means more than Hyatt or Wyndham Worldwide, which are the main players in hospitality sector, Uber serves in more than 350 cities and it valued \$41.2 billion (PwC, 2015) and this research shows that important sectors such as travel, car sharing, finance, staffing, and music and video streaming have the potential to increase from approximately \$15 billion to nearly \$335 billion by 2025.

CHAPTER THREE

HYPOTHESES AND PROPOSED MODEL

Based on the discussing theoretical background in the previous chapters, this chapter begins with the value perceptions and personality traits affecting consumers' attitude and empathy toward collaborative consumption services and in the next section it continues with how consumers' attitude and empathy affect individuals' decisions to purchase intentions and decisions of these services. Then, introduces various hypotheses which are discussed in detail. In final section, this chapter proposes a model on collaborative consumption services according to these hypotheses.

As explained in previous sections, main object of this study is analyzing the relations between value perceptions and attitude, and personality traits & attitude and behavioral intention of consumers in the context of collaborative consumption. Empathy is used in this model as an important emotional factor, which effects consumer purchase intention. In the following sections, they will be analyzed and discussed theory driven hypotheses of the study.

3.1. VALUE PERCEPTIONS AND ATTITUDE

The term 'value' has always been argued in marketing and consumer behaviour literature. There are wide range of definitions for the value which has proved by philosophers and researchers. Zeithaml (1988) has explained the term of value as four sections: (1) value is low price, (2) value is whatever I want in a product/service, (3) value is the quality I get for the price I pay, and (4) value is what I get for what I give.

As Zeithaml (1988) described, "Value is low price" means consumers think that, price factor is the priority when purchasing a product or a service, if it is cheaper or has a special price, it is more benefitable for them; according to some

consumers “Value is whatever I want in a product/service” means what are the received benefits from a product or a service, is the most important components for its value, this definition of value refers utility, usefulness and satisfactory parts from a consumption; the other component “Value is the quality I get for the price I pay” means some consumers think that value is a relation between quality and price, and they think what I get from a product quality is a result of what I give for its price, and the last explanation from Zeithaml’s definition of value is “Value is what I get for what I give” means that value is only about ‘getting’ and ‘giving’ when describing value. These all four definitions are related to the factors in value perceptions in the model, because it will be argued that utilitarian value, hedonic value, symbolic value and these are all including economical benefits, enjoyable & satisfactory advantages have positive outcomes when people participate in collaborative consumption.

According to Schwartz (1992) values play an important role and help to explain individual decision makings, attitudes and behaviours; this explanation is coming from a person’s social and psychological dilemma when consumers make everyday decisions. Value is also again means the overall relationship between the price and the quality of products or services offered (Zeithaml, 1988). In time, value perception has changed during and after an individual’s experience especially in the service industry (Babin & Attaway, 2000) and value is not only about economic (utilitarian) benefits, it also related to entertaining (hedonic) and social (symbolic) benefits.

Following sections cover the explanation of how value perceptions effect the consumers attitude when they deciding whether participate or not in the collaborative consumption.

3.1.1. Utilitarian Value and Attitude in Collaborative Consumption

Firstly, economic factors play an affective role on consumers' attitude to participate in collaborative consumption. Utilitarian value will be explained as an economic benefit in this model. As Hwang (2017) contributed, utilitarian value provides functional, task-related and objective benefits to the consumers when they purchasing a product or a service; thus, consumers want to have the product and services with maximum utility at minimum prices.

Collaborative consumption can provide economic benefits for those who participate in this system as supplier, provider, customer or an actor (Benoit et al., 2017). They explained this cost - saving context in a triangle; (1) customer, (2) peer service provider and (3) platform provider; which customer refers to the user of the service, peer service provider refers to the actor that ensuring access to the product or service in the system and platform provider refers to the supplier in the marketplace that bringing customer and supplier together. If it is needed to be clarified with an example, Airbnb can be an exact solution.

Airbnb is a sharing community where people can share their houses or flats, also rent a room or a house in a particular time for various reasons with safety conditions (<https://www.airbnb.com.tr/help/getting-started/how-it-works>) If a person rents a flat from Airbnb, as Benoit et al. (2017) argued the section before, this person called as "customer", the owner of the house is "peer service provider" and the firm Airbnb is the "platform provider", which is gathering the customer and the peer service provider at the same place. Thus, all the factors that constitutes the collaborative consumption triangle, has explained in one example.

As explained, researches shows that economic factors are the main reason affecting consumers' attitude when they deciding to use collaborative consumption services, because sharing attitude in this consuming type helps consumers reducing their costs and also helps them to earn money from this service by sharing or renting their products, houses (Barnes & Mattsson, 2016).

According to these informations, the following hypotheses below;

H1a: Utilitarian value positively influences consumers' attitude toward collaborative consumption services.

3.1.2. Hedonic Value and Attitude in Collaborative Consumption

In contrast with the utilitarian value, hedonic value is different from other factors, especially in shopping decisions; because consumers may have enjoyable and funny expectations from buying a product or a service (Babin, Darden, & Griffin, 1994; Holbrook & Hirschman, 1982). Especially Babin et al. (1994) contributed that consumption activity provides hedonic value and benefits to consumers in many ways, such that consumers need the purchasing activity more than the product in some situations.

Hedonic value is an important determinant of value perceptions on individuals' attitude in collaborative consumption when consumers decide whether participate or not in this consuming type, because collaborative consumption may provide hedonic values to customers by experiencing some of luxury goods or services (Lawson, Gleim, Perren, & Hwang, 2016) thus, consumers can have these luxury brands they normally could not able to reach. Especially in Lawson et al.'s (2016) study, respondents mentioned that, collaborative consumption allows them to "pretending like someone else you aren't for a short time and doing something else that you may not otherwise get to do," which is possible through reaching it within consuming collaboratively.

In the aspects of hedonic value, some brands can be discussed as important examples. One of them is Rent-the-Runway, provides access to designer clothing and accessories that would be really hard to afford for many consumers. It allows consumers to renting designer dresses, clothing and accessories from thousands of exclusive styles with a lot of alternatives and in-store and online shopping choices (https://www.renttherunway.com/how_renting_works). Thus, consumers enjoy

the experience of having luxury items and pretending like someone else even for a short time (Lawson et al., 2016).

According to these informations, the following hypotheses below;

H2a: Hedonic value positively influences consumers' attitude toward collaborative consumption services.

As argued in the sections above, hedonic values are an important predictor on consumers' attitude when taking a part of collaborative consumption because participants are motivated through entertainment and enjoyment of sharing (Hamari, Sjöklint, & Ukkonen, 2015) therefore consumers savour funny and exciting experiences even for a limited time.

3.1.3. Symbolic Value and Attitude in Collaborative Consumption

Lastly, symbolic value is related to increasing consumers' awareness of the importance of sustainability issues in consumption, and is about resulting with environmental benefits (Hwang, 2017), it is related to having responsibilities and social values; therefore, consumers' attitude is affected by symbolic values of collaborative consumption and people are being a part of pro-social movement by using this sharing system.

Collaborative consumption, also known as shared consumption, is a sustainable way of consumption practice (Roos, & Hahn, 2017) and they argued in their panel study, some of the respondents are concerned about environmental issues and they think this is a huge cultural movement from unsustainable behaviour to sustainable behaviour. Piscicelli, Cooper and Fisher (2015) contributed that collaborative consumption is an emerging socio-economic model and a more sustainable way of consuming, also this model prevents new purchases and

restrains massive production and consumption; thus, people have a common sense and belongings by participating this sharing systems.

Environmentally-friendly products and services has been discussed in current studies. Especially car sharing systems are most used programs when compared to the other sectors (Botsman & Rogers, 2010), therefore fewer cars and tools to be produced. Zipcar, which is a car sharing program, is an important example when explaining environmentally-friendly services because Zipcar brand uses sustainability, global warming and environmentalism in its marketing approach and positioned itself as green, innovative and young brand (Bardhi & Eckhardt, 2012). According to this research, some respondents expressed themselves like they feel better about environmental conditions when they participate Zipcar car sharing program because it is more convenient and the way of more sustainable driving practice.

According the these informations, the following hypotheses below;

H3a: Symbolic value positively influences consumers' attitude toward collaborative consumption services.

3.2. VALUE PERCEPTIONS AND EMPATHY

One of the important factor in personal concepts is empathy which discussed by social theorists in psychology literature and defined as an unselfconscious and unintentionally merging with another's feelings by Escalas and Stern (2003) and they developed empathy context with individuals' need to help others to complete selfless actions, coming from individual's ability to merge others' point of view. According to Davis (1980), empathy has four seperate aspects, which they are self-esteem, emotionality, sensitivity to others and social functioning and each of four dimensions displays predictable roles for measuring empathy levels.

There is a relationship between empathy and prosocial behaviour because prosocial behaviour is generally defines as behaviour that results with advantages

for others and it is a voluntary and intentional behaviour; and the motives behind is unspecified (Eisenberg & Miller, 1987). Especially Stürmer, Snyder and Omoto (2005) argued that empathy is an important factor affects prosocial emotions when people helping each other; their study showed that participants social behaviours and empathy levels are high in group memberships between helper and helpee.

Botsman and Rogers (2010) posited that participating in collaborative consumption services is a prosocial behaviour, with other benefits, because people also think that they are fulfilling their responsibilities for the environment with the help of accessing goods or products through sharing, renting, swapping, bartering. Thus, they feel like they have some obligations to help others by put themselves for another's situation.

Hwang (2017) contributed that empathy is an important determinant for consumers to understand their motivations in collaborative consumption context, because empathy is an emotional aspect and reflects people's behaviours. According to her, participating in collaborative consumption services is a prosocial behaviour because outcomes are beneficial and helping for other people, especially the people who concerned and try to help for others welfare, environment and social communities have the most participation levels in these sharing services, moreover, empathy can be affected people's attitude with sustainable living who perceive utilitarian, hedonic and symbolic values through collaborative consumption.

Therefore, these motives, empathy and concern for others affect individuals' attitude and decisions when participating collaborative consumption services. In this manner, the following hypotheses below;

H1b: Utilitarian value positively influences consumers' empathy toward collaborative consumption services.

H2b: Hedonic value positively influences consumers' empathy toward collaborative consumption services.

H3b: Symbolic value positively influences consumers' empathy toward collaborative consumption services.

Escalas and Stern (2003) successfully contributed that consumers' attitude towards an advertisement is determined by the advertisement and consumers' empathy. (Hwang, 2017) contributed in her study that, individuals have a more positive attitude those who feel empathy at strong levels regarding collaborative consumption services. Therefore, the following is hypothesized:

H4: Empathy positively influences consumers' attitude toward collaborative consumption services

3.3. PERSONALITY TRAITS AND ATTITUDE

3.3.1. Materialism and Attitude in Collaborative Consumption

Effects of personality traits on participating collaborative consumption will be analyzed as three variables in this section. First one is materialism, which has always been argued whether it is a negative or positive trait (Belk, 1985). Most of the researches claimed that materialism is a personality trait (Belk, 2007; Lawson et al., 2016; Akbar, Mai & Hoffmann, 2016; Roos & Hahn, 2017; Lang & Armstrong, 2018) which affects consumers' attitudes negatively. Besides, some researches claimed that materialism is a positive personality trait and effects consumers' attitudes and intentions (Davidson, Habibi & Laroche, 2018).

For the basic foundations of materialism, Schrum et al., (2013) proposed that "materialism is the extent to which individuals attempt to engage in the construction and maintenance of the self through the acquisition and use of products, services, experiences, or relationships that are perceived to provide desirable symbolic value." (p.1180). According to Schrum et al., (2013)

materialism has important meanings, it is not gaining only with purchasing behavior, it can be gained through gifts and other non-purchasable things, it also means the benefit of acquisition (e.g., buying luxury bags) and its benefit through wearing them. Also it means not gaining the benefit from product or a service, also relationships (e.g., family and friends) and experiences (e.g., bungee jumping).

Materialism has defined as a function of personality traits and personal addictions to the possessions by Belk (1985) and materialism & possessiveness are related terms. Richins and Dawson (1992) has explained materialism with three dimensions: Possessive and acquisitions are the center point of materialist people; acquisitions are the basic foundations for reaching happiness; possessive are the way of defining and reaching success.

Richins (2013) discussed that materialist people are happier when they acquire products, but the situation can be changeable before purchase and after purchase. Because consumers that have high-materialism expect hedonic benefits and having emotional senses between products before purchasing behaviour and they think that products they desired will affect and transform their lives at important rates. Interestingly, these hedonic expectations are declined after they own the product itself, because they think that desiring and believing to acquire is more satisfactory than having the product.

Davidson, Habibi and Laroche (2018) discussed that materialism positively effects consumers' attitude when they participating sharing systems and according to them, materialist people not only desired to acquire products, also they desire to access to experience and socialization in addition to tangible products. For example, Couchsurfing can be defined as a platform that provides people to socialize and experiential staying because it allows people to share a special place with a stranger traveler together. But Airbnb is a way of staying in a room seems like staying in a hotel room. Another example for the experiences can be given between Uber and ridesharing. Ridesharing works with nearly the same functions

but it is more than an experiential when compared with Uber which is providing people to benefits through ordering another people's personal car like a taxi ride.

On the other hand, materialism is the negatively important predictor for consumers' attitude when participating in collaborative consumption and sharing systems and according to Belk (2007), materialism and sharing are contrast to each other, because materialism and possessive individualism restricted sharing behaviour.

According to Lawson et al.'s (2016) research, materialism is a barrier for participating access-based consumptions. In their survey results, some participants said that "The products you tend to share are not yours; you need to give them back when the time comes, you can't own them, if it costs more than sharing them, still worth it" other participants answered "The products is not ours and they are used by someone else, they can't provide the benefits I expect like a purchasing new one".

Akbar, Mai and Hoffmann, (2016) argued in their study that materialism is a dominant determinant on consumers' attitude for willingness to participate in commercial sharing systems and this determinant is coming from consumer characteristics. Roos and Hahn (2017) explained materialism under the egoistic value orientation with related to human wealth and reaching monetarily satisfactions and their results pointed that a person's egoistic value orientation affects her/his personal norms negatively; therefore, willingness to participate in commercial sharing systems affected negatively by personal norms.

Lang and Armstrong (2018) analyzed the effect of materialism in the context of Big Five Model through clothing renting or clothing swapping, which materialism is an inhibitor of Neuroticisms. Since renting or swapping a product means that it is a temporary ownership, high-materialist people would be resist to swapping or renting because they might not want to give up the idea of owning their products.

There have been several implications and claiming about the affect of materialism to consumers' attitude in the context of collaborative consumption and sharing systems. With the light of these informations, following hypothesis below;

H5: Materialism negatively influences consumers' attitude toward collaborative consumption services.

3.3.2. Need for Uniqueness and Attitude in Collaborative Consumption

When it comes to the other factor, need for uniqueness developed by Tian and McKenzie (2001) described as a determinant that reflects individual differences; because individuals have a desire to differentiate themselves from others through experiencing different consumer products, services or experiences. In this explanation, consumers need for uniqueness is a tool for an individual to acquire and develop her/his personal and social identity by using, benefitting and utilizing consumer goods. In this manner, need for uniqueness steering people to counterconformity behavior and creative and unpopular choices, and these counterconformity choices resulted with avoid from similar to others and purchasing goods or services popular among other people and most of other choices. Research argued that need for uniqueness is a major determinant for consumers to desire for such products (Lynn & Harris, 1997) and this motivation coming from the consumer belief that they find similar themselves with others at high levels and for overcoming this situation, they should try to differentiate themselves from the majority (Snyder & Fromkin, 1977).

In sharing systems like collaborative consumption and access-based consumption, consumers might not be satisfied through their possessions and needs about unique products, services or experiences, because these sharing systems don't allow consumers to own them. On the other hand, "peer service provider" (Benoit, et al., 2017) doesn't sell the product but provides a short time access for using or experiencing what her/his own. Thus, unique consumer products in sharing systems might affect people's attitude to participate in collaborative consumption for acquiring these possessions even for a short time and might be an alternative

for materialistic consumers to reach their desired products, which they could not usually buy and afford (Akbar, Mai, & Hoffmann, 2016).

Lang and Armstrong (2018) discussed that consumers' need for uniqueness is positively associated and significantly affected consumers' attitudes and decisions in clothing sector within collaborative consumption. According to them, even the clothing swapping events provide consumers unique experiences and allows consumers to distinguish themselves from the crowd and making creative choices, therefore in these events, people might have a chance to meet the people which have similar interests, ideas and clothes, moreover, swapping and using vintage and old clothes from others might be an innovative, novel and ideal way to express people's individuality. These events also posited the "collaborative lifestyles" topic that mentioned in the systems of collaborative consumption sector.

Consumers need for unique desires lead them to unique experiences, not only products (Lawson et al., 2016). For example BMW allows consumers to drive various types of BMW's and Minis for a participation fee (Hwang, et al., 2017), otherwise this might not be possible for the consumers who are seeking peerless practices. For those consumers who usually could not afford a luxury clothing, bridal or accessories, davetokelbisemyok.com might be another example in this position. This clothing firm allows female consumers to rent designer clothes and accessories. Thus, consumers experience unique products by participating collaborative consumption services through renting from their websites or showroom.

As discussed above, many examples and researches can be given about the relationship between need for uniqueness and consumers' attitude in sharing systems and collaborative consumption, with the help of argued and explained informations, following hypotheses below;

H6: Need for uniqueness positively influences consumers' attitude toward collaborative consumption services.

3.3.3. Innovativeness and Attitude in Collaborative Consumption

The term innovativeness has been argued more than thirty years but it has defined first by Midgley and Downing (1978) as “Innovativeness is the degree to which an individual makes innovation decisions independently of the communicated experience of others” (p.235), also they suggested that there are three dimensions of innovation, these are innate innovativeness, domain-specific innovativeness and actualized innovativeness. For congenital innovativeness; it is an aspect of the require for stimulation (Roehrich, 2004) because in numerous human experiences, require for stimulation may be seen as a predecessor of new product selection, either straightforwardly or by implication, through innovativeness. Domain-specific innovativeness is characterized as willingness to memorize almost and receive advancements inside specific products (Goldsmith & Hofacker, 1991) and actualized is not significantly affect future purchasing behaviours in terms on innovativeness when compared other three factors.

Innovativeness may be an expression of individuals ‘need for stimulation, novelty seeking, need for independence experience from others and need for uniqueness (Roehrich, 2004). Especially Lynn and Harris (1997) found that consumers with solid uniqueness thought processes have higher awareness, more interested in and willing to purchase new, modern and innovative products than consumers has fewer uniqueness thought processes; they also discussed that there is a positive relationship between need for uniqueness and tend to be an innovative consumer, because consumers who seeking unique products are also open to modern ideas and creative aspirations.

When analyzed the relationship between consumer innovativeness and consumers’ attitude in collaborative consumption; Botsman and Rogers (2010) posited that sharing is an innovative form of consumption and people are newly engaging with these consumption patterns; if there are creative products and services in these consumption systems, consumers’ attitude affected positively and participation will be high for the people who are seeking innovativeness and try to differentiate themselves from the majority, because collaborative

consumption systems may allow consumers to find their desired, creative and innovative products. According to Akbar, et al. (2016), consumers' hedonic needs and innovativeness influence individuals to try new products, services and experiences, thus, consumer innovativeness will affect for joining sharing services positively.

Collaborative consumption services especially influential on young consumers and millennials (PwC, 2014) because millennials respond to technological changes immediately for continuing to provide current information, social connectivity, entertainment and not to stay behind from their fellows (Hwang, 2017), also according to this research, young people adopt technological changes quickly and these consumer innovativeness behaviour affects their attitude toward collaborative consumption services, results showed that, there are theoretical and practical outcomes for approaching consumer innovativeness and this factor significantly effect when consumers participating in collaborative consumption and sharing systems, in addition, there are substantial differences between consumers who has more innovative and low innovative.

With the explanations and argued informations above, proposed hypothesis following;

H7: Innovativeness positively influences consumers' attitude toward collaborative consumption services.

3.4. PURCHASE INTENTION FOR COLLABORATIVE CONSUMPTION SERVICES AS OUTCOME OF ATTITUDE AND EMPATHY

Consumer purchase intention has been arguing as a determinant for following purchases in consumer behaviour literature. Homer and Kahle's (1988) value-attitude-behaviour hierarchy pointed that individuals' values are similar with attitudes and both guide people about which situation to move in and how they behave in those situations, thus, values are the most effective predictor for people's attitude and attitudes determine individual's behaviour and decisions.

Other researchers also contributed that there is a positive relationship between attitude and intention (Ha & Janda, 2012) and Ajzen & Fishbein (1980) has explained this relationship with TRA (Theory of Reasoned Action), which suggested that individual's intentions are determined by their attitudes and subjective norms, thus, the strength of beliefs and attitudes create which behaviour will appear.

Hamari et al. (2016) examines the individual's attitudes in ecological and societal contexts and they discussed that how people's attitudes and opinions affect their participation to sharing economy and they added people think that collaborative consumption practices are positive movements but they may not participate in them, but they proved that consumer's attitude strongly affect their intention to participate into sharing economy because of collaborative consumption is a way of sustainable consumption. Another implication for attitude and intention in collaborative consumption argued by (Sordi, Perin, Petrini, & Sampaio, 2018) and they contributed that innovations in sharing economy and developing these consumption patterns affect individual's behaviours to take part into collaborative consumption.

There is a strong relationship between attitude and empathy (Hwang, 2017). Graziano et al. (2007) posited that "empathic emotions can be conceptualized as antecedent processes that influence both decisions to help and the amount of help offered" (p.591). In other words, Davis (1980) noted that empathy is an altruistic need for prosocial behaviours and concerning and helping for others. According to (Hwang, 2017), consumers' empathy has positive outcomes in collaborative consumption and empathy has significant affects in motivating consumers intention because collaborative consumption allows sharing for goods rather than ownership for a more sustainable society.

Therefore, the following hypotheses posited;

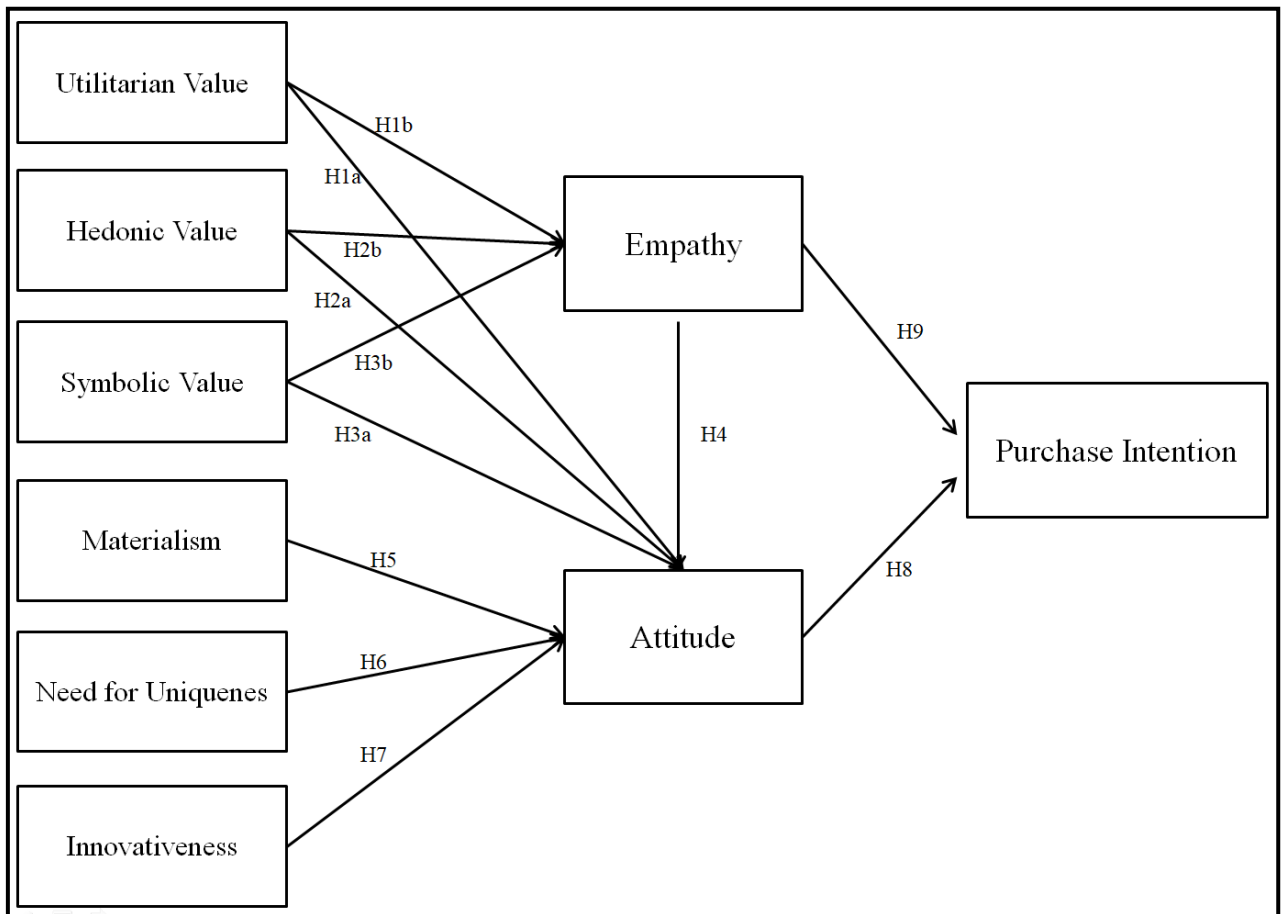
H8: Attitude toward collaborative consumption services positively influences consumers' purchase intention.

H9: Empathy toward collaborative consumption services positively influences consumers' purchase intention.

3.5. PROPOSED MODEL OF THE STUDY

For better understanding the relationship between value perceptions and attitude, personality traits and attitude and behavioral intention of consumers in the context of collaborative consumption, different models are used for suggesting the proposed model. Empathy is used as an important emotional factor, which effects consumer purchase intention. With the help of combining different models, the proposed model is conceptualized in Figure 1. to further understand effects of consumers' value perception and personal traits to their purchase intentions toward collaborative consumption services.

Figure 3.1. Proposed Model



CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

In the forth chapter, research design and methodology of this study are discussed. First of all, research objective is provided and continued with research design. In addition, operationalization of variables of the proposed model is presented. After questionnaire development and data collection; questionnaire administration, scales, and design are presented in a comprehensive manner. As final, sampling overview and data analysis method are explained.

4.1. RESEARCH OBJECTIVE AND DESIGN

The main purpose of this study is to examine empirically the potential key factors influencing the purchase intention of collaborative consumption services and participating and using sharing economy. Then, the effect of empathy in collaborative consumption services on attitude in these services is investigated, followed by both of their effects on purchasing and using collaborative consumption services. Determining the factors affecting the participation to collaborative consumption will improve consumers with monetary, enjoyment and environmental benefits with the help of using technology to reaching these services. On the other hand, personality traits such as materialism, need for uniqueness and consumer innovativeness are the main personality traits which affects consumers' attitudes regarding collaborative consumption. The increase in the empathy of consumers, will increase the chance of intention to taking part in sharing economy because with these concerns, individuals try to understand others' feelings and help them, both environmental and personal. In the conceptual model, the effect of each potential variable on empathy, attitude and purchase intention are hypothesized one by one. As presented earlier, aim of this study is measuring the effect of key drivers on individuals' intention to using collaborative consumption services.

Since the relationship between key drivers and empathy is tried to be determined regarding their effects on purchase intention to collaborative consumption services, this research is called descriptive. In order to examine all the key factors at a single point, cross-sectional construct is applied. On the other hand, an online survey research is determined because of the opportunity to reaching high number of respondents easily and ability to analyze collected data and enhancing the results of the study from managerial perspectives (Swaminathan, Fox, & Reddy, 2001).

4.2. OPERATIONALIZATION OF VARIABLES

In this study, multi-item scales are used, because it is pointed that single-item scales are criticized because of their low reliability (Churchill, 1979). The key factors of the conceptual model are analyzed according to respondents' self perceptions. Most of the variables are measured with five-point Likert type scale (strongly disagree, disagree, neither agree nor disagree, agree and strongly agree) and some of them are measured with Semantic Differential Scale (by using verbal opposites such as unfavorable-favorable, bad-good, negative-positive, dislike-like) developed by Osgood, May and Miron (1975) excluding the demographic questions at the end of survey. Therefore, participants are asked to rate how strongly they agree or disagree with each variable.

All the measurements items and scales are received from previous studies which tested before in related fields for developing previous literature by using short and simple scales for a better understanding and reliability (Churchill, 1979) and in following sections, all the instruments and measures will be provided in detail regarding the prior studies from based scales.

4.2.1. Utilitarian Value

The utilitarian value scale is provided from study of Hwang (2017) and it is been applied with a three-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of utilitarian value, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of utilitarian value with each item regarding collaborative consumption services. Utilitarian value items are given in Table 4.1.

Table 4.1. Operationalization of Utilitarian Value

Statement	Source
To me, this product sharing service; Saves me money	Hwang (2017)
Is highly likely to get the proposed economic benefits.	Hwang (2017)
Would provide the proposed economic benefits what I have wanted.	Hwang (2017)

4.2.2. Hedonic Value

The hedonic value scale is provided from study of Hwang (2017) and it is been applied with a three-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of hedonic value, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of hedonic value with each item regarding collaborative consumption services. Hedonic value items are given in Table 4.2.

Table 4.2. Operationalization of Hedonic Value

Statement	Source
To me, this product sharing service; Is one that I would enjoy.	Hwang (2017)
Would make me feel good.	Hwang (2017)
Would be enjoyable because of various types of products available to my experience.	Hwang (2017)

4.2.3. Symbolic Value

The symbolic value scale is provided from study of Hwang (2017) and it is been applied with a three-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of symbolic value items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of symbolic value with each item regarding collaborative consumption services. Symbolic value items are given in Table 4.3.

Table 4.3. Operationalization of Symbolic Value

Statement	Source
To me, this product sharing service; Would make me feel smart.	Hwang (2017)
Would make me feel more responsible.	Hwang (2017)
Would make me feel as a part of a larger cultural movement.	Hwang (2017)

4.2.4. Empathy

The empathy scale is provided from study of Hwang (2017) and it is been applied with a four-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of empathy, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of empathy

with each item regarding collaborative consumption services. Empathy items are given in Table 4.4.

Table 4.4. Operationalization of Empathy

Statement	Source
While reading the information about the sharing service, I felt as if environmental problems are influencing my life.	Hwang (2017)
I felt as though I were one who needs to take action.	Hwang (2017)
I felt as if I needed to participate in the movement of environmental conservation.	Hwang (2017)
I felt as though I would use the service for environmental conservation.	Hwang (2017)

4.2.5. Materialism

The materialism scale is provided from study of Richins (2004) and it is been applied with a four-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of materialism, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of materialism with each item regarding collaborative consumption services. Materialism items are given in Table 4.5.

Table 4.5. Operationalization of Materialism

Statement	Source
I admire people who own expensive homes, cars, and clothes.	Richins (2004)
Some of the most important achievements in life include acquiring material possessions.	Richins (2004)
The things I own say a lot about how well I’m doing in life.	Richins (2004)
I like to own things that impress people.	Richins (2004)

4.2.6. Need For Uniqueness

The need for uniqueness scale is provided from study of Tian et al. (2001); Mazodier and Merinka (2014) and it is been applied with a three-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of need for uniqueness, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of need for uniqueness with each item regarding collaborative consumption services. Need for uniqueness items are given in Table 4.6.

Table 4.6. Operationalization of Need For Uniqueness

Statement	Source
I am generally more likely to buy a product if it is rare.	Tian et al. (2001); Mazodier and Merinka (2014)
In general, I enjoy having things that others do not.	Tian et al. (2001); Mazodier and Merinka (2014)
I actively seek to develop my personal uniqueness by buying special products or brands.	Tian et al. (2001); Mazodier and Merinka (2014)

4.2.7. Innovativeness

The innovativeness scale is provided from study of Sharma (2010); Akbar et al. (2016) and it is been applied with a four-item scale and a five-point Likert scale. Likert type scale is used with the end points as 1= “strongly disagree” and 5= “strongly agree”. For measuring the effect of innovativeness, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of innovativeness with each item regarding collaborative consumption services. Innovativeness items are given in Table 4.7.

Table 4.7. Operationalization of Innovativeness

Statement	Source
I am more interested in buying new than known products.	Sharma (2010); Akbar et al. (2016)
I like to buy new and different products.	Sharma (2010); Akbar et al. (2016)
I am usually among the first to try new products.	Sharma (2010); Akbar et al. (2016)
I know more than others about latest new products.	Sharma (2010); Akbar et al. (2016)

4.2.8. Attitude

The attitude scale is provided from study of Hwang (2017) and is it been applied a four-item scale a five-point Semantic Differential scale. Semantic Differential scale is used with the end points 1="unfavorable" and 5="favorable", 1="bad" and 5="good", 1="negative" and 5="positive" and 1="dislike" and 5="like". For measuring the effect of attitude, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of attitude with each item regarding collaborative consumption services. Attitude items are given in Table 4.8.

Table 4.8. Operationalization of Attitude

Statement	Source
How would you describe your attitude toward the company's service?	
Unfavorable ----- Favorable	Hwang (2017)
Bad ----- Good	Hwang (2017)
Negative ----- Positive	Hwang (2017)
Dislike ----- Like	Hwang (2017)

4.2.9. Purchase Intention

The purchase intention scale is provided from study of Lamberton and Rose (2012) and is it been applied a two-item scale a five-point Semantic Differential

scale. Semantic Differential scale is used with the end points 1="very unlikely" and 5="very likely". For measuring the effect of purchase intention, items are asked to participants and wanted from them to rate how strongly they agree or disagree to better understand the effect of purchase intention with each item regarding collaborative consumption services. Purchase intention items are given in Table 4.9.

Table 4.9. Operationalization of Purchase Intention

Statement	Source
How likely would you be to choose a sharing option the next time you need that product ? (1 = "very unlikely," and 5 = "very likely")	
I would prefer a sharing option to owning my own product.	Lamberton and Rose (2012)
I would be likely to choose a sharing program instead of buying a product myself.	Lamberton and Rose (2012)

4.3. QUESTIONNAIRE DEVELOPMENT AND DATA COLLECTION

In this study, firstly the literature was investigated, necessary questions and scales were tried to be acquired and the questionnaire form was generated with the help of previous measurement scales from researches. The questionnaire is a standard form of questions used and in this study, with asking close-ended and fixed-alternative questions.

The questionnaire occurs seven sections and thirty three questions in total, excluding demographic information. In the first question, participants are asked to choose their gender and after choosing their gender, they were skipped to a company scenario which adapted from study of Hwang (2017) and it is explained how the firm works as a collaborative consumption service. After participants reading the company's services and offerings, they are asked to answer the

questions regarding the sharing economy company in the scenario. For those who are female participants, they are asked to read a clothing sharing firm and for male participants, they are asked to read a car sharing firm and answer the questions for their self perceptions according the scenario. Total of thirty three questions are related to factors affecting the empathy, attitude and participation and purchase intention to collaborative consumption services, lastly five demographic questions (age, marital status, education level, income level, working status) to investigate the demographic profile of participants. Participants were not be able to skip a question or leave it with an unanswered question for preventing missing data from the first to the last question of the survey.

The questionnaire was generated in English first, then translated into Turkish, because the study is applied in Turkey. After the questionnaire form is prepared on Google forms, the link is shared via e-mail, social media accounts and other communication channels and reached participants with a snowball effect through sharing questionnaire link from one person to another one.

At the beginning, there was an explanation and it is emphasized that the responds they choose will only used for the scope of this academic study and will not be shared with any other person, organization, institution and the answers will be keeping private. Other general informations are introduced at the beginning and the completion of questionnaire took approximately 10-12 minutes and after finishing the survey, participants are thanked for their involvement. The data were collected in two weeks. The final questionnaire and scenarios are provided in the Appendix.

4.4. SAMPLING AND DATA ANALYSIS METHOD

For the correct, reasonable and healthy answers, during the survey, it is pointed at the beginning, respondents should have read the scenario first and answered to the questions according to company informations. It is not important here whether consumers used these services or not, because the important thing here is

measuring the intention of consumers. Additionally in this study, participants from real consumers are covered. A convenient sampling method is provided, thus questionnaire is formed on online platforms where respondents with a proper access to internet are targeted.

For the proper sample size, at least two hundred and fifty questionnaire is considered as proper in this study, because Maxwell (2000) pointed that sample number should be higher for the achieving successful predictions. Total 275 participants completed the survey by answering all the questions and out of the 275 successful responses; there is no question with missing value so all of them are contributed for data analyses.

For this study, statistical analysis methods are used, which are frequency analyses, factor analyses, reliability analyses, correlation analyses and regression analyses. Frequency analyses are used in order to understand the demographic profile of participants. Factor analyses and reliability analyses were applied to explain the factors and to obtain reliability of datas. In addition, correlation analyses were used to find out the correlations between dependent and independent factors. As a result, regression analyses were applied to reveal the power of independent variables on dependent variables descriptively. The data is examined by using SPSS (Statistical Package for Social Sciences) computer program with its 20.0 version. At the beginning, questionnaire datas were switched to Excel, then transferred to SPSS program to be analyzed.

CHAPTER FIVE
DATA ANALYSES AND RESULTS

In the fifth chapter, all data are collected through the online survey, analyzed and their findings and results are introduced in detail. It starts with by demographic profile of the participants and followed by the providing the findings of factor analyses for each item. Finally, findings were examined for the test results of correlation analyses and regression analyses.

5.1. DEMOGRAPHIC PROFILE

Demographic profile of respondents for this study can be found in Table 5.1.

Table 5.1. Demographic Profile of the Respondents

Characteristics	Frequency	Sample %
Gender		
Female	165	60%
Male	110	40%
Age (in years)		
18-24	57	20.7%
25-34	188	68.4%
35-44	22	8%
45-54	8	2.9%
55-64	0	0%
Marital Status		
Married	61	22.2%
Single	214	77.8%
Education Level		
Primary School	0	0%
Secondary School	0	0%
High school	26	9.5%
University	190	69.1%
Master	55	20%
Doctorate	4	1.5%
Working Status		

Private sector	170	61.8%
Public sector	29	10.5%
Own business	12	4.4%
Unemployed / looking for job	14	5.1%
Housewife	8	2.9%
Retired	0	0%
Student	36	13.1%
Not working for old aged or disability	0	0%
Other	6	2.2%
Personal Monthly Income		
less than 3000 TRY	103	37.5%
3000-5999 TRY	128	46.5%
6000-8999 TRY	34	12.4%
9000-11999 TRY	5	1.8%
12000-14999 TRY	2	0.7%
More than 15000 TRY	3	1.1%

Out of 275 participants, 60% of them are females and 40% are males. The age of participants vary from eighteen years to more than fifty years, where 20.7% were between eighteen and twenty four years old, 68.4% were between twenty five and thirty four years old, 8% were between thirty five and forty four years old, 2.9% were between forty five and fifty four years old and there was no participant the age above fifty five years and above.

When it comes to the marital status, 22.2% of respondents were married whereas 77.8% of them were single. Education level differs from high school to doctorate degree where 9.5% were high school, 69.1% were university, 20% were master's degree and 1.5% were doctorate degree.

Participants were also asked about their working status and if they cannot find a proper answer on the choices, they are allowed to choose the "other" option. Out of 275 respondents, 61.8% were working at private sector, 10.5% of them were at public sector, 4.4% were running their own business, 5.1% were unemployed or looking for a job, 2.9% were housewives and 13.1% were student. None of the

participants choose the answers “not working for old aged or disability”, “retired” and “other”.

In terms of respondents’ personal monthly income, it varies from less than 3000 TRY and more than 15000 TRY where 37.5% has less than 3000 TRY, 46.5% between 3000 TRY and 5999 TRY, 12.4% between 6000 TRY and 8999 TRY, 1.8% between 9000 TRY and 11999 TRY, 0.7% between 12000 TRY and 14999 TRY and 1.1% 15000 TRY and above.

5.2. FACTOR and RELIABILITY ANALYSES

Main purpose of the factor analysis is to find out the variable sets, which are highly interconnected, which named as factors in the literature (Hair, Black, & Babin, 2010). Generally, factor analyses are applied to find out whether the same constructs derived in the earlier studies can be derived with different data set or to analyze the relationship between content categories and empirically derived constructs (Hair et al., 2010). Before applying to factor analyses, it is important to note whether the data is appropriate for applying factor analysis or not for sampling adequacy (Durmuş, Yurtkoru, & Çinko, 2011).

In order to test the sample adequacy, the results of Keiser- Meyer-Olkin (KMO) and Bartlett’s test are used to understand whether the data is appropriate or not. KMO result shows that the data used in the analysis is coming from a homogenous collection of variables. The lower limit of KMO is claimed to be 0.50 in general (Hair et al., 2010). The upper limit for Bartlett’s test is generally agreed to be 0.05 and shows the statistical significance of the inter-correlation between variables (Hair et al., 2010).

Unidimensionality is defined as the existence of a single construct explaining a set of items (Hair et al., 2010). It is proved that unidimensionality is important when the proposed model consists of more than two constructs (Hair et al., 2010). To ensure unidimensionality, Hattie (1985) contributeds that items with factor loadings should be at least 0.50. When the unidimensionality is ensured, reliability

analyses are examined. According to Netemeyer et al. (2003), the most widely used measure for reliability is Cronbach's alpha. Even though there is not a universal standard about the limits of Cronbach's alpha, Nunnally and Bernstein (1994) pointed that it should be at least 0.70.

In this study, Kaiser-Meyer-Olkin measure and Bartlett's tests were applied and they found to be satisfactory. Findings of factor and reliability analyses are contributed in the following sections.

5.2.1. Factor Analyses of Utilitarian Value

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for utilitarian value is found to be satisfactory with KMO = 0.722, χ^2 Bartlett test = 326.085 and p = 0.000.

Table 5.2. Results of KMO and Bartlett's Test for Utilitarian Value

KMO and Bartlett's Test		Result
KMO of Sampling Adequacy		0.722
Bartlett's Test	Approx. Chi-Square	326.085
	df	3
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. For testing the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.836. Accordingly the factor analyses findings for utilitarian value is given in Table 5.3 where total variance explanation is concluded to be 75.527%.

Table 5.3. Findings of Factor Analysis for Utilitarian Value

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
UTL2	0.885		
UTL1	0.867	75.527	0.836
UTL3	0.854		

5.2.2. Factor Analyses of Hedonic Value

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for hedonic value is found to be satisfactory with KMO = 0.723, χ^2 Bartlett test = 419.057 and p = 0.000.

Table 5.4. Results of KMO and Bartlett's Test for Hedonic Value

KMO and Bartlett's Test		Result
KMO of Sampling Adequacy		0.723
Bartlett's Test	Approx. Chi-Square	419.057
	df	3
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.928. Consequently the factor analyses findings for hedonic value is given in Table 5.5 where total variance explanation is concluded to be 79.370%.

Table 5.5. Findings of Factor Analysis for Hedonic Value

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
HED2	0.912		
HED1	0.903	79.370	0.928
HED3	0.857		

5.2.3. Factor Analyses of Symbolic Value

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for symbolic value is found to be satisfactory with KMO = 0.641, χ^2 Bartlett test = 498.675 and p = 0.000.

Table 5.6. Results of KMO and Bartlett's Test for Symbolic Value

KMO and Bartlett's Test		Result
KMO of Sampling Adequacy		0.641
Bartlett's Test	Approx. Chi-Square	498.675
	df	3
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.869. Consequently the factor analyses findings for symbolic value is given in Table 5.7 where total variance explanation is concluded to be 77.547%.

Table 5.7. Findings of Factor Analysis for Symbolic Value

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
SYM2	0.941		
SYM3	0.920	77.547	0.869
SYM1	0.771		

5.2.4. Factor Analyses of Empathy

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for empathy is found to be satisfactory with KMO = 0.817, χ^2 Bartlett test = 610.405 and p = 0.000.

Table 5.8. Results of KMO and Bartlett's Test for Empathy

KMO and Bartlett's Test	Result
KMO of Sampling Adequacy	0.817
Bartlett's Test	Approx. Chi-Square df Sig.
	610.405 6 0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.883. Consequently the factor analyses findings for empathy is given in Table 5.9 where total variance explanation is concluded to be 74.081%.

Table 5.9. Findings of Factor Analysis for Empathy

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
EMP2	0.902		
EMP3	0.889	74.081	0.883
EMP4	0.825		
EMP1	0.824		

5.2.5. Factor Analyses of Materialism

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for materialism is found to be satisfactory with KMO = 0.727, χ^2 Bartlett test = 247.722 and p = 0.000.

Table 5.10. Results of KMO and Bartlett's Test for Materialism

KMO and Bartlett's Test	Result
KMO of Sampling Adequacy	0.727
Bartlett's Test	Approx. Chi-Square df Sig.
	247.722 6 0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.750. Consequently the factor analyses findings for materialism is given in Table 5.11 where total variance explanation is concluded to be 57.171%.

Table 5.11. Findings of Factor Analysis for Materialism

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
MAT1	0.744		
MAT4	0.773		
MAT2	0.761	57.171	0.750
MAT3	0.715		

5.2.6. Factor Analyses of Need For Uniqueness

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for need for uniqueness is found to be satisfactory with KMO = 0.705, χ^2 Bartlett test = 355.362 and p = 0.000.

Table 5.12. Results of KMO and Bartlett's Test for Need For Uniqueness

KMO and Bartlett's Test	Result	
KMO of Sampling Adequacy	0.705	
Bartlett's Test	Approx. Chi-Square	355.362
	df	3
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.844. Consequently the factor analyses findings for need for uniqueness is given in Table 5.13 where total variance explanation is concluded to be 76.307%.

Table 5.13. Findings of Factor Analysis for Need For Uniqueness

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
NFU2	0.907		
NFU1	0.876	76.307	0.844
NFU3	0.837		

5.2.7. Factor Analyses of Innovativeness

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for innovativeness is found to be satisfactory with KMO = 0.741, χ^2 Bartlett test = 545.730 and p = 0.000.

Table 5.14. Results of KMO and Bartlett's Test for Innovativeness

KMO and Bartlett's Test		Result
KMO of Sampling Adequacy		0.741
Bartlett's Test	Approx. Chi-Square	545.730
	df	6
	Sig.	0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.855. Consequently the factor analyses findings for innovativeness is given in Table 5.15 where total variance explanation is concluded to be 69.839%.

Table 5.15. Findings of Factor Analysis for Innovativeness

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
INN1	0.877		
INN3	0.856	69.839	0.855
INN4	0.813		
INN2	0.794		

5.2.8. Factor Analyses of Attitude

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for attitude is found to be satisfactory with KMO = 0.838, χ^2 Bartlett test = 831.505 and p = 0.000.

Table 5.16. Results of KMO and Bartlett's Test for Attitude

KMO and Bartlett's Test	Result
KMO of Sampling Adequacy	0.838
Bartlett's Test	Approx. Chi-Square df Sig.
	831.505 6 0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.923. Consequently the factor analyses findings for attitude is given in Table 5.17 where total variance explanation is concluded to be 81.248%.

Table 5.17. Findings of Factor Analysis for Attitude

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
ATT1	0.919		
ATT4	0.901	81.248	0.923
ATT3	0.899		
ATT2	0.886		

5.2.9. Factor Analyses of Purchase Intention

Results of Kaiser-Meyer-Olkin Measure and Bartlett tests for purchase intention is found to be satisfactory with KMO = 0.500, χ^2 Bartlett test = 287.184 and p = 0.000.

Table 5.18. Results of KMO and Bartlett's Test for Purchase Intention

KMO and Bartlett's Test	Result
KMO of Sampling Adequacy	0.500
Bartlett's Test	Approx. Chi-Square df Sig.
	287.184 1 0.000

The diagonals of the anti-image correlation matrix were all over 0.50 supporting the inclusion of each item in the factor analysis. Then principal component analysis and varimax rotation to the data sets were employed. In order to test the internal consistency, reliability analysis is applied and Cronbach's alpha is predicted as 0.893. Consequently the factor analyses findings for purchase intention is given in Table 5.19 where total variance explanation is concluded to be 90.355%.

Table 5.19. Findings of Factor Analysis for Purchase Intention

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
PINT2	0.951	90.355	0.893
PINT1	0.951		

5.3. CORRELATION ANALYSES

Correlation analyses is tested on the independent variables in order to prove relationship between them. In the academic literature, it has been approved from study of Kline (2005) pointed that correlation between variables should not exceed 0.85 if the variables have discriminant validity. Nonetheless, Hair et al. (2010) proved that correlations higher than 0.85 can be explained when their distinction is supported by different tests or theories. Pearson correlation results are given in Table 5.20.

Table 5.20. Correlation Test Results

	EMP	SYM	HED	UTL	ATT	MAT	NFU	INN	PINT
Empathy	1								
Symbolic Value	.478**	1							
Hedonic Value	.445**	.535**	1						
Utilitarian Value	.371**	.462**	.327**	1					
Attitude	.433**	.493**	.370**	.557**	1				
Materialism	.095	.088	.087	.025	.138*	1			
Need for Uniqueness	.094	.071	.078	.045	.109	.587**	1		
Innovativeness	.109	.044	.114	.019	.068	.426**	.719**	1	
Purchase Intention	.425**	.490**	.514**	.428**	.602**	.105	.069	.045	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

It can be seen on Table 5.20, the relationship between innovativeness and need for uniqueness with $r = 0.719$ explained as it is statistically significant.

It is something to be eliminated that a greater correlation between independent variables, namely multicollinearity, for the success of analysis. In the literature, if the correlation between independent variables is below 0.80, according to Kalaycı (2010), then the multicollinearity can be prevented. In addition, r values which are close to 0.80 need to be considered further in order to ensure the discriminant validity of variables. Thus, variance inflation factor (VIF) findings are controlled to assess multicollinearity before elimination of constructs. Mason and Perreault (1991) pointed that there is a multicollinearity problem is expected. If the VIF value of a construct is greater than 10.

5.4. REGRESSION ANALYSES

In order to analyze hypotheses given in the proposed model, linear regression analyses is applied with using stepwise method in this study. Regression analyses are used with the aim of understanding the effect of independent variables on dependent variables. The findings of these analyses are examined in the following sections.

5.4.1. Regression Analysis of Independent Variables and Attitude

A multiple regression analysis is performed, with examining both VIF and tolerance values by considering the dependent variable is attitude in collaborative consumption services and the independent variables as all other key factors, which are utilitarian value, hedonic value, symbolic value, materialism, need for uniqueness and innovativeness.

Coefficient of determination, namely R squared, value can be seen under model summary of independent variables and attitude in Table 5.21. R squared is applied to understand to what extent dependent variable is explained by independent variables. If the number of independent variables is high, R squared increases,

thus, in that case, in the literature it is advised to consider adjusted R squared (Kalaycı, 2010). For this model 38.4% of the empathy, namely dependent variables, is explained by independent variables. The last row of Table 5.21 should be investigated, because of stepwise regression method is run.

Table 5.21. Regression Analysis - Model Summary of Independent Variables and Attitude

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.557 ^a	.310	.308	.66412
2	.617 ^b	.381	.376	.63050
3	.625 ^c	.391	.384	.62635

- a. Pred.: (Cons), UTL
- b. Pred.: (Cons), UTL, SYM
- c. Pred.: (Cons), UTL, SYM, MAT
- d. Dep. Var.: ATT

Namely ANOVA, in other words analysis of variance, results of independent variables and attitude are given in Table 5.22. In this model, overall explanatory power is found as 38.4% (R=0.625, R²=0.384, F=57.992, p=0.000)

Table 5.22. Regression Analysis - Anova Results of Independent Variables and Attitude

Model	Sum of Squares	Df	Mean Square	F	Signif.	
1	Regression	54.165	1	54.165	122.808	.000 ^b
	Residual	120.407	273	.441		
	Total	174.571	274			
2	Regression	66.443	2	33.221	83.570	.000 ^c
	Residual	108.128	272	.398		
	Total	174.571	274			
3	Regression	68.253	3	22.751	57.992	.000 ^d

Residual	106.318	271	.392		
Total	174.571	274			

- a. Dep. Var.: ATT
- b. Pred.: (Cons). UTL
- c. Pred.: (Cons). UTL, SYM
- d. Pred.: (Cons). UTL, SYM, MAT

Coefficients are given in the Table 5.23. As seen in this table, B value shows the tendency of variables while Kalaycı (2010) is recommended that beta value is applied to show the importance of each independent variable on dependent variable. If the beta value is higher, in the literature, according to Kalaycı (2010), impact of independent variable on dependent variable is expected to be higher. In addition, T value, is used to show the significance of each variable where a significance level under 0.05 is found to be statistically significant (Kalaycı. 2010). As provided earlier, VIF values are applied for the purpose of ensuring about multicollinearity problem.

In the regression results of this model, the VIF values align between 1.008 and 1.281 and the tolerance values align between 0.780 and 0.992. If the VIF values are not greater than 10 and the tolerance values are above 0.10, it can be explained that collinearity of variables are accepted within considerable ranges.

For this model, β values of variables are utilitarian value with $\beta = 0.421$, symbolic value with $\beta = 0.289$ and materialism with $\beta = 0.102$ are explained to be statistically significant (significance values are below 0.05) on attitude.

Table 5.23. Regression Analysis - Coefficients of Independent Variables and Attitude

Model	Unstd. Coeff.		Std. Coeff.	t	Sig.	Coll. Stat.	
	B	Std. Error	Beta			Toler.	VIF

1	(Cons)	1.788	.190		9.408	.000		
	UTL	.542	.049	.557	11.082	.000	1.000	1.000
	(Constant)	1.492	.188		7.930	.000		
2	UTL	.407	.052	.419	7.780	.000	.786	1.272
	SYM	.245	.044	.299	5.558	.000	.786	1.272
	(Constant)	1.262	.215		5.865	.010		
3	UTL	.409	.052	.421	7.869	.000	.786	1.272
	SYM	.236	.044	.289	5.389	.000	.780	1.281
	MAT	.094	.044	.102	2.148	.033	.992	1.008

a. Dep. Var.: ATT

Taking the proposed hypotheses, it can be indicated that H1a and H3a are supported according to results of variables. Utilitarian value, first of all, is the most important variable with a positive effect on attitude toward collaborative consumption services. Symbolic value is the less influential factor on attitude in collaborative consumption services which is followed by utilitarian value and materialism is the least influential factor on attitude. According to the regression analyses, utilitarian value (H1a) and symbolic value (H3a) are found to be positively influential and supported; hedonic value (H2a), need for uniqueness (H6) and innovativeness (H7) is found to be not supported on attitude toward collaborative consumption services and sharing systems. In addition, materialism is found to be significantly, but positively related; therefore, materialism (H4) is not supported.

5.4.2. Regression Analysis of Independent Variables and Empathy

Considering the dependent variable is empathy in collaborative consumption services and taking the dependent variables are all other factors, which are utilitarian value, hedonic value and symbolic value. A multiple regression analysis is performed, with examining both VIF and tolerance values.

Coefficient of determination, namely R squared, value can be seen under model summary of independent variables and empathy in Table 5.24. For this model 29.2% of the empathy, namely dependent variables, is explained by independent variables. The last row of Table 5.24 should be investigated, because of stepwise regression method is run.

Table 5.24. Regression Analysis - Model Summary of Independent Variables and Empathy

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.478 ^a	.228	.226	.87957
2	.528 ^b	.279	.273	.85214
3	.548 ^c	.300	.292	.84095

- a. Pred.: (Cons), SYM
- b. Pred.: (Cons), SYM, HED
- c. Pred.: (Cons), SYM, HED, UTL
- d. Dep. Var.: EMP

Namely ANOVA, in other words analysis of variance results of independent variables and empathy are given in Table 5.25. In this model, overall explanatory power is found as 29.2% (R=0.548, R²=0.292, F=38.699, p=0.000).

Table 5.25. Regression Analysis - Anova Results of Independent Variables and Empathy

Model	Sum of Squares	Df	Mean Square	F	Signif.	
1	Regression	62.545	1	62.545	80.844	.000 ^b
	Residual	211.207	273	.774		
	Total	273.751	274			
2	Regression	76.242	2	38.121	52.498	.000 ^c
	Residual	197.509	272	.726		

3	Total	273.751	274			
	Regression	82.102	3	27.367	38.699	.000 ^d
	Residual	191.649	271	.707		
	Total	273.751	274			

a. Dep. Var.: EMP

b. Pred.: (Cons). SYM

c. Pred.: (Cons). SYM, HED

d. Pred.: (Cons). SYM, HED, UTL

In the regression results of this model, the VIF values align between 1.286 and 1.610 and the tolerance values align between 0.621 and 0.777. If the VIF values are not greater than 10 and the tolerance values are above 0.10, it can be explained that collinearity of variables are accepted within considerable ranges.

For this model, β values of variables are symbolic value with $\beta = 0.270$, hedonic value with $\beta = 0.246$, utilitarian value with $\beta = 0.166$ are explained to be statistically significant (significance values are below 0.05) on empathy.

Table 5.26. Regression Analysis - Coefficients of Independent Variables and Empathy

Model	Unstd. Coeff.		Std. Coeff.	t	Sig.	Coll. Stat.		
	B	Std. Error	Beta				B	
1	(Constant)	1.668	.187	8.907	.000			
	SYM	.489	.054	.478	8.991	.000	1.000	1.000
2	(Constant)	1.168	.215	5.438	.000			
	SYM	.344	.062	.336	5.519	.000	.714	1.401
	HED	.274	.063	.265	4.343	.000	.714	1.401
3	(Constant)	.695	.268	2.587	.010			
	SYM	.276	.066	.270	4.180	.000	.621	1.610

HED	.255	.063	.246	4.072	.000	.706	1.417
UTL	.202	.070	.166	2.879	.004	.777	1.286

a. Dep. Var.: EMP

Taking the proposed hypotheses, it can be indicated that H1b, H2b and H3b are supported according to results of variables. Symbolic value, first of all, is the most important variable with a positive effect on empathy in collaborative consumption services. Hedonic value is found to be the second most positively influential factor on empathy and the last and least influential factor on empathy is utilitarian value. According to the regression analyses all these factors are found to be positively influential on empathy in collaborative consumption services.

5.4.3. Regression Analysis of Empathy and Attitude

Considering the dependent variable is attitude in collaborative consumption services and taking the independent variable is empathy, simple regression analysis is performed, with examining both VIF and tolerance values.

Coefficient of determination, namely R squared, value can be seen under model summary of attitude and empathy in Table 5.27. For this model 15% of the attitude, namely dependent variables, is explained by independent variables. The last row of Table 5.27 should be investigated, because of stepwise regression method is run.

Table 5.27. Regression Analysis - Model Summary of Empathy and Attitude

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.433 ^a	.188	.185	.72067

a. Pred.: (Cons), EMP

b. Dep. Var.: ATT

Namely ANOVA, in other words analysis of variance results of attitude and empathy are given in Table 5.28. In this model, overall explanatory power is found as 18.5% ($R=0.433$, $R^2=0.185$, $F=63.121$, $p=0.000$)

Table 5.28. Regression Analysis - Anova Results of Empathy and Attitude

Model	Sum of Squares	Df	Mean Square	F	Signif.
1 Regression	32.783	1	32.783	63.121	.000 ^b
Residual	141.788	273	.519		
Total	174.571	274			

a. Dep. Var.: ATT

b. Pred.: (Cons), EMP

In the regression results of this model, the VIF values and tolerance value are equal to 1.000 in this model. If the VIF values are not greater than 10 and the tolerance values are above 0.10, it can be explained that collinearity of variables are accepted within considerable ranges.

For this model, β value for empathy with $\beta = 0.346$ is explained to be statistically significant (significance value is below 0.05) on attitude.

Table 5.29. Regression Analysis - Coefficients of Empathy and Attitude

Model	Unstd. Coeff.		Std. Coeff.	t	Sig.	Coll. Stat.	
	B	Std. Error	Beta				B
1 (Constant)	2.710	.149		18.129	.000		
EMP	.346	.044	.433	7.945	.000	1.000	1.000

a. Dep. Var.: ATT

Taking the proposed hypotheses, it can be indicated that H4 is supported according to these results. Empathy is explained to be the most important factor with positively effected on attitude toward collaborative consumption services and sharing systems.

5.4.4. Regression Analysis of Independent Variables and Purchase Intention

Considering the dependent variable is purchase intention in collaborative consumption services and the independent variables are all the other factors, which are attitude and empathy, a multiple regression analysis is performed, with examining both VIF and tolerance values.

Coefficient of determination, namely R squared, value can be seen under model summary of empathy, attitude and purchase intention in Table 5.30. For this model 39.2% of the purchase intention, namely dependent variables, is explained by independent variables. The last row of Table 5.30 should be investigated, because of stepwise regression method is run.

Table 5.30. Regression Analysis - Model Summary of Attitude, Empathy and Purchase Intention

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.602 ^a	.363	.360	.74452
2	.629 ^b	.396	.392	.72619

a. Pred.: (Cons). ATT

b. Pred.: (Cons). ATT, EMP

c. Dep. Var.: PINT

Namely ANOVA, in other words analysis of variance results of empathy, attitude and purchase intention are given in Table 5.31. In this model, overall explanatory power is found as 39.2% (R=0.629, R²=0.392, F=89.158, p=0.000).

Table 5.31. Regression Analysis - Anova Results of Attitude, Empathy and Purchase Intention

	Model	Sum of Squares	Df	Mean Square	F	Signif.
1	Regression	86.148	1	86.148	155.414	.000 ^b
	Residual	151.328	273	.554		
	Total	237.476	274			
2	Regression	82.102	3	47.018	89.158	.000 ^c
	Residual	191.649	271	.527		
	Total	273.751	274			

a. Dep. Var.: PINT

b. Pred: (Cons). ATT

c. Pred: (Cons). ATT, EMP

In the regression results of this model, the VIF values for this regression are equal to 1.231 and the tolerance values are equal to 0.812. If the VIF values are not greater than 10 and the tolerance values are above 0.10, it can be explained that collinearity of variables are accepted within considerable ranges.

For this model, β values of variables are attitude with $\beta = 0.600$ and empathy with $\beta = 0.188$ are explained to be statistically significant (significance values are below 0.05) on purchase intention.

Table 5.32. Regression Analysis - Coefficients of Attitude, Empathy and Purchase Intention

Model	Unstd. Coeff.		Std. Coeff.	t	Sig.	Coll. Stat.	
	B	Std. Error	Beta				B
1 (Constant)	.482	.221		2.176	.030		
ATT	.702	.056	.602	12.467	.000	1.000	1.000

(Constant)	.256	.224		1.146	.253		
2 ATT	.600	.061	.515	9.843	.000	.812	1.231
EMP	.188	.049	.202	3.867	.000	.812	1.231

a. Dep. Var.: PINT

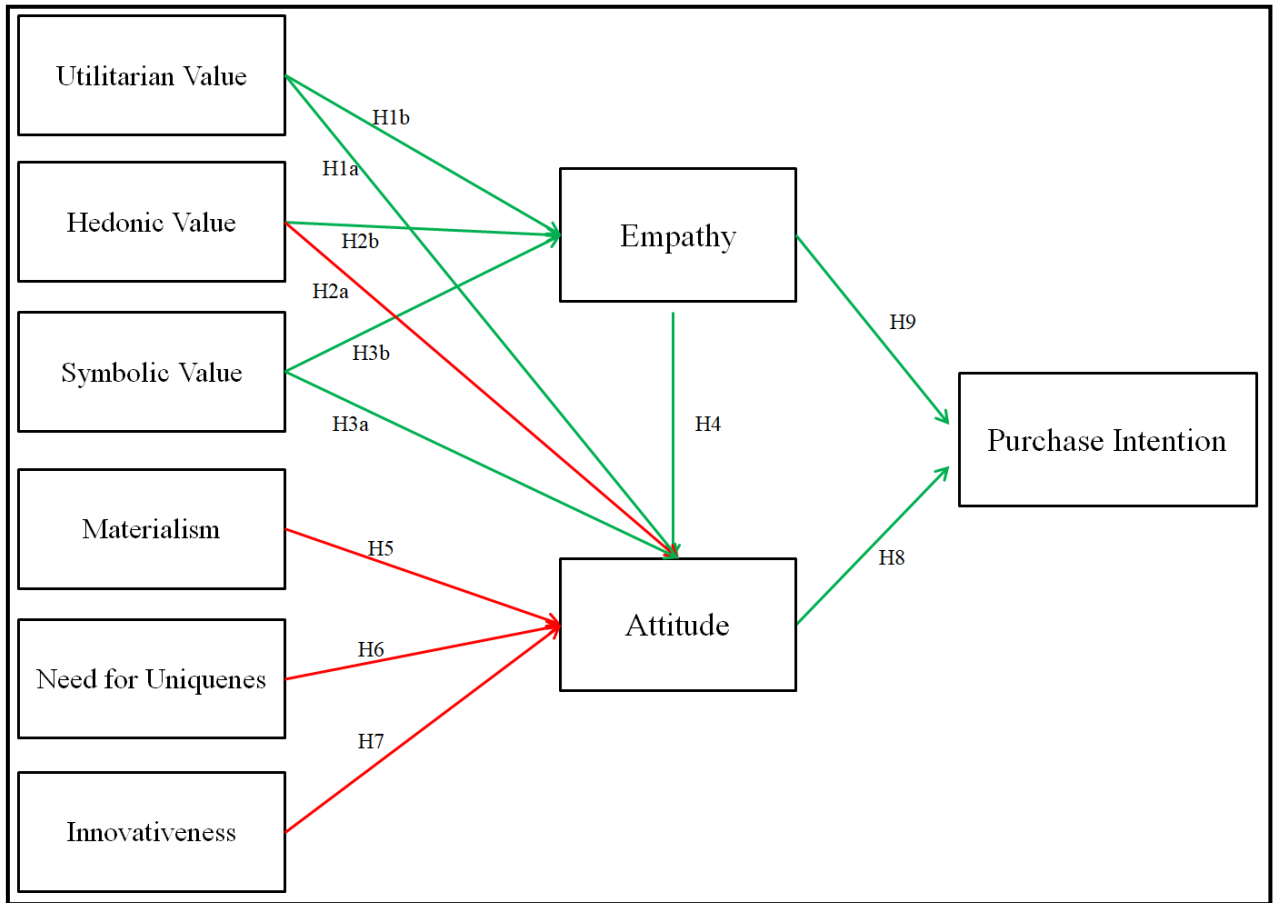
Taking the proposed hypotheses, it can be indicated that H8 and H9 are supported according to the results of variables. Attitude, first of all, is found the most important factor with positively effected on empathy in collaborative consumption services. After attitude, empathy is a positively influential factor on purchase intention. According to the regression analyses all the key factors are explined to be positively influential on purchase intention in collaborative consumption services.

As a result, proposed hypotheses and results of data analyses are provided in Table 5.33 for the final situation.

Table 5.33. Results of the Proposed Hypotheses

Proposed Hypotheses	Results
H1a: Utilitarian value positively influences consumers' attitude toward collaborative consumption services.	Supported
H2a: Hedonic value positively influences consumers' attitude toward collaborative consumption services.	Not Supported
H3a: Symbolic value positively influences consumers' attitude toward collaborative consumption services.	Supported
H1b: Utilitarian value positively influences consumers' empathy toward collaborative consumption services.	Supported
H2b: Hedonic value positively influences consumers' empathy toward collaborative consumption services.	Supported
H3b: Symbolic value positively influences consumers' empathy toward collaborative consumption services.	Supported
H4: Empathy positively influences consumers' attitude toward collaborative consumption services.	Supported
H5: Materialism negatively influences consumers' attitude toward collaborative consumption services.	Not Supported
H6: Need for uniqueness positively influences consumers' attitude toward collaborative consumption services.	Not Supported
H7: Innovativeness positively influences consumers' attitude toward collaborative consumption services.	Not Supported
H8: Attitude positively influences consumers' purchase intention toward collaborative consumption services.	Supported
H9: Empathy positively influences consumers' purchase intention toward collaborative consumption services.	Supported

Figure 5.1. Final Hypothesized Model



CHAPTER SIX

DISCUSSION AND CONCLUSION

In this last chapter, discussions and conclusion are provided in detail. It starts with the interpretations of findings and continues with the theoretical contributions and managerial implications. As a result, limitations for this study and future research suggestions are presented.

6.1. DISCUSSION

The main objective of this study is to identify the factors affecting consumers' attitude and empathy with the help of value perceptions and personality traits toward collaborative consumption services. The purpose of this study is to integrate main approaches and include all key factors to the conceptual model to measure their influence holistically. The results findings of this study supports that some factors are explained to be significantly effective on intention of purchasing and using collaborative consumption services. Moreover, determinants affecting consumers' empathy and attitude also argued during the study.

The findings of the study proved that, utilitarian value is the most important factor that has a positive affect on consumers' attitude toward collaborative consumption services. With the help of earlier researches (Hwang, 2017; Barnes & Matson, 2016; Benoit et al., 2017) significant effect of utilitarian value on consumers' attitude in empirically proven. Symbolic value is explained to be the second most important factor on consumers' attitude followed by utilitarian value. In line with earlier studies (Botsman & Rogers, 2010; Roos, & Hahn, 2017; Piscicelli, Cooper and Fisher 2015; Bardhi & Eckhardt, 2012) symbolic value is found to be the significant on consumers' attitude toward collaborative consumption services. When the literature is reviewed, materialism is mostly found to be negatively affected on consumers' attitude toward collaborative consumption services, but

according to findings, materialism is found to be positively affect on attitude toward collaborative consumption services in this study, which supports the study of Habibi and Laroche (2018). The effect of other components on attitude, which are hedonic values, need for uniqueness and innovativeness are not supported in this study. In this model, overall explanatory power is found as 38.4%.

When it comes to the empathy, the effect of symbolic value is found to be the most important factor in line with earlier studies (Hwang; 2017; Botsman & Rogers; 2010) because collaborative consumption is a sustainable way of consumption and the effect of symbolic values on empathy increases consumers' awareness of prosocial issues, empathetic feelings and help them to understand their motivations regarding collaborative consumption services. Hedonic value is found to be the second most important factor on consumers' empathy and the least important determinant is utilitarian value on consumers' empathy. As a result, all factors affecting empathy are found to be significant and positively impact on consumers' empathy toward collaborative consumption services and The In this model, overall explanatory power is found as 29.2%.

On the other hand, the relation between empathy and attitude, empathy is found to be significantly important on consumers' attitude positively impact toward collaborative consumption services. Although Hwang results of Hwang (2017) showed that there is no relationship between empathy and attitude; but in this study consumers' attitude strongly affected by empathy regarding purchase intention of collaborative consumption services and the overall explanatory power of the model is found to be %18.5.

Finally, considering the relation between empathy, attitude and purchase intention of collaborative consumption services; both factors are found to be significant and positively affect purchase intention; but attitude is found to be more influential factor than empathy. With supporting the study of Hamari et al. (2017), consumers' attitude strongly affect their intention to purchase and use collaborative consumption services. Moreover, in this model, overall explanatory power is found as %39.2.

6.2. THEORETICAL IMPLICATIONS

The results of this study provides some theoretical contributions to the current academic literature. First of all, it improves the research area of collaborative consumption services by contributing a compounded perspective on consumers' value perceptions and personality traits on their empathy and attitude. This compounded perspective is procured by compounding different approaches with the help of existing literature. The findings points that attitude and empathy are mostly affected by same factors, which are utilitarian value and symbolic value. Empathy is also found to be affected by hedonic value whereas attitude is affected by materialism.

In addition, other factors are included into the scope of this study named need for uniqueness and innovativeness to contribute further perception to academic literature. However, need for uniqueness and innovativeness effect on attitude is not supported according the results. Therefore, this study provides to the collaborative consumption literature that the effect of need for uniqueness and innovativeness may be lower when the other determinants are in the scope of the study. Thus, further researches should be more focus on studies where need for uniqueness and innovativeness with different constructs.

Moreover, this study also measured the relation between empathy, attitude and purchase intention in collaborative consumption context. The findings pointed that when these two factors evaluated together, both of them positively affect on purchase intention but it is appear that attitude is found to be more significantly affect than empathy toward collaborative consumption services.

6.3. MANAGERIAL IMPLICATIONS

This study provides important contributions for managers at various sectors of collaborative consumption. First of all, it is presents managers a general picture of the demographic profile of potential users in collaborative consumption services. It will be beneficial for companies by considering the profile of potential users to

focus more on the consumers with similar characteristics based on findings of this study, if they understand the needs and motivations of their potential customers, they will respond their desires better. Therefore, findings of this study will be a guide for companies that serving in collaborative consumption.

For the managers in the companies of these consumption patterns, it is beneficial to understand the impact of each important factor on potential users' of collaborative consumption services. Findings of this study shows that, the most influential factor affecting consumers' attitude toward sharing economy is utilitarian value of collaborative consumption. With utilitarian value, it is understood that economic reasons plays an important role on consumers' attitude while they purchase and use these services. Focusing on these dimensions and giving messages to potential consumers about usefulness of their companies as well as its economic benefits, lead consumers to increase their purchase intention of these services. Thus, companies should give the right messages to the potential users by implementing these useful parts of the services on their marketing strategies.

Another important factor which has a positive effect on consumers' attitude toward collaborative consumption services is symbolic value. With the help of symbolic value, it is seen that a more sustainable life and environmental issues significantly affect individuals' values and their concerns about these patterns are increasing. For the managers of these environmental-friendly companies and products, they should give their messages about the products and services they offer as the green, innovative, convenient and position themselves as more sustainable.

Additionally, it is also found to be that empathy has a significant positive effect on consumers' attitude toward collaborative consumption services. Because it is proven that empathy is important for individuals to concern for others and understand their motivations, especially since collaborative consumption services

is a prosocial behaviour because outcomes are beneficial and helping other people. Therefore, companies should also focus on these aspects.

6.4. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

While this study provides theoretical and managerial implications, several limitations should be noted for future researches to extend our understanding of factors affecting consumers' empathy and attitude toward collaborative consumption services. First of all, small sample size used in this study because of limited time and limited connections. Thus, larger sample size should be used in future studies for generalizing the indications to the entire collaborative consumption system. Secondly, all the participants are from Turkey, where the participation to collaborative consumption services is quite low, in this manner, the result may be different when this study applied in different areas, countries and different groups.

Another important determinant on participants' responds is sharing knowledge about these consumption patterns. Because aim of this study is to measure the effects on purchase intention of collaborative consumption services. For those who does not have an idea about how these systems works, may not understand the context accurately and may respond differently. In the future studies, these measurements should be applied with the people who experienced these sharing systems before.

In this study, participants respond to the questions considering the given scenarios, for female participants it is a clothing sharing service and for male participants it is a car sharing service. Limited and different scenarios given about the companies and limited explanations given to the respondents. For the future researches it could be expanded with different sectors and broadly information.

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APPENDIX A: QUESTIONNAIRE IN TURKISH

TÜKETİCİLERİN PAYLAŞIM EKONOMİSİ / ORTAK KULLANIM ÜRÜN VEYA HİZMETİ SATIN ALMASINI ETKİLEYEN FAKTÖRLERİN BELİRLENMESİ ANKETİ – NİSAN 2018



Değerli katılımcı,

Bu anket çalışması, yukarıdaki başlıkta yer alan yüksek lisans tezi kapsamında, tüketici davranışlarını incelemek amacıyla yürütülmektedir. Anket sorularını eksiksiz ve içtenlikle yanıtlamanız, çalışmanın verimliliği açısından büyük önem taşımaktadır.

Vermiş olacağınız tüm cevaplar ve kişisel bilgileriniz gizli tutulacak olup, 3. kişilerle asla paylaşılmayacak ve sadece akademik amaçlı kullanılacaktır.

Anket ile ilgili tüm sorularınız ve geri dönüşleriniz aşağıdaki mail adresimden iletişime geçebilirsiniz.

Katılımınız ve katkılarınız için şimdiden teşekkür ederim.

Kübra VAROL

İstanbul Bilgi Üniversitesi

E-posta: kubra.varol02@gmail.com

Q1. Cinsiyetiniz?

1>Kadın 2>Erkek

Seenek 1'i iřaretleyen katılımcılar iin anket senaryosu;

Paylařım Ekonomisi / Ortak Kullanım

Günümüzde paylařım ekonomisi veya diđer adı ile ortak kullanım hareketi ile ilgili uygulamalar gittike artmakta; insanlar evlerini, araçlarını, kıyafetlerini, hatta yeteneklerini paylařabilmektedir. Bir bařka deyiřle, insanlar artık bu ürünlerden herhangi birine ihtiya duyduğunda satın alma yerine belirli bir ücret karřılığında arzu edilen ürünü kiralama, takas etme veya paylařma yoluna gitmektedir.

Türkiye'de paylařım ekonomisi kapsamında hizmet veren firmalara ZipCar, BlaBlaCar, Uber, Davet ok Elbisem Yok, Rent is the New Chic, Airbnb firmaları örnek verilebilir. Ařağıdaki paragrafta ortak kullanım yaklaşımına göre kıyafet paylařım hizmeti sađlayan bir firmayla ilgili kısa bilgi verilmektedir. Bu paragrafı okuyarak, bu firmanın sađladığı hizmetleri, size ařağıda sunulan ifadelere katılma derecenizi belirterek, lütfen deđerlendiriniz.

Kıyafet Paylařım/Kiralama Hizmeti:

"Dolabınız bir kere giyip bir daha kullanmadığınız kıyafetlerle mi dolu? Arkadařınızın bekarlığa veda partisi iin bir gece kıyafetine ihtiyacınız var ve pahalı olmayan bir seenek mi arıyorsunuz?"

Kıyafet paylařım/kiralama sektöründe önde gelen firmalardan biri olarak tasarım elbiseler, gelinlik, aksesuar gibi ihtiya duyduğunuz tüm kıyafet seeneklerine sahibiz ve siz üyelerimizin dünya apındaki tasarım ürün alternatiflerine erişebilmesine ve bu ürünleri kiralayabilmesine olanak sađlıyoruz. İhtiyacınız olan her ne ise; onu uçuk fiyatlara satın almak yerine sitemizden kiralayabilirsiniz.

Sunmuş olduğumuz bu hizmet; modayı/kıyafetleri paylaşıp, kiralayabilmenizin çok basit ve eğlenceli bir yolu ve bir alışveriş seçeneğinden çok daha fazlası...

Amacımız size çeşitli alternatifler sağlamakla birlikte, aşırı tüketim ve satın alma tutumu yerine paylaşım/kiralama seçeneğini sunarak sürdürülebilir/çevreci çözümler de bulmaya çalışmak ve bu hizmeti daha üst seviyelere taşımaktır. Böylelikle siz de, çeşitli ürün alternatiflerine kolaylıkla ulaşabilmenin tadını çıkarabilir ve sürekli kıyafet satın almanın getirdiği maddi yüke karşı tasarruf edebilirsiniz.”

Seçenek 1’i işaretleyen katılımcılar için anket senaryosu;

Paylaşım Ekonomisi / Ortak Kullanım

Günümüzde paylaşım ekonomisi veya diğer adı ile ortak kullanım hareketi ile ilgili uygulamalar gittikçe artmakta; insanlar evlerini, araçlarını, kıyafetlerini, hatta yeteneklerini paylaşabilmektedir. Bir başka deyişle, insanlar artık bu ürünlerden herhangi birine ihtiyaç duyduğunda satın alma yerine belirli bir ücret karşılığında arzu edilen ürünü kiralama, takas etme veya paylaşma yoluna gitmektedir.

Türkiye’de paylaşım ekonomisi kapsamında hizmet veren firmalara ZipCar, BlaBlaCar, Uber, Davet Çok Elbisem Yok, Rent is the New Chic, Airbnb firmaları örnek verilebilir. Aşağıdaki paragrafta ortak kullanım yaklaşımına göre araç paylaşım hizmeti sağlayan bir firmayla ilgili kısa bilgi verilmektedir. Bu paragrafı okuyarak, bu firmanın sağladığı hizmetleri, size aşağıda sunulan ifadelerle katılma derecenizi belirterek, lütfen değerlendiriniz.

Araba Paylaşım / Kiralama Hizmeti:

"Araba paylaşım/kiralama sektöründe önde gelen firmalardan biri olarak sektördeki tüm araç seçeneklerine sahibiz ve siz üyelerimizin 7/24 dünya çapındaki binlerce araba alternatifine erişebilmesine, kiralayabilmesine olanak sağlıyoruz. Dilediğiniz her an (tasarruf etmek için, seyahate çıkmak için, toplu

taşıma yerine bir araca ihtiyaç duyduğunuzda, ikinci bir araca ihtiyaç duyduğunuzda, çevreye duyarlı olma düşüncesiyle...) yakıt ve sigorta gibi tüm sabit ücretlerin firmamız tarafından ödendiği araçlarımızı kolaylıkla kiralayabilirsiniz.

Araç paylaşım/kiralama hizmeti basit bir fikir gibi görünse de bu hizmetin arkasında yatan sebepler bilinenden çok daha fazlası. Firmamız olarak biz bu basit konsepti daha üst seviyelere taşıyoruz! Amacımız sadece insanları daha az araba kullanımına teşvik etmek, daha az trafik ya da daha az çevre kirliliği oluşmasını sağlamaktan öte, bu problemlerin nereden kaynaklandığını anlamaya ve bunlara sürdürülebilir/çevreci çözümler bulmaya çalışmaktır.

Böylece siz de, birçok araba seçeneğine kolaylıkla ulaşabilmenin tadını çıkarabilir, araç sahibi olmanın getirdiği maddi yüke karşı tasarruf edebilir, hem de çevreyi korumaya katkıda bulunabilirsiniz."

Bu bölümden itibaren okumuş olduğunuz bilgilere ilişkin sorular yer almaktadır. Lütfen cevaplarınızı aşağıda işaretleyiniz.

	1: Kesinlikle Katılmıyorum				5: Kesinlikle Katılıyorum
Bana göre, firmanın sağlamış olduğu bu hizmet;					
UTLQ1	Para tasarrufu yapmamı sağlar	1	2	3	4 5
UTLQ2	Sunulan ekonomik faydaların elde edilmesinin çok olası olduğu bir hizmettir.	1	2	3	4 5
UTLQ3	İstediğim ekonomik faydaları sağlayacaktır.	1	2	3	4 5

		1: Kesinlikle Katılmıyorum					5: Kesinlikle Katılıyorum				
Bana göre, firmanın sağlamış olduğu bu hizmet;											
HEDQ1	Keyif alabileceğim bir şeydir.	1	2	3	4	5					
HEDQ2	Kendimi iyi hissetmemi sağlar.	1	2	3	4	5					
HEDQ3	Deneyimime sunulan çeşitli ürünlerden dolayı zevkli (keyif verici) olur.	1	2	3	4	5					

		1: Kesinlikle Katılmıyorum					5: Kesinlikle Katılıyorum				
Bana göre, firmanın sağlamış olduğu bu hizmet;											
SYMQ1	Kendimi akıllı hissetmemi sağlar.	1	2	3	4	5					
SYMQ2	Kendimi daha fazla sorumluluk sahibi hissetmemi sağlar.	1	2	3	4	5					
SYMQ3	Kendimi daha büyük bir kültürel hareketin parçası olarak hissettirir.	1	2	3	4	5					

		1: Kesinlikle Katılmıyorum					5: Kesinlikle Katılıyorum				
Firmanın sağlamış olduğu hizmet ile ilgili bilgileri okurken;											
EMPQ1	Çevresel problemler hayatımı etkiliyormuş gibi hissettim.	1	2	3	4	5					
EMPQ2	Bu problemlerle ilgili harekete geçmem gerektiğini hissettim.	1	2	3	4	5					
EMPQ3	Çevrenin korunması hareketine katılmam gerekiyormuş gibi hissettim.	1	2	3	4	5					
EMPQ4	Bu hizmeti çevrenin korunması için kullanacakmış gibi hissettim.	1	2	3	4	5					

Bu bölümdeki ifadeler kişisel özelliklerinizi daha iyi anlamak için hazırlanmıştır. Lütfen cevaplarınızı aşağıda işaretleyiniz.

	1: Kesinlikle Katılmıyorum	2	3	4	5: Kesinlikle Katılıyorum
MATQ1 Pahalı ev, araba ve kıyafetlere sahip olan insanlara özenirim.	1	2	3	4	5
MATQ2 Hayattaki en önemli kazanımlardan bazıları, maddi mülk edinmeyi içerir.	1	2	3	4	5
MATQ3 Sahip olduğum şeyler hayatta ne kadar iyi olduğum hakkında çok şey söyler.	1	2	3	4	5
MATQ4 İnsanları etkileyen şeylere sahip olmayı severim.	1	2	3	4	5
NFUQ1 Eğer ender bulunan bir ürünse, o ürünü almam genelde daha olasıdır.	1	2	3	4	5
NFUQ2 Genel olarak başkalarında olmayan şeylere sahip olmayı severim.	1	2	3	4	5
NFUQ3 Özel ürünler veya markalar satın alarak kişisel özgünlüğümü aktif olarak geliştirmeye çalışırım.	1	2	3	4	5
INNQ1 Bilinen ürünlerin aksine, yeni ürünleri satın almaya daha çok ilgi duyarım.	1	2	3	4	5
INNQ2 Yeni ve farklı ürünler satın almayı severim.	1	2	3	4	5
INNQ3 Genelde yeni çıkan ürünleri ilk deneyenlerden biriyimdir.	1	2	3	4	5
INNQ4 Yeni çıkan ürünler hakkında diğer insanlardan daha fazla bilgiye sahibimdir.	1	2	3	4	5

Bilgilerini okumuş olduğunuz firmanın sunmuş olduğu hizmete olan tutumunuzu nasıl tanımlarsınız?					
ATTQ1	1	2	3	4	5
	Olumsuz			Olumlu	
ATTQ2	1	2	3	4	5
	Kötü			İyi	
ATTQ3	1	2	3	4	5
	Negatif			Pozitif	
ATTQ4	1	2	3	4	5
	Hoşa Gitmeyen			Hoşa Giden	

				1: Hiç Olası Değil	5:Çok Olası				
Bir sonraki seferde bahsi geçen ürüne ihtiyacınız olduğunda, firmanın sunmuş olduğu hizmet ile ilgili tercihiniz/seçiminiz nasıl olurdu?									
PINTQ1	Kendi ürünüme sahip olmaktansa bu hizmetten faydalanma seçeneğini tercih ederim.				1	2	3	4	5
PINTQ2	Bu ürünü kendim satın almak yerine firmanın sunmuş olduğu hizmeti seçebilirim.				1	2	3	4	5

Lütfen aşağıda belirtilen ifadelerden size ait olanı işaretleyiniz.

Q32. Medeni Durumunuz	1> Evli	2> Bekar							
Q33. Yaşınız	1> 18 – 24	3> 35 - 44	5> 55 - 64						
	2> 25 – 34	4> 45 - 54	6> 65 ve üzeri						
Q34. Aylık kişisel geliriniz	1> 3000 TRY'den az	2> 3000-5999 TRY	3> 6000-8999 TRY	4> 9000-11999 TRY	5> 12000-14999 TRY	6> 15000 TRY ve üzeri			
Q35. En son bitirdiğiniz okul	1> İlkokul	2> Ortaöğretim	3> Lise	4> Üniversite	5> Yüksek Lisans	6> Doktora			
Q36. Çalışma durumunuz	1> Kamuda ücretli çalışıyor	2> Özel sektörde ücretli çalışıyor	3> Kendi işinde çalışıyor	4> İşsiz / İş arıyor	5> Ev kadını	6> Emekli	7> Öğrenci	8> Yaşlılık veya engelli sebebiyle çalışmıyor	9> Diğer

Ankete katıldığınız için teşekkür ederim..

APPENDIX B: QUESTIONNAIRE IN ENGLISH

SURVEY OF FACTORS THAT AFFECTING CONSUMERS' PURCHASE INTENTION TO COLLABORATIVE CONSUMPTION / SHARING ECONOMY SERVICES – APRIL 2018



Dear participant,

This questionnaire is a part of research which specified the context above. The answers that you will provide in this survey will be very important, therefore it is important that answer all of the questions with honesty and completely.

The information you provide will only be used within the scope of this academic study and will not be shared with any other person, institution or organization.

You can always contact to us about all of your questions and feedbacks related to survey through my e-mail address.

Thank you for your participation and contribution.

Kübra VAROL

İstanbul Bilgi Üniversitesi

E-mail: kubra.varol02@gmail.com

Q1. Gender

1>Female 2>Male

Scenario for the participants whose choosing the option 1;

Sharing Economy / Collaborative Consumption

Nowadays practices about sharing economy, in other words collaborative consumption are increasing gradually and people are allowed to share their houses, cars, clothes and even their skills. Moreover, people now choose the option of sharing, renting, lending, swapping for a fee rather than ownership, whenever they need the desired product or service.

ZipCar, BlaBlaCar, Uber, Davet Çok Elbisem Yok, Rent is the New Chic and Airbnb firms could be an example for the firms that serve in collaborative consumption context from Turkey. There are some informations about a firm in the paragraph below which offers clothing renting services in sharing economy sector. According to the paragraph and the services that the firm offers, please answer and rate the degree of your attendance about the questions

Clothing Sharing / Renting (Original scenario from Hwang, (2017)):

“Have clothing that are rarely worn but sitting in your closet? Do you need a suit for a job interview and looking for a cheaper option? It is true that we often have piles of clothing that are still in good condition but not wear them anymore. Our clothing-sharing service is a simple and fun way to buy and sell fashion. Sell what you have in your closet so you can shop for what you really love today. Our service is more than just another shopping destination. We are focused on offering unique experiences in connecting people and their closets. Ever wish you had a stylemate and could shop her closet? Now you can. We connect you to people whose style you adore, allowing you to shop their closets, anytime you’d like. As a hub for sharing of various clothing items in local, we are working to take things to the next level!”

Scenario for the participants whose choosing the option 2;

Sharing Economy / Collaborative Consumption

Nowadays practices about sharing economy, in other words collaborative consumption are increasing gradually and people are allowed to share their houses, cars, clothes and even their skills. Moreover, people now choose the option of sharing, renting, lending, swapping for a fee rather than ownership, whenever they need the desired product or service.

ZipCar, BlaBlaCar, Uber, Davet Çok Elbisem Yok, Rent is the New Chic and Airbnb firms could be an example for the firms that serve in collaborative consumption context from Turkey. There are some informations about a firm in the paragraph below which offers clothing renting services in sharing economy sector. According to the paragraph and the services that the firm offers, please answer and rate the degree of your attendance about the questions

Car Sharing / Renting (Original scenario from Hwang, (2017)):

“Car sharing seems like a simple enough idea, but there’s a reason that Company X has become the leader for cars on demand – we took a simple concept to new heights. It is not just about less cars, less congestion, or less pollution (though we are not complaining). It is about understanding why those things are a problem and finding sustainable solutions. We are people acknowledging that this is something bigger than all of us. It is something that can take over the world (literally) if we are smart about it. Moreover, it is not just a theory. We have the industry’s gold standard service, allowing our members 24/7 access to thousands of cars around the globe. We are working daily to take things to the next level, and we are not slowing down any time soon. Through Company X’s car sharing service, customers experience various types of cars as well as enjoy the convenience and participate in environmental conservation!”

From this section, there are questions about the informations above. Please rate the best answer below.

	1: Strongly Disagree				5: Strongly Agree
To me, this product sharing service;					
UTLQ1	Saves me money.				5
UTLQ2	Is highly likely to get the proposed economic benefits.				5
UTLQ3	Would provide the proposed economic benefits what I have wanted.				5

	1: Strongly Disagree				5: Strongly Agree
To me, this product sharing service;					
HEDQ1	Is one that I would enjoy.				5
HEDQ2	Would make me feel good.				5
HEDQ3	Would be enjoyable because of various types of products available to my experience.				5

	1: Strongly Disagree				5: Strongly Agree
To me, this product sharing service					
SYMQ1	Would make me feel smart.				5
SYMQ2	Would make me feel more responsible.				5
SYMQ3	Would make me feel as a part of a larger cultural movement.				5

	1: Strongly Disagree				5: Strongly Agree
While reading the information about the sharing service,					
EMPQ1 I felt as if environmental problems are influencing my life.	1	2	3	4	5
EMPQ2 I felt as though I were one who needs to take action.	1	2	3	4	5
EMPQ3 I felt as if I needed to participate in the movement of environmental conservation.	1	2	3	4	5
EMPQ4 I felt as though I would use the service for environmental conservation.	1	2	3	4	5

Questions above are prepared for understanding your personality traits. Please rate the best answer below.

	1: Strongly Disagree				5: Strongly Agree
MATQ1 I admire people who own expensive homes, cars, and clothes.	1	2	3	4	5
MATQ2 Some of the most important achievements in life include acquiring material possessions.	1	2	3	4	5
MATQ3 The things I own say a lot about how well I'm doing in life.	1	2	3	4	5
MATQ4 I like to own things that impress people.	1	2	3	4	5
NFUQ1 I am generally more likely to buy a product if it is rare.	1	2	3	4	5

NFUQ2	In general, I enjoy having things that others do not.	1	2	3	4	5
NFUQ3	I actively seek to develop my personal uniqueness by buying special products or brands.	1	2	3	4	5
INNQ1	I am more interested in buying new than known products.	1	2	3	4	5
INNQ2	I like to buy new and different products.	1	2	3	4	5
INNQ3	I am usually among the first to try new products.	1	2	3	4	5
INNQ4	I know more than others about latest new products.	1	2	3	4	5

How would you describe your attitude toward the company's service?						
ATTQ1	1	2	3	4	5	
	Unfavorable			Favorable		
ATTQ2	1	2	3	4	5	
	Bad			Good		
ATTQ3	1	2	3	4	5	
	Negative			Positive		
ATTQ4	1	2	3	4	5	
	Dislike			Like		

	1: Very Unlikely	2	3	4	5: Very Likely
How likely would you be to choose a sharing option the next time you need that product ?					
PINTQ1 I would prefer a sharing option to owning my own product.	1	2	3	4	5
PINTQ2 I would be likely to choose a sharing program instead of buying a product myself.	1	2	3	4	5

Please choose the answer below.

Q32. Marial Status	1> Single	2> Married		
Q33. Age	1> 18 – 24	3> 35 - 44	5> 55 - 64	
	2> 25 – 34	4> 45 - 54	6> 65 and above	
Q34. Personal monthly Income	1> Less than 3000 TRY	2> 3000-5999 TRY	3> 6000-8999 TRY	4> 9000-11999 TRY
	5> 12000-14999 TRY	6> 15000 TRY and above		
Q35. Education level	1> Primary	2> Secondary	3> High school	4> University
	5> Master	6> Doctorate / PhD		
Q36. Working status	1> Public sector			

-
- 2> Private sector
 - 3> Own business
 - 4> Unemployed / looking for job
 - 5> Housewife
 - 6> Retired
 - 7> Student
 - 8>Not working for old aged or disability
 - 9> Other
-

Thank you for your participation...

