

**Impact of Type of Good and Consumer Familiarity on Sharing Economy Channel Usage: Analysis of
Hedonic & Utilitarian Goods and Consumer Familiarity**

-An analysis on the impact of different good types (hedonic/utilitarian) and consumer familiarity on
consumers' willingness to access a good from sharing economy channels-

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Management Summary

This research focuses on sharing economy and consumer behavior and decision making in the sharing economy and access based consumption context. Reports point out that sharing economy is growing rapidly and it's one of the most important trends for the future of the world which makes it even more attractable to analyze the consumer behavior in this context. In the traditional economy the good type being hedonic or utilitarian had significant effects on the consumer decisions and also the familiarity concept had significant effects in consumer behavior. This research aims to clarify how these concepts play a role in sharing economy. Specifically, trying to find out the effect of the type of good (hedonic vs utilitarian), and familiarity with the sharing economy on consumers' willingness to access the good from a sharing economy channel and how does familiarity with sharing economy influence the relationship between type of good and the consumers' willingness to access the good from a sharing economy channel.

Previous research and preliminary analysis are used to determine the possible effects and considerations in the related question. An online experiment with the help of a questionnaire has been conducted to collect data from consumers. Regression analysis was used to evaluate the possible underlying effects.

Results suggest that consumers might slightly prefer utilitarian goods over hedonic goods in the case of access based consumption. However, a solid conclusion in this manner couldn't been drawn from the results of this study due to the role of individual demand dominating the other effects. In addition to that, familiarity was found out to be a negative influencer for the consumers willingness to access which is most probably due to their previous bad experiences with sharing economy channels and therefore their lowered trust. However, familiarity wasn't found out to be showing a different effect for hedonic or utilitarian good types. This study recommends giving more importance to quality over quantity for the operations on the sharing economy and trying to improve the returns by boosting consumers trust and satisfaction. In addition, it also suggests manipulation of utilitarian motives and usage of utilitarian goods might slightly lead to better results however this suggestion needs to be treated with care and need further reexamination as the individual demand was negating this underlying effect.

Preface

This thesis study about the sharing economy and the effects of good types and familiarity in sharing economy usage has originally stemmed from my interest and desire to discover more about this rapidly evolving concept. The basis objective of the study is to enlighten more about consumers behaviors and choices in this context. This study also constitutes the final part of my Master of Science in Marketing Management at Tilburg University. It is the end result of my intensive master studies, which I believe contributed me a lot both personally and academically.

Through my studies I have faced and overcome many difficulties with the support of people around me. I would like to thank to my teachers that had significant contributions to me from the very first day of my academic life up until this point of completing this master. I also would like to thank my supervisor MSc. Teun de Kort, who guided me through this process and helped me to improve my thesis.

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Chapter 1: Introduction

Chapter 1 will constitute a basis for the problem chosen; the impact of type of good (hedonic or utilitarian) on consumers' decision to use access-based consumption channels (willingness to access). Theoretical and practical research questions, an overview of the research method and theoretical and managerial relevance of the problem will be presented. Finally, chapter will be concluded with an outline of this study.

1.1. Problem Indication

Recent consumer sector reports demonstrate that one of the most important trends for the future of consumer sector is sharing economy and new consumption patterns developing together with it (McKinsey & Company, 2015). There are several definitions for "sharing economy" in the literature while the exact definition that will be used in this study will be explained further in chapter 2, it fits closely to: "The peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services." (Hamari, Sjöklint, & Ukkonen, 2015, p. 2047). The size of the sharing economy is expected to exceed \$335 billion by 2025 (PwC, 2015). The consumption type in the sharing economy, namely "access-based consumption", is defined as transactions that can be market mediated but where no transfer of ownership takes place (Bardhi & Eckhardt, 2012). With the rise of the sharing economy, access-based consumption is becoming the newest and most rapidly growing consumption pattern. Radically changing the consumer environment in today's world. Sharing economy is also transforming consumers from "choosers and users" to entities that take active parts in both production and consumption of goods which can be defined as "prosumers" (Ritzer & Jurgenson, 2010). Thus, creating the possibility of consumers taking on institutional roles that are typically conducted by firms in the traditional economy. This impact on consumer roles creates an opportunity and need to reassess traditional consumer research topics both for academicians and professionals (Eckhardt et al., 2019).

One of the most important topics in this area is consumer decision making. A lot of research (e.g., Batra & Ahtola, 1991; Childers, Carr, Peck, & Carson, 2001; Crowley, Spangenberg, & Hughes, 1992; Lim & Ang, 2008) has been conducted on the topic of consumer decision making and one of the most important points found out to be hedonic and utilitarian considerations and their impacts on consumer choices. Previous research (Batra & Ahtola, 1991) demonstrated that consumers purchase goods and services for mainly two reasons: (1) consummatory affective, hedonic gratification (from sensory attributes) and (2)

instrumental, utilitarian reasons concerned with "expectations of consequences" (from functional and non-sensory attributes) together with empirical evidences to support these considerations. Although, the hedonic or utilitarian motivation of consumers can differ from person to person; goods can still be defined in two main categories which are hedonic and utilitarian. The kind of good has important effects on the consumers' decisions and it is worth to study these effects in the context of access based consumption. In addition, it is found out that hedonic or utilitarian consideration of a good have different outcomes in different scenarios. The focus of this study will be a shopping decision on an access based consumption scenario. In this study; these differences of consumers' decision to access between hedonic or utilitarian goods will be examined. More specifically, if there is a difference for the willingness to access the good from a sharing economy channel between hedonic and utilitarian good types will be examined. In addition to the type of good this study will focus on one more variable that can play an important role in access based consumption, which is familiarity.

In recent studies (Lamberton & Rose, 2012; Möhlmann, 2015), consumer's familiarity with sharing and sharing services have been addressed as a possible indicative for consumer's behavior towards access based consumption. These researches have been mainly focused on impact of familiarity on consumers satisfaction or the mere idea of using the channel itself; therefore, answering the question of a direct effect up to some extent. However, in this study this topic will be broadened and examined deeper by studying the modification effect of this familiarity in the relationship between the type of the good (hedonic/utilitarian) and the decision to access it. Therefore, giving a chance to broaden the previous research by adding the good type into equation. This moderating effect is expected as consumers might consider familiarity as a more important indicative while accessing a hedonic good compared to utilitarian good or vice-versa. Therefore, leading to the varying changes in overall willingness to access a good depending on its type and altering the outcome completely. In addition, it might even play a role that decreases willingness to access for one type while increasing for other type. In order to be sure of robust results of the study the direct effect of familiarity on decision to access will also be taken into consideration and reexamined.

These different behaviors of consumers under different circumstances create an invitation for research to analyze the importance and role of the type of the good (hedonic/utilitarian). This kind of research have been conducted on traditional economic channels, but the question is still open for researches and answers for sharing economy. Together, with the main effect of type of the good (hedonic/utilitarian), familiarity also comes out to be a point that might have significant direct and moderating effects on

sharing economy channels usage. Thereby, the purpose of this study is to clarify the effect of type of good (hedonic/utilitarian) by the moderation of consumers' familiarity with sharing economy on the consumers' willingness to access the good from a sharing economy channel while also examining the direct effect of familiarity.

1.2. Problem Statement and Research Questions

This research focuses on the following problem statement: "What is the effect of the type of good (hedonic vs utilitarian), and familiarity with the sharing economy on consumers' willingness to access the good from a sharing economy channel and how does familiarity with sharing economy influence the relationship between type of good and the consumers' willingness to access the good from a sharing economy channel?"

To answer this problem statement, the following research questions are formulated.

1.2.1. Theoretical research questions

1. What is sharing economy?
2. What is access based consumption?
3. What are hedonic goods and what are utilitarian goods?
4. What is familiarity with sharing economy and its role on the usage of sharing economy channels?
5. How is the type of good (hedonic vs utilitarian) related to the consumer's willingness to access the good from a sharing economy channel?
6. How is consumer's familiarity with sharing economy related to the consumer's willingness to access a good from a sharing economy channel?
7. How is the effect of type of good (hedonic vs utilitarian) on consumer's willingness to access the good from a sharing economy channel influenced by consumer's familiarity with sharing economy?

1.2.2. Practical research questions

1. To what extent is the type of good (hedonic vs utilitarian) related to the consumer's willingness to access the good from a sharing economy channel?

2. To what extent is the consumer's familiarity with sharing economy related to the consumer's willingness to access the good from a sharing economy channel?
3. To what extent is the effect of the type of good (hedonic vs utilitarian) on the consumer's willingness to access the good from a sharing economy channel is influenced by consumer's familiarity with sharing economy?
4. What advices can be given to companies executing sharing economy operations or considering to entering sharing economy, with a focus on their future offerings (to offer hedonic or utilitarian goods) and their user base (based on their familiarity with sharing economy)?

1.3. Research Method

This research will start with a literature review to specify the attributes that can be used for goods to define them as hedonic/utilitarian. Following this, the preliminary research will allow testing the predefined attributes and determining which attributes are considered among consumers when making a purchase (access) decision. Afterwards, a survey will be conducted on this manipulating the hedonic/utilitarian aspects. Results could be analyzed by running regression analysis. Participant will be consumers that are rather familiar with internet usage that can be seen as possible users of sharing economy channels. Participants will not be aware of the actual objective of the research. Between-subjects design will be used, and subjects will be assigned to one of the possible treatment conditions. The construct consumer's willingness to access the good from a sharing economy channel will be operationalized by asking the respondents (consumers) of their possibility to access the related good from a sharing economy channel. In order to ensure the quality of the results and data a preliminary data will be held in the sample. Questionnaires that might leave questions blank or fail to properly answer the quality check questions will be removed. Additional measures will be taken to ensure that common method bias had minimal effects on the findings. If possible, a pre-test will also be conducted using a smaller sample to ensure scale items were clear and not ambiguous (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003).

1.4. Theoretical and Managerial Relevance

The reason of interest to study this problem and research questions, is based on its both theoretical and managerial relevance. It is important to distinguish between these two titles because the first one specifies the gap in literature, whereas the latter sees the topic as a practical issue that needs to be clarified.

1.4.1. Theoretical relevance

Table 1. Contribution Table from Previous Research

Source	Effect of			Effect on
	Type of accessed product	Hedonic Motivation/Good Type	Utilitarian Motivation/Good Type	
Bardhi and Eckhardt (2012)	X			Access Based Consumption Usage
Batra and Ahtola (1991)		X	X	Consumer Attitudes
Lamberton and Rose (2012)				X Likelihood of Choosing a Sharing Program
Möhlmann (2015)				X Satisfaction & Likelihood of Choosing a Sharing Option Again
O'Curry and Strahilevitz (2001)		X	X	Probability and Mode of Acquisition Effects on Choices Between Hedonic and Utilitarian Options
Dhar and Wertenbroch (2000)		X	X	Choice Between Hedonic and Utilitarian Goods by Different Natures of Decision Tasks
This Study		X	X	X Consumers' Willingness to Access the Good from a Sharing Economy Channel

There has been previous research conducted (e.g., Batra & Ahtola, 1991; Childers, Carr, Peck, & Carson, 2001; Crowley, Spangenberg, & Hughes, 1992; Lim & Ang, 2008) focused on differences between consumers' hedonic/utilitarian motivations and hedonic/utilitarian good types. However, these researches have been done for the traditional economic channels. Therefore, there is a gap in the literature that needs to be addressed in terms of the role of the type of the good (hedonic/utilitarian) on the context of sharing economy channels. There has been previous research conducted (Lamberton & Rose, 2012; Möhlmann, 2015) on the sharing economy channel and the impact of the familiarity on the consumers' usage. Although these previous studies exist there remains a gap to connect it with the type

of the good (hedonic/utilitarian) and the other behavioral aspects of consumers decisions. With this study, the focus is to answer this gap and connect the previous consumer behavior studies that have been conducted for traditional economic channels with the sharing economy. While doing this the main effect will be researched on the consumers' decision to use a sharing economy channel to access the goods. Therefore, the familiarity phenomena play an important role. The research in this area will also be extended by the addition of type of good (hedonic/utilitarian) and examining the moderation of familiarity while also reexamining and extending the studies that is directly focused on familiarity in order to have a broader aspect of the topic and more robust conclusions.

1.4.2. Managerial relevance

From a managerial perspective, it is valuable to know to what extent consumers' decisions are altered by the type of the good (hedonic/utilitarian). This information will be particularly useful for the companies, essentially taking part in the access based economy or planning to enter it for making their offering and product decisions. With the results of this study it is expected to find out if there are any differences between willingness to access for hedonic or utilitarian good. It might be found out that consumers have higher willingness for hedonic goods, making them more suitable for a company to offer and generating more demand for them compared to a utilitarian good or vice-versa. This will help the managers to decide on good and offering types they can place on their access-based consumption channels. The non-existence of prior research on the topic claims that this research will be of additional data to the company managers while deciding on whether to extend or narrow down their offerings and determining where to invest too. For example, adding more hedonic good types while removing utilitarian goods. Moreover, it will provide insight on consumer preferences. In addition, this study will reexamine and connect the familiarity aspect with the different good types. Familiarity will be examined in a way to find out if it has positive effects for both good types or it has a more positive effect for one type compared to other. With the results on this familiarity concept, companies can decide on their customer relations and marketing strategies and how to invest on them in order to push new customers to their access based consumption channels or get more from their recently existing customers. For example, showing more utilitarian good recommendations to more familiar costumers while showing more hedonic product recommendations to rather unfamiliar customers or segmenting consumers according to their familiarity and executing targeted advertisement strategies based on that.

1.5. Outline of the paper

After this introduction, this study will continue with a theoretical framework chapter that will respond to the theoretical research questions. Following, methodology part will aim to explain the research method specifically. Then, results of the research and findings will be analyzed. Finally, the study will be finalized with a conclusion part, where further discussion, recommendations, limitations and suggestions for future research will be explained.

Chapter 2: Theoretical Framework

This chapter will aim to answer the theoretical research questions that are raised in part 1.2.1, while clarifying the academic relevance, as well as preparing a basis for the practical research that will follow.

2.1. Sharing Economy & Access Based Consumption

Sharing economy and new consumption patterns developing together with it is seen as the one of the most important topics for the future of the consumer sector (McKinsey & Company, 2015). There are several definitions for “sharing economy” in the literature. Bardhi and Eckhardt (2012, p. 881) defined sharing economy as “Transactions that may be market mediated in which no transfer of ownership takes place.”; Lamberton and Rose (2012, p. 109) defined it as “Marketer-managed systems that provide customers with the opportunity to enjoy product benefits without ownership.”; Habibi, Kim and Laroche (2016, p. 277) defined it as “An economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet.” and Hamari, Sjöklint and Ukkonen (2016, p. 2049) defined it as “The peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services, coordinated through community-based online services.” While accepting the correctness of these definitions in this study the sharing economy concept will be broadly defined as a rising economy concept that is generally based on the peer to peer activities or business to consumer activities in some rarer cases. It is mainly based on peer to peer as the sharing economy transactions are most usually taking in part between a user of the sharing economy channel that is accessing a good which is offered by another user of the same channel, while only in limited number of the cases the company or the channel owner is the one that is sharing the goods while the ones accessing it are users. This fact drastically increases the importance of consumers role. To sum up the sharing economy activity involves sharing the access or usage of a good or service facilitated by different platforms which include but not limited to online channels like specific websites or applications. These platforms play a key role in the economy by gathering the consumers that are willing to take part in

sharing economy by either sharing their goods or accessing them and creating a community for users in some cases; which increases the trust and reliability for the participants. Therefore, these platforms replace the traditional marketplaces like retail stores or showrooms while also empowering the belongingness feeling of participants. This definition has been chosen as it is generally inclusive best fits the context of this study.

With the rise of the sharing economy, access-based consumption is becoming the most rapidly growing consumption pattern. With this, consumers are starting to take roles that was on companies or producers before in the traditional economy. They are becoming both the consumers and producers of the products and starting to take important entity roles that was not under their control before.

With these changes there comes a great opportunity to reassess traditional consumer behavior topics, which one of the most important ones is consumer decision making.

2.2. Consumer Behavior and Decision Making

Consumers make their purchases of goods and services for mainly two reasons: (1) consummatory affective, hedonic gratification (from sensory attributes) and (2) instrumental, utilitarian reasons concerned with "expectations of consequences" (from functional and non-sensory attributes) (Batra & Ahtola, 1991). These two reasons build up the base of consumer decision making process.

2.2.1. Hedonic & utilitarian goods and consumption scenario

Basing on the definitions mentioned above that is found in previous literature (Batra & Ahtola, 1991), I will define hedonic goods as the ones that are appealing to the sensory attributes of consumers; including but not limited to prodigies like enjoyment, happiness of owning the good, showing of a social class by the possession of a good. While, defining utilitarian goods as the ones that are appealing to functional attributes; like buying a screwdriver just for the sake of fixing a loose screw without caring about its brand or any other attribute that is not related to the functional work of it.

To understand the different aspects of these good type even further they can also be compared on some other features. This can be found in the literature (Clement, Fabel, & Schmidt-Stolting, 2006, p. 157) as they compared these two types of goods on many variables; part of these comparison that is also relatable to this current study can be found in Table 2 below.

Table 2. Comparison of Hedonic and Utilitarian Goods on Different Variables

Variable	Hedonic Goods	Utilitarian Goods
<i>Product-specific parameters</i>		
Quality uncertainty	Relatively high	Relatively low
Attributes	Subjective, symbolic/aesthetic, intangible, scarce seasonal goods	Objective, functional/qualitative, tangible, often mass products
Seasonality	Dependent	Independent
Life cycle	Rapidly declining; short time frame	Bell-shaped curve; time frame of sales depends on product
<i>Demand-specific parameters</i>		
Consumption risk	Relatively high (economic and social risks)	Relatively low (economic and technical risks)
Consumption experience	Multisensory, varying	Not multisensory, constant
Involvement	Low cognitive involvement, high emotional involvement	High cognitive involvement, low emotional involvement
Purchase motives	Emotional, variety-seeking, expression of individuality and subjectivity, symbolic character	Rational, practical functionality, purposive solution of problems, quality
Purchase decision	Holistic choice (depends on subjective product features)	Rational/cognitive choice (depends on objective product features)
Type of purchase	Impulsive	Convenience

The two considerations hedonic and utilitarian which is mentioned above are also found out to have different outcomes in different scenarios. The focus of this study will be a scenario where the decision will be made on an access based consumption channel. Therefore, in this scenario the consumer will be firstly spending less to the good that they will access compared to the case that consumer will buy it in a traditional economy channel. Secondly, in the scenario of access based consumption the good that the consumer will access will have a specific usage time before it will be returned or relisted; therefore, making it a decision that is somewhat more easier to be reversed. Finally, the good that the consumer will access will not be a good that is brand-new, it will be at least used by one other person beforehand, except the very extreme cases that will be neglected in this study.

2.2.2. Possible effects of shopping scenario and situation

In connection with this scenario; a literature review has been conducted to see the possible effects of it on the consumers decisions. O'Curry and Strahilevitz (2001) proposed that shopping can also create a feeling of guilt on the consumers as they are spending their earnings that they made by working hard on a good or service. In the traditional economy this is generally an event that occurs once for a specific type of good or service and that is hard or even impossible to take back. However, in the context of access based consumption, there is the aid of the lower costs, more trial possibilities and lower ownership and possession attributes for any good. Therefore, acquiring a hedonic good can be expected to lead to less guilt over the frivolity of the acquisition than would be derived from spending huge amount of money irreversibly on the same hedonic good in the traditional economy. In addition to these, Dhar & Wertenbroch (2000, p. 70) proposed that "secondhand markets involving private sellers may be less efficient for hedonic than for utilitarian goods. Especially as owners of hedonic goods may be more reluctant to sell at prices that potential buyers are willing to offer". Considering all these previous findings and the attributes of the sharing economy like the product not being brand new and already been used by someone else; I expect that the consumers will probably be less likely to access a hedonic good. This will be the result of hedonic goods appealing to sensory attributes, and this in fact leads to a more negative affect for a good being used previously even the lower costs and more trial probabilities might negate this negative effect up to some point. On the other hand, when the consumer is facing a decision for an utilitarian good, where the functionality is the main reason to access or buy the good, not having a brand new one or an already used one will not have so much effect while the lower costs and more trial probability will play an even bigger role by facilitating the consumers to be sure that they are really getting the good that will function for their goal.

In addition, there are findings of distinct pattern of preferences for hedonic and utilitarian goods under different probabilities and modes of acquisition. One of these patterns is that hedonic goods are preferred to utilitarian goods when one has a lower probability to acquire the good (O'Curry & Strahilevitz, 2001) which can be because of reasons like that good is overpriced for one's budget. In addition, although consumers enjoy hedonic goods, they often express mixed feelings with respect to the acquisition and consumption of such products. This is due in part to the guilt that can occur during or after certain consumption experiences, particularly those that are of a hedonic nature. Mode of acquisition, or how a good is acquired, could affect preferences between hedonic and utilitarian goods by altering the degree of guilt consumers feel about the choices they make (O'Curry & Strahilevitz,

2001). O'Curry & Strahilevitz (2001) also demonstrated that the lower the probability of receiving an item the more consumers tend to choose hedonic ones over utilitarian ones. In this study, these effects might also play an important role. As the consumers will face lower costs their chance of acquiring the good increases compared to a traditional economy. Also, since the decision has a more reversible nature, consumers are expected to have a lower degree of guilt compared to traditionally purchasing a good. This lower degree of guilt and increased probability of receiving the good will play a reverse role and negate the effect that O'Curry & Strahilevitz (2001) found out of hedonic goods being chosen more over utilitarian. This will increase the willingness to access of the utilitarian goods.

These theories lead to following hypothesis.

H1: Consumers are more likely to choose to access the good from a sharing economy channel when the good is utilitarian compared to when the good is hedonic

2.3. Familiarity with Sharing Economy

The sharing economy was defined as an economy that generally takes part in online channels and/or applications based on internet usage above. Therefore, it can be said to be quite similar to an internet based shopping activity. Cummins, W. Peltier, A. Schibrowsky, & Nill, (2014, p. 181) investigated internet based shopping vs traditional shopping and examined a positive relationship between consumer usage and experience of the internet and the likelihood of making online purchases. Familiarity can be defined as the construct that consumers build by these (their usage and experience of the sharing economy and its platforms). Familiarity with sharing economy or in short familiarity will be defined as consumers' usage, experience and knowledge about sharing economy and/or its channels and practices in general. The two key aspects that are expected to be impacted positively by the familiarity of consumers are their risk perceptions and trust. The importance of these aspects will be explained below in this chapter.

Sharing economy has an increased risk compared to traditional economy channels with the nature of it that doesn't allow to see the goods physically and that leads consumers to share goods instead of owning them. Pavlou (2003) demonstrated the effect of perceived risk on the consumer beliefs and perceptions reaching the conclusion that perceived risk plays an important role to determine consumers' initial and repeat purchase intentions.

A specific type of risk is the transaction cost that consumers incur when consuming a certain product or service which leads consumers to make their decisions accordingly. As a result of this, some consumers might be reluctant to use a service for the first time, because they do not have any experience with it

(Moeller and Wittkowski, 2010). This phenomenon can also be expected in the sharing economy cases. For instance, users might have a car that they want to share on a sharing economy channel but avoid it as they are rather unfamiliar with the process of how transactions on sharing platforms work. Accordingly, a high familiarity with sharing services might help users to minimize these transaction costs. Therefore, familiarity can be a relevant determinant of further usage of sharing options (Möhlmann, 2015).

In addition to all these, another common uncertainty in the consumers' minds while using the sharing economy is whether the resources have been or would be overused. For example, there is always a possibility that the previous consumer that accessed a good not treating it fairly or not taking good care of it in general. This is related to trust to the sharing platform and their users. When familiarity is higher it is expected for this trust with the channels and within the users of the channels will be higher too, consumers could also be more willing to accept overuse of the shared resource in the interest of preserving relationships, or they could be willing to set up informal agreements about usage (Lamberton & Rose, 2012).

Lamberton & Rose (2012) also showed the effect of familiarity about the sharing channel or the related sharing context, which is car sharing in their study by proving the significant effect of it on the consumers' willingness to use a sharing economy channel.

As also proposed by Cummins, W. Peltier, A. Schibrowsky, & Nill, (2014, p. 181) and extended by Lamberton & Rose (2012) to the sharing economy context it can be said that by the increased knowledge, consumer usage and experience, and therefore consumers' familiarity, consumers will most probably perceive these kinds of risks and trust issues at sharing economy as more manageable.

These lead to following hypothesis.

H2: Consumers are more likely to choose to access the good from a sharing economy channel when they have higher familiarity with sharing economy, independent of the type of good

As mentioned before, hedonic goods are the ones that are based on sensory attributes; while utilitarian goods are based on nonsensory attributes. Previous research has showed that hedonic aspect of consumption is related to individuals' emotional attitudes while utilitarian aspect is related to rational attitudes (e.g., Alba & Williams, 2013; Dhar & Wertenbroch, 2000). Also, with the support of previous research (Kim & Kim, 2014) we can say utilitarian goods lead to more value-by-calculation process when making choices; while, hedonic goods lead to more relying on feelings. Familiarity can also be seen more

of a sensory attribute, closer to emotional attitudes, as it helps consumers to overcome some emotional considerations like trust and risks.

Even though they were not totally in the same context with this study, there have been different research done that demonstrates the changing impacts by the fact of hedonic/utilitarian values, motivations or the good types; Chiu, Wang, Fang, & Huang (2012, p. 105) demonstrated the opposite impact of risk on the effect of utilitarian values and hedonic values on repeat purchase intention. In another study, Kivetz & Zheng (2017, p. 67) found that (non-quantity) promotions have a stronger positive effect on hedonic purchases than utilitarian purchases. Finally, Kim & Kim (2014, pp. 398-399) demonstrated that compromise effect is stronger in the utilitarian versus hedonic consumption. As there were a lack in literature about the different effect of familiarity and its different moderation for hedonic vs utilitarian good types, the studies given above have demonstrated that different concepts have different effects on hedonic and utilitarian goods. Looking from this perspective, in this study I also expected that familiarity will be one of these concepts and will have different effects or different level of impact or effect strength for hedonic and utilitarian goods. Taking into consideration that hedonic goods and hedonic consumption have an emotional aspect and sensory aspect I expect familiarity, which is more of an emotional attitude, to have a higher effect on hedonic goods compared to utilitarian goods as a result of trust and risk attributes described above.

These lead to following hypothesis.

H3: The impact of familiarity on consumers' willingness to access is stronger for hedonic goods than for utilitarian goods

2.4. Conceptual Model and Conclusion

This chapter has laid the theoretical foundations for the experiment that will be executed in this study. The different variables in this research are discussed and effects that are expected to play roles in the relations have been displayed. Hypotheses were made for the expected relationships. Visually, these can be summarized in the conceptual model shown in Figure 1. The next chapter discusses the methodology of experiment to test proposed hypotheses empirically.

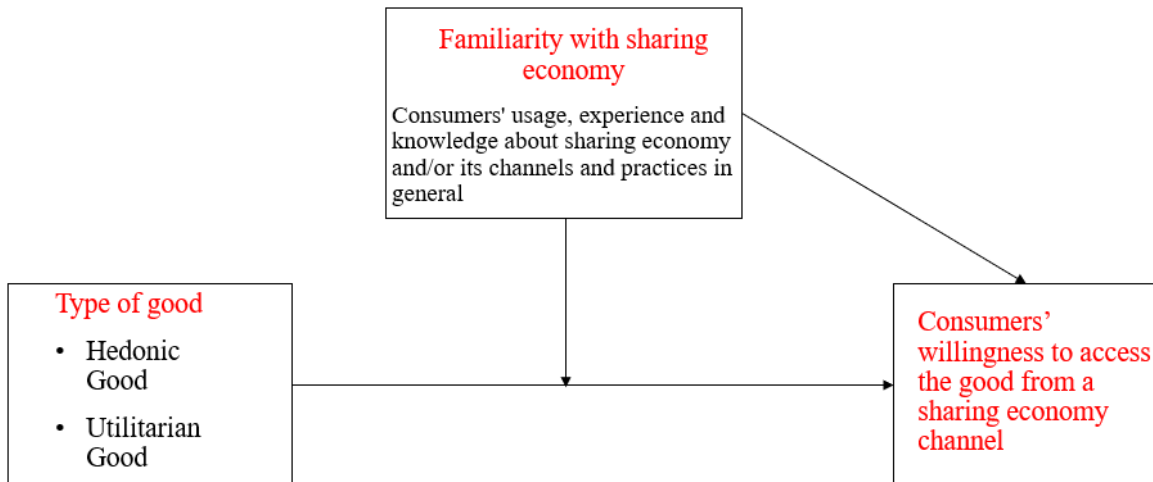


Figure 1. Conceptual Model

Chapter 3: Methodology

As briefly mentioned in chapter 1 an online experiment will be used to gather the data for the research and these data will be used to analyze the role of type of good and familiarity on the consumers' willingness to access the good from a sharing economy channel. This chapter will focus on the specifics of the method that will be used.

3.1. Online Experiment

For the method of data collection and analysis to check the proposed hypotheses it has been decided to conduct an experiment. An experiment has been defined as a research approach typically characterized by (a) random assignment of respondents to treatment and control groups, and (b) researcher manipulation of the treatment (Hair, Black, Babin, & Anderson, 2018, p. 3). The aim while deciding the way the experience was going to be conducted was to achieve highest validity in the study. For this goal; as also discussed by (Hair et al., 2018), an online experiment is the best way by both achieving a high validity, a good manipulation power and ability to reach big audiences in a fast and less costly way. This online experiment followed by a survey can be summarized as a method based on collecting responses from a target group in order to analyze and understand certain factors by the help of an online questionnaire. The most important point to ensure the validity during this method is to develop a robust questionnaire in order to minimize survey errors like loaded questions, leading questions, non-attitudes and mere measurement. In addition to these the biases that effect the results in a survey analysis should

be taken well care of. For the possible common method biases the previous literature by Podsakoff, MacKenzie, Lee, & Podsakoff (2003) has been examined and the necessary steps have been taken to avoid the possible biases in my survey analysis.

3.1.1. Design

The main goal of the experiment will be to address the underlying relations of the related variables for this study. Different type of goods (hedonic/utilitarian) will be given to the respondents with different levels of familiarity and the effects of these on their willingness to access will be evaluated. Hair et al. (2018 p. 3) defined treatment as independent variable the researcher manipulates to see the effect (if any) on the dependent variable(s). In this study, the manipulation will be on the type of good as hedonic or utilitarian. For this, between subjects design will be used by creating two separate group for two treatments that are hedonic good type and utilitarian good type. One group of the respondents in the survey will be randomly assigned to hedonic treatment group by receiving the scenario and the good that is hedonic while the other group will be randomly assigned to utilitarian treatment group and receive the utilitarian scenario and good. Between subjects design has been chosen as it is easy to manipulate the hedonic/utilitarian good type and this type of design allows multiple treatments to be tested simultaneously. It also ensures there is no carry over effect by allowing participants to experience only one treatment group and avoiding them to carry over their perceptions learned while completing the questionnaire to the other condition.

3.2. Preliminary Analysis

3.2.1. Goal

Based on the characteristics of hedonic and utilitarian goods mentioned in chapter 2.2.1, several potential goods that can be used have been chosen. However, after a literature review about which goods are hedonic or utilitarian a lot of different findings came out. For example, Clement, Fabel, & Schmidt-Stolting (2006) defined entertainment products such as movies and games as hedonic while they defined products that may be consumed often like a yogurt as utilitarian. On the other hand, Baltas, Kokkinaki, & Loukopoulou (2017) defined yogurts as hedonic while they defined dish detergents as utilitarian. In a bit different context Okada (2005) defined a dinner certificate to a restaurant as hedonic while a grocery certificate to supermarket as utilitarian. In a totally different scenario; Chitturi, Raghunathan & Mahajan (2008) manipulated the same product (a cell phone) by attributes to make

consumers evaluate it as hedonic or utilitarian; therefore, going against the idea that a product will always be hedonic or utilitarian by nature.

In light of these findings, I decided to choose books as the good that will be used and to test two different books if they can be perceived hedonic or utilitarian by the consumers with the help of a scenario and manipulation. In this case, another main concern was the reliability of the scales used to measure if the good is hedonic or utilitarian. For developing these scales, previous literature (Batra & Ahtola, 1991; Bearden, Netemeyer, & Haws, 2011) were taken as a base point to build up on.

In accordance with these, the goal of the pretest was to test the role of these effects and to see if the type of good is evaluated correctly, with the help of a scenario, by the respondents as either hedonic or utilitarian. In addition, to check if the books are really perceived as a good that can be accessed from a sharing economy channel; in other words, if they are suitable for sharing economy context. Finally, to see if the hedonic/utilitarian measurement scales are running smoothly.

3.2.2. Structure

An online survey will be executed with a small sample size of 30 respondents for achieving the goals stated in the previous part. The survey will include a number of questions to check the manipulation of the books as two blocks. One block for hedonic book and one block for utilitarian book with same questions and structure but different scenarios and books. The scenario and if the hedonic/utilitarian books are evaluated correctly by using the scale items for measuring hedonic/utilitarian aspects mentioned in 3.2.1 and given in Table 3 will be checked by the results of pretest. Therefore, it will also give a chance to reassess the measurement scales for hedonic/utilitarian evaluation. Note that the hedonic and utilitarian items will be asked in a random order in order to minimize the bias of respondents. At the end of these blocks, there will be a question to get a very broad overview of the general willingness to access for the suggested book to see the difference between the two type of books. This question will also allow me to get an insight if the books are really perceived as a product that can be shared and therefore suitable for sharing economy. Finally, at the third block of the survey there will be a question asking the usage frequency of sharing economy platforms of users and general demographic questions including age, education and sex. Questions of the pretest survey can be found in Appendix 1.

Table 3. Hedonic and Utilitarian Item Scales

Hedonic Item	Utilitarian Item
Exciting	Useful
Enjoyable	Beneficial
Pleasant	Helpful
Fun	Valuable

3.2.3. Results

The pretest was run to firstly check if the hedonic/utilitarian manipulation with the given scenario and the books were working in a correct way with the scales used that were mentioned in 3.2.2. The results of the pretest can be found in Appendix 2. At first a reliability analysis was executed. From these analysis results the internal consistency of the scales was checked for 16 items therefore 16 questions that were aimed to measure hedonic/utilitarian evaluations for each book. The Cronbach's Alpha was found out to be .916 which indicates a high level of internal consistency for the scale items.

After ensuring the internal consistency of the scale items the hedonic/utilitarian evaluation of the two books with the different scenarios was analyzed by calculating the mean of the scale items for each book for hedonic and utilitarian scale items respectively. The questions were using a 7-Point Likert Scale for all the items while in the survey they were reverse coded therefore a value closer to 1 means a higher evaluation while a value closer to 7 means a lower evaluation. The mean values for hedonic/utilitarian evaluations can be found in Appendix 2. Mean values of each book's evaluations were compared in a way that if they have a higher value in one of the types (hedonic/utilitarian), the book was counted in that type. While 3.5 was taken as a kind of midpoint for making a classification. Results showed that for the first book which was manipulated to be hedonic, the mean of hedonic items was 2.47 while for utilitarian items it was 3.15. This indicates the manipulation was successful and the book was evaluated hedonic. However, the utilitarian evaluation mean was also close to 3.5 midpoint and lower than 3.5. On the other hand, for the second book which was manipulated to be utilitarian, the mean of hedonic items was 4.07 while the mean of the utilitarian items was 2.58 which indicates the manipulation was successful and the book was evaluated utilitarian. The problem with the mean of other type being lower than 3.5 was not seen in this case which indicates a more successful manipulation.

In addition to these results, informal face to face interviews were conducted with two of the respondents to have a better understanding of weaker evaluation difference for the first scenario and book. From these interviews, there were two key findings. Firstly, the name of the book “The Hitchhikers Guide To The Galaxy” was a bit misleading for the hedonic evaluation since there was a wrong perception coming from the word “guide” in the name of the book. Secondly, another insight was respondents gave less attention than it was targeted to achieve for the scenario as both interviewees indicated that they didn’t read the last part saying that “they don’t have or read the book before”. With these insights, I decided to add a photo related to the consumption situation in the scenario for the questionnaire that will be used in the main experiment while using colors in text to emphasize some key points of scenario. In addition, I decided to change the book with a book from same type (a sci-fi book relatable to galaxy and planets) however that doesn’t include a misleading word like “guide”.

Finally, another aim of the pretest was to see if the books are perceived as goods that can be shared from a sharing economy channel. Therefore, the willingness to access question was asked for both books using 7-Point Likert Scale again that was reverse coded (lower value means higher willingness to access). The result of the means for these questions can also be found in Appendix 2. From this, the willingness to access was examined to have mean values of 2.93 and 3.00 respectively. Leading us to say that the books are perceived as a good that can be shared and therefore suitable for sharing economy.

3.3. Stimuli

As mentioned before, the main goal of the experiment and therefore the questionnaire is to see the underlying difference on the willingness to access between two types of the goods (hedonic/utilitarian) and to see the effect of the familiarity with sharing economy and its platforms on these relation.

3.3.1 Presentation method and design

For these reasons the questionnaire and the stimuli were created to have two different cases that will help assign the respondent to one of the two treatment groups. Meaning, one group of the respondents will see and answer the questions for the hedonic book and scenario, while the other group of the respondents will see and answer the questions for the utilitarian book and the scenario. Questionnaire was created in a way to randomly assign the respondents to one of these cases and have an even distribution of respondents for each treatment group. The related scenario and the pictures were followed by the questions to measure the willingness to access and respondents’ individual demand for the specific book shown to them. Afterwards, respondents will be asked questions regarding their

familiarity with sharing economy, its platforms and how it works. After these, a question to check the individual demand for the books in general will be asked to respondents. Finally, the questionnaire will be ended by the general questions: age, education and gender for collecting demographic variables. The variables used and their operationalization are summarized in the variable operationalization table below (Table 4).

Table 4. Variable Operationalization Table

Concept (Variable Name)	Definition of Variable (Type of Variable)	Indicator(s)	Source	Measurement (Value)
Type of good: hedonic or utilitarian (Hed_Ut)	Type of the book that will be manipulated as hedonic or utilitarian (Independent Variable)	Scenario that will be presented, the book's name and the pictures	Pretest	Pretest (0= utilitarian, 1= hedonic)
Willingness to access (Av_WtA)	Consumers' willingness to access the book from a sharing economy platform (Dependent Variable)	1) When I come across this book, I intend to access it from sharing platform 2) After browsing the sharing platform, I am likely to access this book 3) When I am looking for a book to access from sharing platform, I will access this book	(Bruner, 2013)	3 Items Measured Using 7-Point Likert Scale Transformed into One Value by Taking Their Average (1-7)
Individual Demand for the Specific Book (Ind_Demand)	Consumers' individual demand for the specific book that was shown together with the scenario (Control Variable)	This is a book I would like to read	NA	7-Point Likert Scale (1-7)
Familiarity (Av_Fam)	Consumers' familiarity with the sharing economy and its platforms/practices (Independent Variable and Moderating Variable)	1) I am familiar with sharing platforms 2) I have experience with sharing platforms 3) I don't know much about how sharing platforms work (reversed)	(Lamberton & Rose, 2012, p. 115)	3 Items Measured Using 7-Point Likert Scale Transformed into One Value by Taking Their Average (1-7)
Individual Demand for Books in General (see Table 5)	Consumers' individual demand level related to books in general (Control Variable)	How often do you read books?	NA	6 Level Multiple Choice Question (see Table 5)
Demographics (see Table 5)	Consumers' demographics information (Control Variable)	1) Age 2) Education Level 3) Gender	NA	Open Question for Age, 6 Level Multiple Choice Question for Education, 2 Level Multiple Choice Question for Gender

In addition to these variables, the interaction of type of good and familiarity was also used in the study as it was expected to play a role as a moderating variable. The control variables are further explained in section 3.5. The questionnaire can be seen in Appendix 3.

3.4. Sampling

As outlined in chapter 1.3, the survey will be distributed among consumers that are rather familiar with internet usage as they can also be seen as possible users of access based consumption channels. There won't be any nationality or geographical restrictions of respondents with the aim of achieving a higher representativeness. An online survey is prepared to reach the target group easily considering time limitations and expected high online presence of target group. Making the survey online will allow respondents to complete it in their own convenience which is expected to lead higher participation. In order to reach possible respondents, social media groups, such as Facebook groups, message groups and direct contact information available to the researcher will be used. To define the desired sample size, firstly, some of the previous research about hedonic and utilitarian consumer attitudes (Batra & Ahtola, 1991) which is a similar concept to topic of this study was examined in terms of sample size. It was seen that Batra & Ahtola (1991) had three different sample size in three studies which were 59, 180 and 93 while they had strong validity. In addition to this, G*Power software was used. A two-tailed t test was executed using this software since I am aiming to determine if there is any difference between two groups. Desired power level for this study was set as 0.8 and desired confidence level was set as 0.1 (90% confidence interval) since these are generally accepted values in research. In addition to these, the effect size that was expected to be small and using previous literature (Cohen, 1988, pp. 23-27) and Cohen's d for small effect size it was set to be equal to 0.2. With these values, the required sample size estimation from the G*Power software was found to be 150. The results in the G*Power software can be seen at Appendix 4. Comparing these results and findings, it was decided to target a sample size around 195 respondents to further ensure the quality of the results.

3.5. Control Variables

Demographic variables might have an influence on the results and therefore the findings. For these reasons, demographic variables: age, level of education and gender will be taken into account as control variables. Although gender might not play that much of an important role; age might influence the internet usage and familiarity with sharing economy or its channels in a significant way since the internet environment have been developing rapidly and new generations are getting more and more familiar with these environments compared to older generations. While, education itself might influence the perception and consumption level of books of the respondents. In addition, the respondents' book reading habits will be calculated by asking their book reading frequency and will be considered as a control variable as it might have an effect on consumers' willingness to access a book. Individual

demand of respondents for the specific book that they receive in the questionnaire will also be calculated and treated as a control variable as it might influence the results. Therefore, taking these variables into consideration as a control variable will play an important role in the way of getting robust results. The 6 levels book reading frequency and education variables were transformed to the dummy variables for analysis. All the control variables are summarized in Table 5 below.

Table 5. Control Variables

Variable	Description	Measure
Age	Age of respondent	0-100
Gender	Gender of respondent	0= male, 1= female
less_than_high_school	Education level of respondent	1=less than high school, 0= other
high_school	Education level of respondent	1=high school, 0= other
associate_degree	Education level of respondent	1=associate degree, 0= other
bachelors_degree	Education level of respondent	1=bachelor's degree, 0= other
masters_degree	Education level of respondent	1=master's degree, 0= other
doctoral_degree	Education level of respondent	1=doctoral degree, 0= other
more_one_book_month	Book reading frequency of respondent	1=more than one book per month, 0= other
one_book_month	Book reading frequency of respondent	1= one book per month, 0= other
few_per_year	Book reading frequency of respondent	1= few books per year, 0= other
one_book_per_year	Book reading frequency of respondent	1= one book per year, 0= other
one_book_per_2years	Book reading frequency of respondent	1= one book per two year, 0= other
less_than_one_2_years	Book reading frequency of respondent	1= less than one book per two year, 0= other
Ind_Demand	Respondent's individual demand for specific book	1-7

3.6. Analysis Methods

The analysis of the data will be conducted using SPSS. The results will be put into a regression analysis to find out the underlying relations and strength of these relations (coefficients). Some of the questions and scale items used in them will also be checked by analyzing their reliability statistics.

Chapter 4: Analysis and Results

This chapter provides the data analysis of this study. Firstly, the data preparation and clearance will be explained. Then the results of the regression analysis will be demonstrated.

4.1. Data Preparation

The data from the main study has been checked for irregularities and missing values. Since the Qualtrics software was used to facilitate the survey response collection it was possible to easily collect the data of the respondents that only completed the 100% of the questionnaire. Since all the questions of the questionnaire had the option to force response and the number of respondents that completed the 100% of the questionnaire was 212 which is already above the desired sample size; while there were only 76 responses that were marked as in progress and none of them had given any answers for any of the questions at that time, this approach was chosen. As a result of this, the dataset containing 212 respondents was treated as the raw dataset. There were no missing variables in the dataset. In order to increase the healthiness of the study and to further ensure that respondents have given enough attention to survey, the data of people who spent less than 60 seconds to answer the whole questionnaire was removed from the dataset as they have high possibility of random answering and not reading the crucial instructions and scenarios for the study. In addition to this, the familiarity question had 3 items for measurement and one of these questions was reversed (“I don’t know much about how sharing platforms work.”). Taking into consideration that the reverse coded question might be biased from the previous two items, 3 respondents who exactly rated same in the 7-Point Likert-Scale for both the normal coded and reversed questions were removed. These lead to a final sample of 204 respondents.

4.2. Sample Statistics

In order to understand the sample characteristics and to see possible implications it is important to check the descriptive statistics of the current sample. All the important sample statistics can be found in Appendix 5. In order to check the random assignment of respondents to the one of the treatment groups was still protected after the data clearance, the hedonic/utilitarian case numbers was examined

and it was seen that the distribution was still even (49.5% hedonic $n=101$; 50.5% utilitarian $n=103$) showing that it was still protected. Secondly, for the book reading frequency of the individuals the most frequent group was few books per year (42.6%, $n=87$) and the least frequent group was around a book per two years (2%, $n=4$). For the age of the sample; it was differing between 16 to 65 while the biggest group was 19-25 age group (55.4%, $n=113$). For the education levels in the sample the most frequent group was bachelor's degree (31.9%, $n=65$) while the least frequent group was less than high school degree (0.5%, $n=1$). Finally, for the gender, frequency of females was higher than males (61.3%, $n=125$; 38.7%, $n=79$). This indicates females were represented more in the sample. Although this demographic variables could have been checked by the chi-square analysis such an analysis wasn't conducted as in the study no country or demographic restrictions was set and there was no specific population that was targeted to be represented and the statistics found about the general world population was not scientifically healthy enough to be used for this study.

Before continuing further in the analysis, it should be mentioned that the variables received from reversed ("I don't know much about how sharing platforms work.") question was transformed to make lowest value to be equal to higher positive evaluation which is "knowing much" (e.g., 1 to 7; 7 to 1).

In terms of familiarity, the mean of the three items was taken to reach to one value representing the familiarity level of consumers. Note the lowest point was 1 while highest was 7. The scale reliability of the items and regarded analysis will be demonstrated in the following section 4.3 which would demonstrate that the scales were reliable. In light of this, considering 7 point scale it was seen that majority of these consumers (70.1%, $n=143$) had high level of familiarity (above or equal 5), while respondents which has low level of familiarity (below 4) was the minority (17.2%, $n=35$).

4.3. Randomization Checks

Before moving forward to main analysis which will be done by linear regression, a randomization check has been conducted to see if the healthy randomization was achieved between two groups. For this, an independent samples t-test was run to see the differences between two groups (hedonic/utilitarian) on familiarity, individual demand, age, education and gender. The results of the analysis can be found in Appendix 6.

Levene's test for equality of variances showed that the variance for individual demand, age and education between the hedonic and utilitarian group are not significantly different ($p=0.662$, 0.426 , 0.232 respectively, all $p>0.05$); while, variance for familiarity and gender are significantly different

($p=0.033$ and 0.00 respectively, all $p<0.05$). T test also demonstrated that there is significant difference in the mean of familiarity between hedonic and utilitarian groups ($t_{190.774}=2.236$, $p=0.027$, $p<0.05$), there is also significant difference in the mean of individual demand between hedonic and utilitarian groups ($t_{202}=2.470$, $p=0.014$, $p<0.05$) and also for gender ($t_{201.311}=-2.354$, $p=0.020$, $p<0.05$). For the age and education there aren't any significant difference in the means between two groups. These results demonstrate that the randomization was not successfully achieved between hedonic and utilitarian treatment groups. Especially the results of mean difference for familiarity and individual demand is impactful for this study. For familiarity utilitarian group has a higher mean by 0.421 (5.4078 vs 4.9868), also for individual demand utilitarian group has a higher mean by 0.603 (4.56 vs 3.96). Since these differences were found out to be significant it should be taken in consideration while evaluating the results.

4.4. Scale Reliabilities

In order to ensure the quality and reliability of the scales used to measure willingness to access and the familiarity, scales reliability analysis have been conducted for those. The analysis results can be found in Appendix 7.

For the willingness to access scales, the Cronbach's alpha was found to be 0.930 and none of the items was found to increase the reliability if removed. For the familiarity scales, the Cronbach's was found to be 0.814 and none of the items was found to increase the reliability if removed. Therefore, it can be concluded that the scales are reliable and can be used for the analysis without any problems.

4.5. Analysis of Main Effects

The main effects that was expected to play role according to the hypotheses and conceptual model in this study was tested by a regression analysis. For this analysis, willingness to access was transformed into one variable with taking average of the 3 measuring items for each individual. Same transformation was done for familiarity by taking average of 3 measuring items and transforming them into one variable for the familiarity. In addition, 6 level book reading frequency and education level variables were transformed into dummy (0,1) variables as summarized in Table 5.

4.5.1. Regression analysis

4.5.1.1. Assumptions

The results from the regression analysis can be found in Appendix 8. While doing the regression analysis there are some assumptions that need to be tested. These include normality, homoscedasticity and absence of multicollinearity. Normality assumption was met (p value for residuals= 0.117, $p > 0.05$ (see test of normality in Appendix 8 for full table)). Secondly, the assumption of homoscedasticity was also met (the standardized residuals and standardized predicted value scatterplot showed random distribution with no bias (see scatterplot in Appendix 8)). Finally, for the assumption of absence of multicollinearity the VIF values (see coefficients table in Appendix 8) were checked and only type of good (hedonic/utilitarian) and intersection between type of good and familiarity variables have a VIF value higher than 4 (6.059 and 8.502 respectively) however they were still lower than 10, thus absence of multicollinearity assumption was also met. Considering these, regression analysis can be carried out without any problems.

4.5.1.2. Main analysis

There were 3 models developed with the regression analysis. First with only control variables, second adding the independent variables and third by adding moderating variables. The Durbin-Watson value for the model was 2.059 which is close to perfect value of 2 and indicates there is no big autocorrelation problem in the sample.

The first model, testing only for control variables, came out to be significant ($p=0.000$) with the F change value of 15.679, $R^2=0.518$ and adjusted $R^2=0.485$. Demonstrating that this model explains 51.8% of the total variance. The next model, explaining the impact of the type of good and familiarity on the willingness to access in the presence of control variables is insignificant with the F change of 1.734 ($p=0.179$, $p > 0.1$) and $R^2=0.526$ and adjusted R^2 of 0.488. These values demonstrate that although this model was close to be significant, it was still over the p value for 90% confidence interval therefore did not show a significant change. However, they still explain more variance for the model and it's worth to look at since it also adds to adjusted R^2 . Finally, the last model with moderators added to equation has the F change of 0.007 while being insignificant ($p=0.935$) and $R^2=0.526$ and adjusted $R^2=0.486$. These indicates that this last model doesn't create significant change while it also doesn't have any contribution to increase the variance explained by the total model. The model summary for these results can be found in Appendix 8 and a summary of it can be found in Table 6 below.

These results indicate that the hypothesis of the moderating effect of familiarity and its different effect for different type of goods was not supported. Although the hypothesis for the impact of type of good on the willingness to access and the direct effect of familiarity on the willingness to access were also found to be insignificant, it still contributes to explain some of the variance in the total model and has a higher F change.

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Change Statistics		Sig. F Change	Durbin-Watson
				R Square Change	F Change		
1	.719	.518	.485	.518	15.679	.000	
2	.725	.526	.488	.009	1.734	.179	
3	.725	.526	.486	.000	.007	.935	2.059

Table 7 displays the part of the results of the final regression model that is crucial for the analysis (all results can be found in Appendix 8). The type of good variable is not-significant ($b=-0.090$; $p=0.471$), which fails to support the first hypothesis (H1) of this study. However, from the coefficient value we can still say utilitarian goods are preferred more although the effect is insignificant. Discussing the second hypothesis (H2), familiarity variable is not significant ($b=-0.065$; $p=0.453$), failing to support H2. In addition, coefficient has a negative value which might indicate a reverse effect of familiarity although the effect is insignificant. For the third hypothesis, checking the moderating effect of familiarity and its interactions with the type of good, the interaction variable is also not significant ($b=0.012$; $p=0.935$) as a moderator. Based on those results, hypothesis 3 of this study is also rejected.

Regarding the control variables, one of them occur to have a significant impact on the willingness to access. Individual demand for the specific book ($b=0.605$; $p=0.000$) is predictor for willingness to access. Apart from that two levels of book reading frequency were found significant but since none of the other levels were significant it's not possible to generalize the effect of book reading frequency as significant.

Table 7. Regression Results of Final Model (With Individual Demand)

	Standardized	t	Sig.	Collinearity
	Coefficients			Statistics
	Beta			VIF
(Constant)		3.763	.000	
Individual Demand	.657	12.080	.000	1.169
More than one book per month	.001	.011	.991	1.566
Few books per year	-.094	-1.379	.169	1.834
One book per year	-.074	-1.255	.211	1.366
One book per 2 years	-.105	-1.937	.054	1.169
Less than one book per 2 years	.093	1.665	.098	1.220
Age	.002	.026	.980	1.975
Less than high school	-.031	-.589	.557	1.090
Associate degree	-.035	-.677	.499	1.073
Bachelor's degree	-.047	-.713	.477	1.751
Master's degree	-.023	-.334	.739	1.810
Doctoral degree	-.013	-.175	.861	2.327
Gender	-.096	-1.767	.079	1.167
Familiarity	-.065	-.752	.453	2.979
Type of Good	-.090	-.722	.471	6.059
Type of Good*Familiarity	.012	.081	.935	8.502

After considering the extremely strong effect of the individual demand and its effect on willingness to access being rather trivial, it was seen that it's worth to execute a second regression analysis, this time without the individual demand variable. However, with doing that it should be kept in mind that a variable that has strong significant effect for the overall model is being removed. As a result of that, all the findings from this second analysis should be treated with care as in a normal situation individual demand will still has this dominant effect over other variables and their effects taking part. The results of this second regression analysis can be found in Appendix 9. This time the assumptions of normality was not met (p value for residuals= 0.001, $p < 0.05$ (see test of normality in Appendix 9 for full table)). This was expected as the individual demand variable was removed, and the model was not a complete model anymore. However, a confidence interval of 90% is being used and this will reduce the effect of this. While assumption of homoscedasticity was met (the standardized residuals and standardized predicted value scatterplot showed random distribution with no bias (see scatterplot in Appendix 9)). Also, assumption for absence of multicollinearity was met. In addition to that, the Durbin Watson value was found to be exactly 2 which is perfect indicator for no autocorrelation problem. Again, there were 3

models developed with the regression analysis. First with only control variables (without individual demand), second adding the independent variables and third by adding moderating variables.

The first model, testing only for control variables (without individual demand), came out to be significant with the F value of 2.008 ($p=0.025$), $R^2=0.112$ and adjusted $R^2=0.056$. Demonstrating that this model explains 11.2% of the total variance. The next model, explaining the impact of the type of good and familiarity on the willingness to access in the presence of control variables is significant with the F change of 4.745 ($p=0.01$) and $R^2=0.154$ and adjusted R^2 of 0.092. These values demonstrate this model was significant and explained more variance for the model since it also adds to adjusted R^2 . Finally, the last model with moderators added to equation has the F change of 0.497 while being insignificant ($p=0.482$) and $R^2=0.396$ and adjusted $R^2=0.089$. These indicates that this last model doesn't create significant change in the variance explained either. The model summary for these results can be found in Appendix 9 and a summary of it can be found in Table 8 below.

These results indicate that in the absence of individual demand as a control variable, the hypothesis of the moderating effect of familiarity and its different effect for different type of goods was not supported. Although the hypothesis for the impact of type of good on the willingness to access and the direct effect of familiarity on the willingness to access were found to be significant this time. It can be said that removing individual demand as a control variable resulted in the significant effects for some of the proposed hypothesis. Although, it should be considered that this new model without individual demand explains only 15.7% of the variance in total sample ($R^2=0.157$) which can be considered low while also implications should be made carefully because of excluding individual demand as explained above.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Square Change	F Change	Sig. F Change	
1	.335	.112	.056	.112	2.008	.025	2.000
2	.393	.154	.092	.042	4.745	.010	
3	.396	.157	.089	.002	.497	.482	

Table 9 displays the part of the results of the final regression model that is crucial for the analysis (all results can be found in Appendix 9). The type of good variable is significant ($b=-0.310$; $p=0.059$, $p<0.1$),

which supports the first hypothesis (H1) of this study. From the coefficient value we can say utilitarian goods are preferred more. Discussing the second hypothesis (H2), familiarity variable is not significant ($b=-0.033$; $p=0.772$), failing to support H2. In addition, coefficient has a negative value again which might indicate a reverse effect of familiarity although the effect is insignificant. For the third hypothesis, checking the moderating effect of familiarity and its interactions with the type of good, the interaction variable is also not significant again ($b=0.137$; $p=0.482$) as a moderator. Based on those results, hypothesis 3 of this study is also rejected again.

Regarding the control variables, only education level occurs to have a marginally significant impact on the willingness to access when the individual demand control variable is removed. While only one level of book reading frequency (less than one book per 2 years ($b=0.138$; $p=0.049$)) is significant, none of the other levels are significant. Therefore, it's not possible to generalize this effect and say book reading frequency is a significant predictor for willingness to access. In addition to this, three levels of education (high school ($b=0.184$; $p=0.029$), master's degree ($b=0.155$; $p=0.053$) and doctoral degree ($b=0.205$; $p=0.028$)) are significant. Therefore, it's also not possible to generalize this effect and say the level of education has a significant effect in the case without individual demand.

Table 9. Regression Results of Final Model (Without Individual Demand)

	Standardized Coefficients			Collinearity Statistics VIF
	Beta	t	Sig.	
(Constant)		5.743	.000	
More than one book per month	-.031	-.368	.713	1.564
Few books per year	-.122	-1.347	.180	1.831
One book per year	-.035	-.453	.651	1.362
One book per 2 years	-.130	-1.792	.075	1.167
Less than one book per 2 years	.087	1.180	.240	1.220
Age	.050	.535	.593	1.968
Less than high school	.038	.553	.581	1.077
Associate degree	-.036	-.523	.602	1.073
Bachelor's degree	-.191	-2.194	.029	1.695
Master's degree	-.020	-.226	.822	1.810
Doctoral degree	.064	.630	.529	2.311
Gender	-.105	-1.451	.149	1.167
Familiarity	-.033	-.290	.772	2.976
Type of Good	-.310	-1.901	.059	5.928
Type of Good*Familiarity	.137	.705	.482	8.460

4.6. Conclusion

This chapter displayed the results of the online experiment. After the data screening and assumption check a sample of 204 respondents remained. This sample was used in the analysis. The analysis covering the whole sample was done with linear regression. The results showed no significant effects for the hypothesized relationships when individual demand was included as a control variable. However, based on regression coefficients and the dominating effect of individual demand, some implications can be assumed. Therefore, a second analysis without the individual demand as control variable was executed and significant effect for the type of good on the willingness to access, which supports the first hypothesis, was found in that case. A summary of accepted and rejected hypotheses can be found in Table 10. The following final chapter of the study will interpret the results, draw conclusions and possible implications and give recommendations based on these.

Table 10. Results Regarding Hypothesis

Hypothesis	With Individual Demand Variable	When Individual Demand Variable Is Excluded
H1	Rejected	Accepted
H2	Rejected	Rejected
H3	Rejected	Rejected

Chapter 5: Conclusion and Discussion

This final chapter will discuss the conclusions that can be drawn from the analysis and results demonstrated in chapter 4. Results will be discussed, and recommendations will be formed based on the conclusions drawn from them. The chapter will be concluded with limitations and suggestions for future research.

5.1. Conclusion

There was a previous literature based on sharing economy (e.g., Hamari, Sjöklint, & Ukkonen, 2015; Bardhi & Eckhardt, 2012; Habibi, Kim and Laroche, 2016), effects of familiarity in sharing economy context (e.g., Lamberton & Rose, 2012; Möhlmann, 2015), differences between consumers' hedonic/utilitarian motivations and hedonic/utilitarian good types in traditional economy context (e.g., Batra & Ahtola, 1991; Childers, Carr, Peck, & Carson, 2001; Crowley, Spangenberg, & Hughes, 1992; Lim & Ang, 2008) and effects of consumption scenarios (e.g., O'Curry & Strahilevitz, 2001; Dhar &

Wertenbroch, 2000). This study aimed to combine the previous research on sharing economy to come up with more inclusive definitions while checking the implications and the effects of hedonic/utilitarian good types in this economy's context together with the role of familiarity and the new consumption scenario developed by the sharing economy. The main goal was to bring these considerations together and clarify the role of good types and familiarity on the consumer's willingness to access a good from a sharing economy channel.

Based on the previous literature mentioned above it was expected that there would be different preferences for the different good types while keeping in mind that no good is hedonic or utilitarian by nature. For this, the scenarios and the manipulations were the key to manipulate the good to be perceived as hedonic or utilitarian. Even though manipulations were successful up to some point, it was still seen from the pretest that it wasn't possible to manipulate either of the goods as 100% hedonic or utilitarian which is in line with the previous literature. In addition to that, another problem in the manipulations were that the book for hedonic evaluation has been changed between pretest and the main survey which reduced the robustness of the manipulations. While keeping these in consideration, this study still showed the effect of the type of the good on consumers preferences (willingness to access in this study) in the case of individual demand being excluded. It was seen that the willingness to access was slightly higher for utilitarian type. However, this can't be taken as a solid conclusion and should be treated carefully as in a normal scenario individual demand will probably still play a dominant role.

Another effect that this study examined was impact of familiarity on the consumers' willingness to access. Regarding the concept of familiarity Möhlmann (2015) found positive significant effect of familiarity on satisfaction with sharing option while there was no positive significant effect for likelihood to choose a sharing option again. The context in this study is closer to the second one "likelihood to choose a sharing option again". However, if the choice will be a repeating one or a first time choice was not defined in this study. However, it was still found out that familiarity had no significant positive effect from the results of this study which can be seen in line with what Möhlmann (2015) found out. Finally, for the moderating effect of familiarity no significant positive or negative effects were found out in this study rejecting its moderation role and the idea that it has different significant role for different types of goods.

5.2. Discussion

Results of this research demonstrated that there might be an underlying role of the type of the good for the consumers' willingness to access a good since the effect was present when individual demand was out of the model. It was examined that utilitarian goods can be slightly more preferable to be accessed compared to hedonic goods. However, it should still be considered that the effect of individual demand played a very important role in this difference and utilitarian treatment group consumers had higher individual demand in average. In addition, individual demand removed the significance of the type of the good when it was in the model. This can be expected to be the case in a real-life setting. As a result of this, even though one could argue that the effect of the good type was not found out to be strong, it is still worth to take into consideration. This result can be an implication that consumers are more willing to share and access goods when their main goal is about the function of the good therefore, they have lower emotional routes (like status signaling, identity signaling etc.) leading to higher acceptance of the idea to give up private ownership for the sake of gaining other benefits like lower costs.

Möhlmann (2015) found positive significant effect of familiarity on satisfaction with sharing option while there was no positive significant effect for likelihood to choose a sharing option again. While, in this study the results for the familiarity was found out to be on the opposite direction of expectations and previous findings. However, not having a significant effect, consumers with higher familiarity with sharing economy and its platforms were found out to be less willing to access a good as opposed to what was expected and proposed in this research. This can be a result of the consumers judging their familiarity in an unrealistic way. Another important point about this is, in this study, familiarity was accepted as a concept that will increase the trust of the consumers in the sharing economy and platforms. However, there were no separate calculations for trust. The results showed that accepting that familiarity will automatically increase trust was a wrong expectation. An implication from the results suggests that the reality can be opposite to this and the consumers who are more familiar might have experienced some issues lowering their trust in the sharing economy and its platforms therefore reversing the expected positive effect.

Finally, there were no findings showing that familiarity can also be a moderator for the relationship between the good type and willingness to access or it might play a different role for the different good types. This can mean that the role of familiarity is actually not that strong to also effect other relations in the context of sharing economy. In addition, as sharing economy is a recent form of consumption compared to traditional economic channels. Especially considering that even the most popular sharing

economy players like Airbnb and Uber were founded in 2008 and 2009. We can say that sharing economy is still evolving. Therefore, one can argue that the consumers still haven't developed attitudes and behavioral intentions as strong as the ones they have about traditional economy in sharing economy and access based consumption environment. This can lead to an amount of prevention for the concepts like familiarity to play very strong roles and effect other relations.

5.3. Implications

5.3.1. Theoretical implications

This research contributes to the literature on a topic that is weakly explored which is sharing economy and consumer behavior and decision making in the context of the sharing economy. This research can stand as a basis for further probing about consumer behavior and consumer decision making researches in sharing economy context. The specific contribution of this research is that it mixed some previously researched concepts in the traditional economy like impact of hedonic/utilitarian evaluations and different consumption scenarios and tries to implement them in the context of sharing economy. This study also demonstrated that the familiarity can play a volatile role in the context of sharing economy; further extending the previously examined role of familiarity in the sharing economy context. The most viable theoretical implication of this study is the effect of good type on the consumer decisions in sharing economy. However, this effect should be cautiously interpreted as it was only significant when individual demand variable was excluded, and utilitarian group had significantly higher mean for individual demand. In a normal scenario the individual demand will be still playing important role and may negate the effect of type of good. It can be said that this study partially addressed the gap between traditional economy and sharing economy context and contributed to close the gap in terms of consumer behavior and decision making topics especially. In addition, this study reexamined the role of the familiarity and putting contributions. The main contribution in this topic is that although not having a significant impact, familiarity might even have reverse effects on willingness to access of the consumers. Taking this research and the implication from this research as a base the literature about the sharing economy can be broadened and the gap can be narrowed down even further.

5.3.2. Managerial implications

The biggest managerial implications that can be drawn from this study was about how consumers make their decisions and what effects these in the context of the sharing economy. In addition to this, implications regarding the marketing, advertising and product offering and representation strategies can

be drawn from this study. Firstly, regarding the type of the goods it was seen that there is a slightly higher preference for the utilitarian goods compared to hedonic goods in sharing economy context. Therefore, a company taking a part in the sharing economy or planning to enter the sharing economy should create their product offerings and product portfolio based on more utilitarian goods to receive more demand in sharing economy. However, while considering these implications about the type of good, once again it should be considered that this was examined in the case of exclusion of the individual demand in the equation and this implication should be treated with caution. Apart from the product type the design of the platforms and goods or services presentations can be manipulated in the way to boost utilitarian evaluations of consumers to get more demand. In terms of familiarity implications this study demonstrated that familiarity itself doesn't result in higher intentions for sharing or accessing the good. One can guess that the role of trust is dominating the role of familiarity and therefore the aim for a company should be on building more trust and satisfaction instead of just increasing the usage and transactions of the customers. It can be said that a "quality over quantity" approach will result in more success in the sharing economy and companies should set the main goal as delivering offers that will make their customers satisfied after their experiences to increase their usage. Therefore, companies' customer relationship management focus in sharing economy should be on getting more and more feedbacks to improve their goods and services and creating satisfied customers leading to higher trust. Reaching more and more customers without building trust and satisfaction should not be treated as a primary objective for the sharing economy players.

5.4. Limitations and Future Research

This research demonstrated some limitations that can also be translated into learnings for future research. The first issue was about data collection. Most of the respondents in this research were university students aware of the current research was about a master thesis and receiving many experiments and surveys for the same aim in the period of time this study was conducted. These lead to a smaller number of respondents and an expected limitation due to low involvement and low motivation towards this study for this group of respondents.

Secondly, the design of the survey that was the main facilitator of the experiment also created some limitations. Although the manipulations executed were checked by a pretest it is clear that higher level of manipulation could be achieved by executing a lab experiment or other type of experiments that will lead to higher attention and involvement of the participants since the online environment of this study leads to less attention for the tools that was used to create manipulations. In addition, the main survey

used only two different books for two different groups meaning only one book for one treatment group and the results were highly dependable on the respondents' individual demand for these books. Future research should focus on generating more options while keeping the sample reliability. Another limitation regarding the manipulations was not checking for the individual demand in the pretest and after the pretest the book for hedonic manipulation was changed due to the results seen in the pretest. However, partly due to time limitations a second pretest couldn't have been run therefore this resulted a problem in the manipulations. Future research should include the individual demand variable in the pretests or pre analysis parts too and the goods compared should be kept same in order to avoid any possible impacts on the results.

Thirdly, due to the collection method of the sample in this study, sample was representing most dominantly people living in Netherlands and Turkish and Romanian people while also not allowing to fit the population to any specific country's population. This created a limited diversity in the sample. Future research can use a more diverse and random set of respondents by the facilitation of another collection method or it might set more strict rules in case the research will be conducted for a specific demographic group (only Dutch people for example).

Also, the randomization in the sample was not successfully achieved especially for the familiarity and individual demand variables which have importance for the equation and the effects this study was searching for. This limited the robustness and healthiness of the results especially by resulting to a higher mean in utilitarian group for individual demand which is the variable that has a strong effect in willingness to access. Future research should use better software tools or randomization techniques in order to overcome this issue.

In addition, the construct of the familiarity created a limitation for this study. In this study familiarity was thought as a concept that will directly increase the trust and reduce the perceived risk. However, the results showed that familiarity can't be taken as same construct with trust and trust should also be included in the model and added to equation as another variable to have healthy results. Therefore, future research should also measure and include the role of the trust in addition to familiarity as familiarity on its own was seen to be a bit of a vague concept to explain the underlying relations and effects. While, it also doesn't directly reflect an increase in trust.

Another limitation was that individual demand was measured with a single item construct. This can be the reason of having significantly different means and this variable is playing a really important role in

the whole model leading to limitations of the possible implications that can be made from this study. It should have been measured by multiple items to ensure the quality and robustness of the results. Future research should take this into consideration and use multiple item scales while measuring individual demand.

Future research can also focus on different product categories than books. A limitation of this research is the experiment being focused on books while the theory could have been too generic. Future research should expand the literature by using different products and product categories. It might also be relevant to compare different products and product categories which might lead to more generalizable results.

Finally, if there was a possibility to redo this study, I would firstly add the trust variable into the model as explained above. I would also use a better tool or software for the pretest and main survey to ensure better randomization and higher representation of different populations. In addition, partly due to time constraints the change of book between pretest and main survey created a problem. To avoid this, I would have run a second pretest with the new book. Finally, measurement of the individual demand by a single item and not measuring it in pretest were also wrong decisions so I would add that to pretest and develop a multi item scale to measure it if I had a chance to redo this study.

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Appendices

Appendix 1: Pretest Survey Questionnaire

Introduction

Dear respondent,

Thank you for taking the time to participate in this pre-test.

Filling in this survey will only take you about 3 minutes and your responses will all be treated fully anonymously.

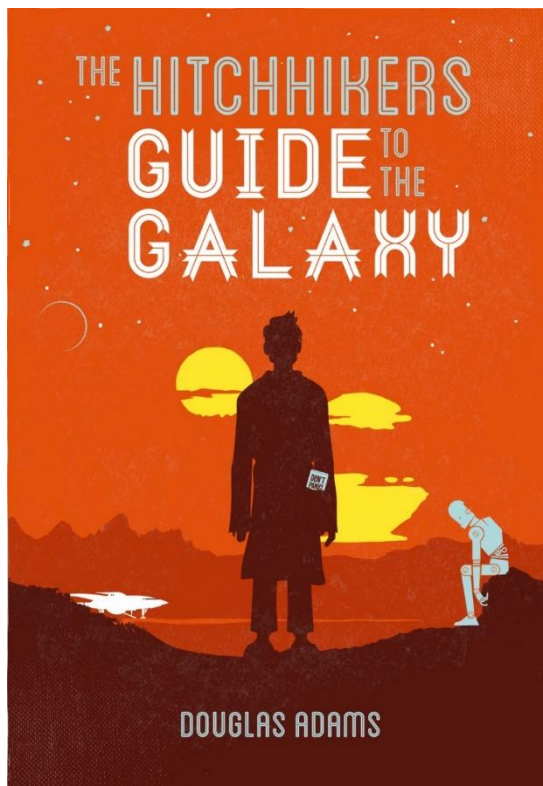
If you have any questions related to this study or its outcomes, please feel free to contact me personally or via below e-mail address.

Uluç Bozdemir

u.bozdemir@tilburguniversity.edu

Scenario 1 and Book 1 (Hedonic)

You are using an online sharing platform that people are sharing books with each other for a limited time. You are looking for a new novel to read on your three weeks summer vacation using that platform. You see this book and you don't have it or read it before.



Question 1: Hedonic/Utilitarian Evaluation Measurement (7-Point Likert Scale)

Please answer the following questions with this book in mind.

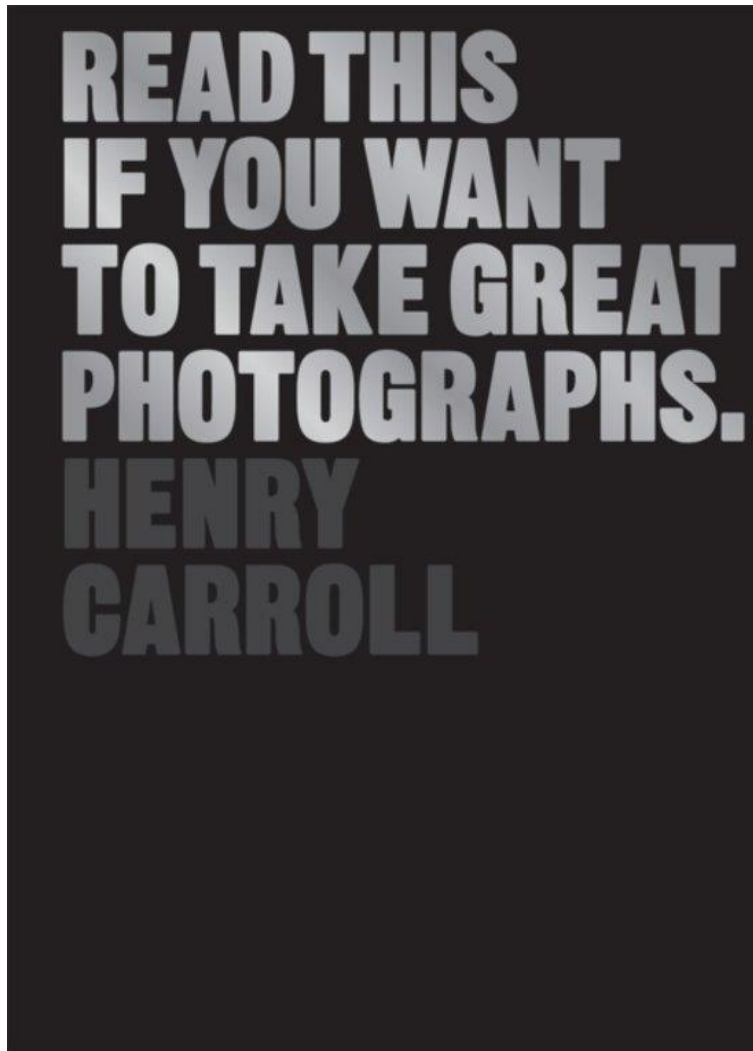
	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I believe reading this book will be useful							
I believe reading this book will be exciting							
I believe reading this book will be beneficial							
I believe reading this book will be enjoyable							
I believe reading this book will be helpful							
I believe reading this book will be pleasant							
I believe reading this book will be valuable							
I believe reading this book will be fun							

Question 2: Suitability for Sharing Economy/ Willingness To Access (7-Point Likert Scale)

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I would access this book from the sharing platform							

Scenario 2 and Book 2 (Utilitarian)

You are using the same online sharing platform that people are sharing books with each other for a limited time again. This time you are looking for a book to read before your three weeks summer vacation using that platform. You see this book and you don't have it or read it before.



Question 3: Hedonic/Utilitarian Evaluation Measurement (7-Point Likert Scale)

Please answer the following questions with this book in mind.

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I believe reading this book will be useful							
I believe reading this book will be exciting							
I believe reading this book will be beneficial							
I believe reading this book will be enjoyable							
I believe reading this book will be helpful							
I believe reading this book will be pleasant							
I believe reading this book will be valuable							
I believe reading this book will be fun							

Question 4: Suitability for Sharing Economy/ Willingness To Access (7-Point Likert Scale)

	Strongly Agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I would access this book from the sharing platform							

Demographics/Behavioral Questions

Question 5: Sharing Platform Usage (Multiple Choice)

How often do you use a sharing platform? (For example: Book sharing, Uber, Car sharing, Cloth sharing)

- Daily
- Few times a week
- Once a month
- Few times a month
- Never

Question 6: Age (Open Question)

What is your age?

Question 7: Education (Multiple Choice)

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree

Question 8: Gender (Multiple Choice)

What is your sex?

- Male
- Female

Appendix 2: Pretest Results

Reliability

Scale: HED/UT EVALUATION SCALES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.916	0.913	16

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
useful	46.13	169.223	0.735	0.871	0.907
exciting	46.57	175.978	0.651	0.903	0.910
beneficial	45.97	172.378	0.693	0.872	0.909
enjoyable	46.73	173.720	0.766	0.939	0.907
helpful	45.57	169.564	0.676	0.892	0.910
pleasant	46.63	173.413	0.823	0.961	0.905
valuable	46.00	169.862	0.753	0.906	0.907
fun	46.47	172.464	0.739	0.941	0.907
useful	46.60	193.766	0.284	0.910	0.919
exciting	44.87	179.361	0.560	0.819	0.913
beneficial	46.47	191.982	0.383	0.814	0.917
enjoyable	45.20	179.269	0.671	0.886	0.910
helpful	46.67	192.644	0.341	0.881	0.918
pleasant	45.37	183.206	0.553	0.745	0.913
valuable	46.20	192.097	0.360	0.591	0.917
fun	44.57	178.185	0.627	0.797	0.911

Hedonic/Utilitarian Evaluation

Report Book 1 (Hedonic)

	U1	U2	U3	U4	H1	H2	H3	H4
	useful	beneficial	helpful	valuable	exciting	enjoyable	pleasant	fun
N	30	30	30	30	30	30	30	30
Std. Deviation	1.617	1.539	1.717	1.552	1.432	1.348	1.278	1.453
Mean	2.93	3.10	3.50	3.07	2.50	2.33	2.43	2.60

Mean of H	2.47
Mean of U	3.15

Report Book 2 (Utilitarian)

	U1	U2	U3	U4	H1	H2	H3	H4
	useful	beneficial	helpful	valuable	exciting	enjoyable	pleasant	fun
N	30	30	30	30	30	30	30	30
Std. Deviation	1.008	0.932	0.968	0.973	1.424	1.224	1.208	1.358
Mean	2.47	2.60	2.40	2.87	4.20	3.87	3.70	4.50

Mean of H	4.07
Mean of U	2.58

Note: Items were reverse coded (1: Strongly agree – 7: Strongly disagree) meaning that it has higher value when it is closer to one.

Willingness to Access

Report

	I would access this book from the sharing platform (HED)	I would access this book from the sharing platform (UT)
Mean	2.93	3.00
N	30	30
Std. Deviation	1.856	1.576

Note: Items were reverse coded (1: Strongly agree – 7: Strongly disagree) meaning that it has higher value when it is closer to one.

Appendix 3: Main Survey Questionnaire

Introduction

Dear respondent,

Thank you for taking the time to participate in this study.

Filling in this survey will only take you about 4 minutes and your responses will all be treated fully anonymously.

Please read all the instructions in the survey carefully.

If you have any questions related to this study or its outcomes, please feel free to contact me personally or via below e-mail address.

Uluç Bozdemir

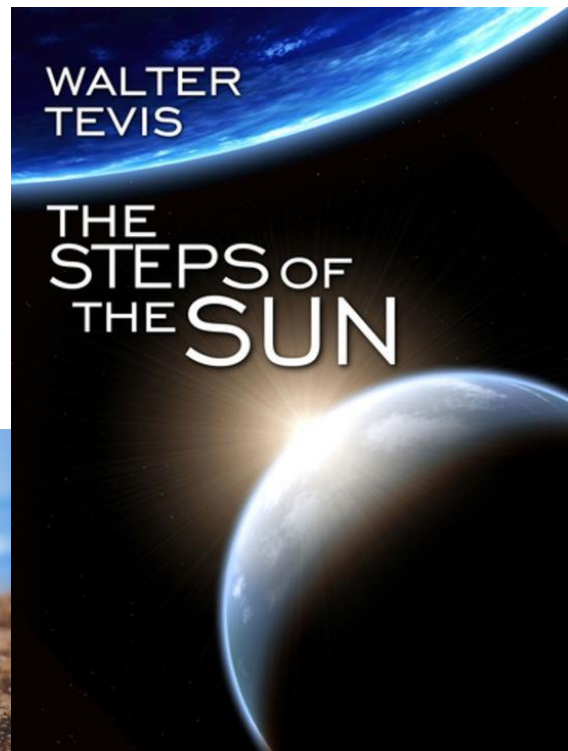
u.bozdemir@tilburguniversity.edu

Manipulation Scenario & Pictures (Respondents Will See One of Two Treatment Groups)

Hedonic Treatment Group

You are using an online sharing platform that people are **sharing** books with each other for a **limited time**.

Therefore, you **access** books instead of buying them. You are looking for a new novel to read **on** your summer vacation using that platform. You see this book and you **don't have it or haven't read it before**.



Question 1(H): Willingness To Access (7-Point Likert Scale)

Please answer the following questions with this book and the situation described in mind.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
When I come across this book, I intend to access it from sharing platform							
After browsing the sharing platform, I am likely to access this book							
When I am looking for a book to access from sharing platform, I will access this book							

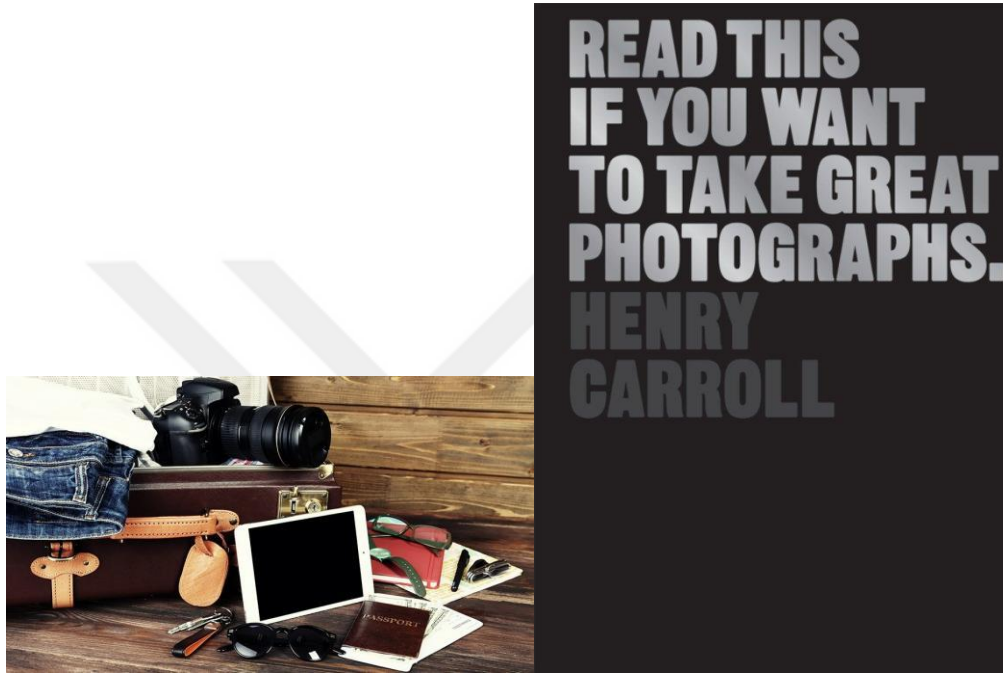
Question 2(H): Individual Demand for Specific Book (7-Point Likert Scale)

Please answer this question with only the book in mind. Regardless of your consumption situation and way.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
This is a book I would like to read							

Utilitarian Treatment Group

You are using an online sharing platform that people are **sharing** books with each other for a **limited time**. Therefore, you **access** books instead of buying them. You are looking for a book to read **before** your summer vacation using that platform. You see this book and you **don't have it or haven't read it before**.



Question 1(U): Willingness To Access (7-Point Likert Scale)

Please answer the following questions with this book and the situation described in mind.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
When I come across this book, I intend to access it from sharing platform							
After browsing the sharing platform, I am likely to access this book							
When I am looking for a book to access from sharing platform, I will access this book							

Question 2(U): Individual Demand for Specific Book (7-Point Likert Scale)

Please answer this question with only the book in mind. Regardless of your consumption situation and way.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
This is a book I would like to read							

Familiarity Related Questions

Question 2: (7-Point Likert Scale)

Sharing platforms include websites or applications like Airbnb, Uber, Blablacar, Poshmark, Bee and many more.

Please answer the following questions regarding your knowledge of these platforms.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I am familiar with sharing platforms							
I have experience with sharing platforms							
I don't know much about how sharing platforms work							

Demographics/ Behavioral Questions

Question 3: Individual Demand (Multiple Choice)

- How often do you read books?
- More than one book per month
- Around one book per month
- Few books a year
- Around a book per year
- Around a book per two years
- Less than a book per two years

Question 4: Age (Open Question)

What is your age?

Question 5: Education (Multiple Choice)

What is the highest level of school you have completed or the highest degree you have received?

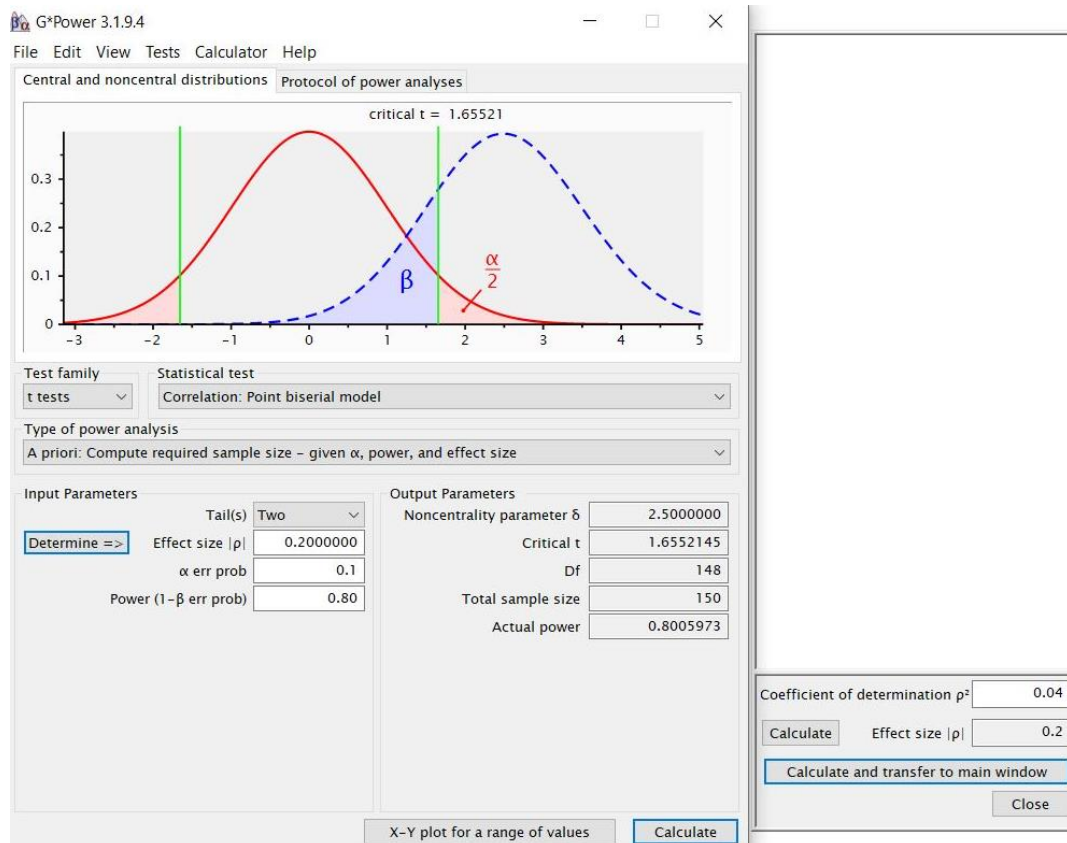
- Less than high school degree
- High school graduate (high school diploma or equivalent including GED)
- Associate degree in college (2-year)
- Bachelor's degree in college (4-year)
- Master's degree
- Doctoral degree (PhD)

Question 6: Gender (Multiple Choice)

What is your sex?

- Female
- Male

Appendix 4: Output in G*Power Software for Sample Size Estimation



Appendix 5: Sample Statistics

Frequencies of Different Treatment Groups (Hed/Ut)

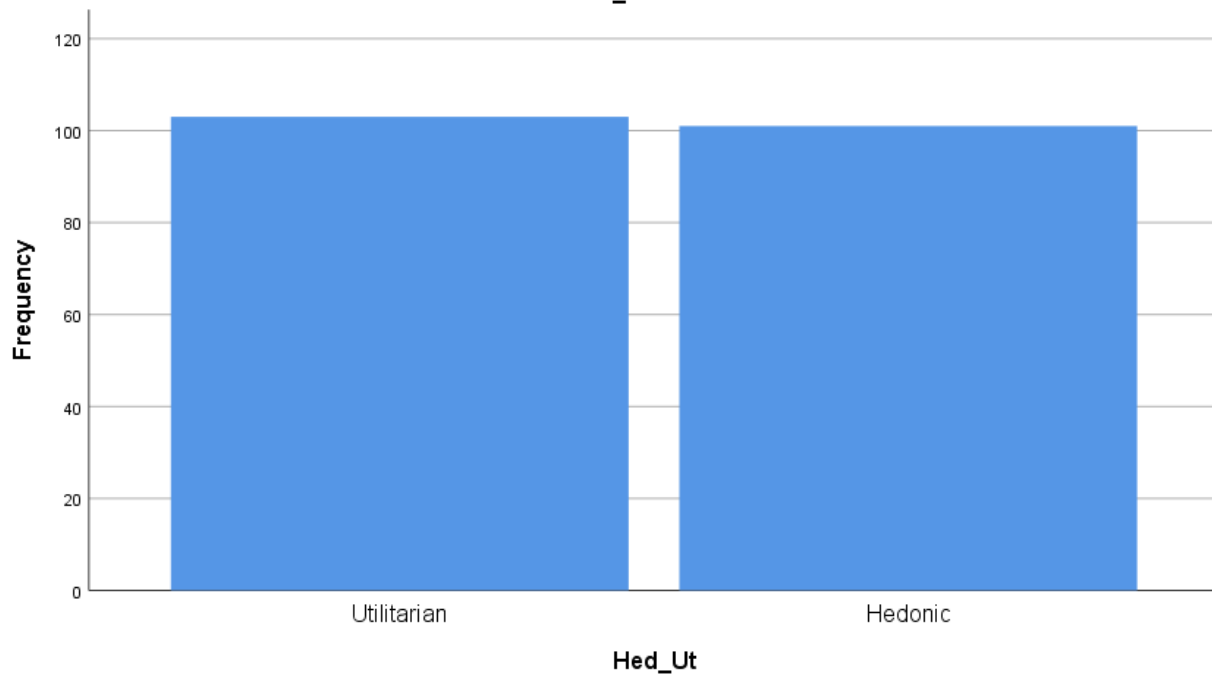
Statistics

Hed_Ut		
N	Valid	204
	Missing	0
Mean		.50
Std. Deviation		.501
Variance		.251

Hed_Ut

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Utilitarian	103	50.5	50.5	50.5
	Hedonic	101	49.5	49.5	100.0
	Total	204	100.0	100.0	

Hed_Ut



Frequencies of Different Book Reading Frequencies (6 Levels)

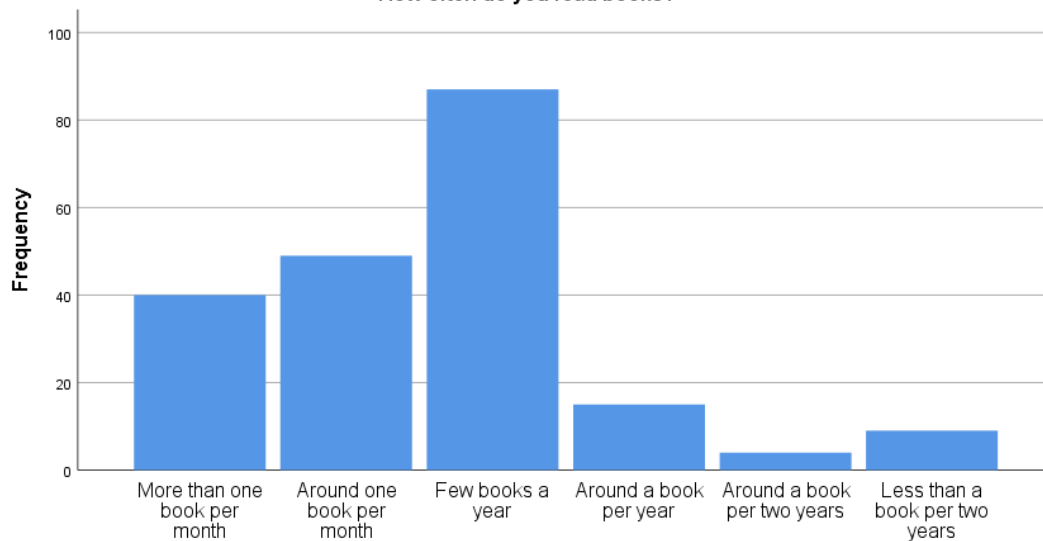
Statistics

How often do you read books?		
N	Valid	204
	Missing	0
Mean		2.61
Std. Deviation		1.196
Variance		1.431

How often do you read books?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than one book per month	40	19.6	19.6	19.6
	Around one book per month	49	24.0	24.0	43.6
	Few books a year	87	42.6	42.6	86.3
	Around a book per year	15	7.4	7.4	93.6
	Around a book per two years	4	2.0	2.0	95.6
	Less than a book per two years	9	4.4	4.4	100.0
	Total	204	100.0	100.0	

How often do you read books?



How often do you read books?

Frequencies of Age of Respondents

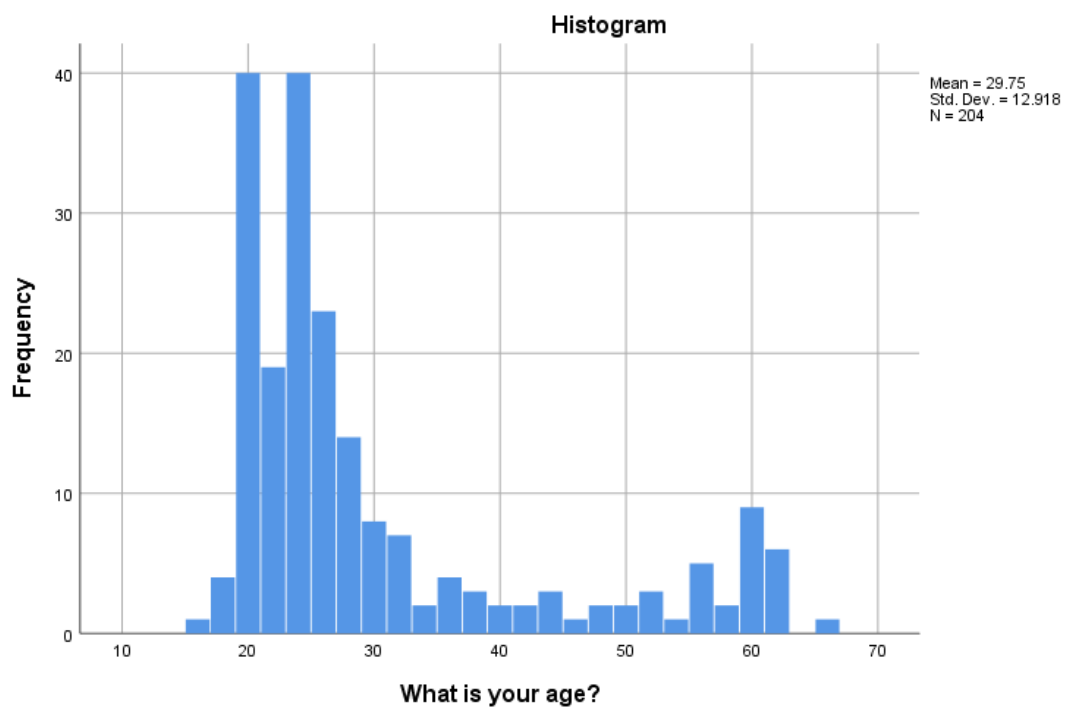
Statistics

What is your age?		
N	Valid	204
	Missing	0
Mean		29.75
Std. Deviation		12.918
Variance		166.866

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	.5	.5	.5
	18	4	2.0	2.0	2.5
	19	17	8.3	8.3	10.8
	20	23	11.3	11.3	22.1
	21	9	4.4	4.4	26.5
	22	10	4.9	4.9	31.4
	23	24	11.8	11.8	43.1
	24	16	7.8	7.8	51.0
	25	14	6.9	6.9	57.8
	26	9	4.4	4.4	62.3
	27	8	3.9	3.9	66.2
	28	6	2.9	2.9	69.1
	29	5	2.5	2.5	71.6
	30	3	1.5	1.5	73.0
	31	3	1.5	1.5	74.5
	32	4	2.0	2.0	76.5
	33	2	1.0	1.0	77.5
	35	2	1.0	1.0	78.4
	36	2	1.0	1.0	79.4
	37	1	.5	.5	79.9
	38	2	1.0	1.0	80.9
	39	1	.5	.5	81.4
	40	1	.5	.5	81.9

41	1	.5	.5	82.4
42	1	.5	.5	82.8
43	1	.5	.5	83.3
44	2	1.0	1.0	84.3
45	1	.5	.5	84.8
47	1	.5	.5	85.3
48	1	.5	.5	85.8
50	2	1.0	1.0	86.8
52	3	1.5	1.5	88.2
53	1	.5	.5	88.7
55	3	1.5	1.5	90.2
56	2	1.0	1.0	91.2
58	2	1.0	1.0	92.2
59	1	.5	.5	92.6
60	8	3.9	3.9	96.6
61	2	1.0	1.0	97.5
62	4	2.0	2.0	99.5
65	1	.5	.5	100.0
Total	204	100.0	100.0	



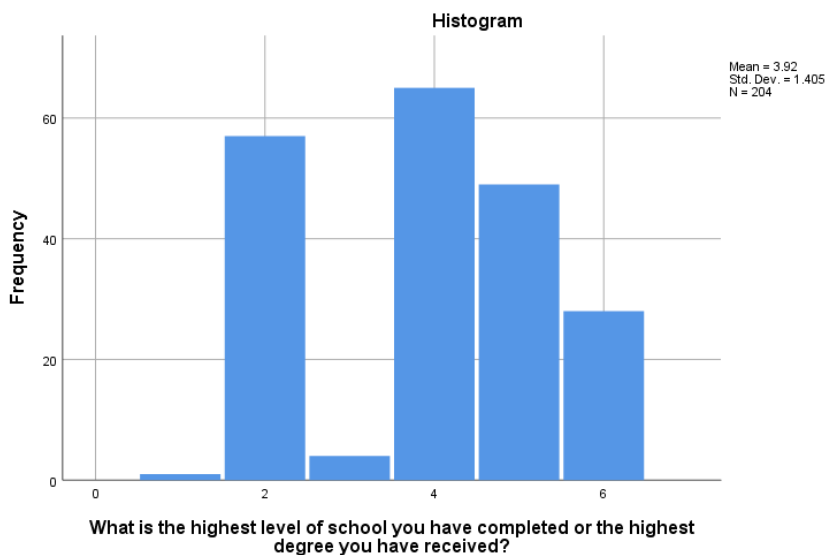
Frequencies of Education Levels of Respondents (6 Levels)

Statistics

What is the highest level of school you have completed or the highest degree you have received?		
N	Valid	204
	Missing	0
Mean		3.92
Std. Deviation		1.405
Variance		1.974

What is the highest level of school you have completed or the highest degree you have received?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school degree	1	.5	.5	.5
	High school graduate (high school diploma or equivalent including GED)	57	27.9	27.9	28.4
	Associate degree in college (2-year)	4	2.0	2.0	30.4
	Bachelor's degree in college (4-year)	65	31.9	31.9	62.3
	Master's degree	49	24.0	24.0	86.3
	Doctoral degree (PhD)	28	13.7	13.7	100.0
	Total	204	100.0	100.0	



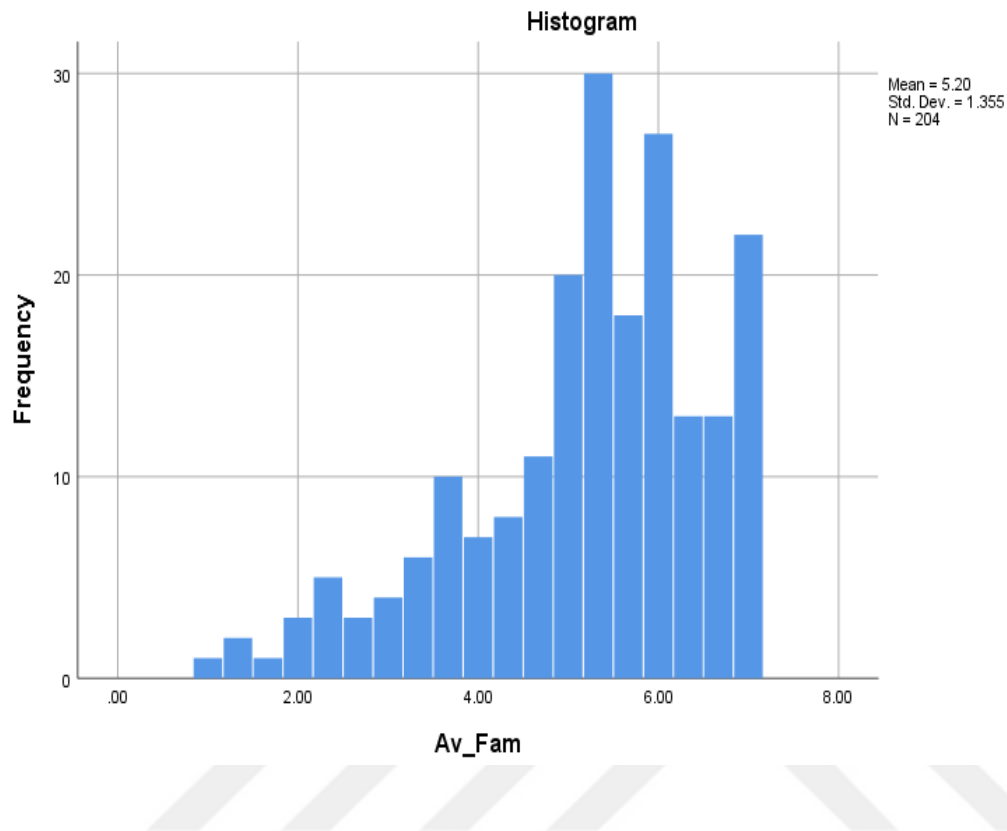
Frequencies of Familiarity Level

Statistics

Av_Fam		
N	Valid	204
	Missing	0
Mean		5.1993
Std. Deviation		1.35472
Variance		1.835

Av_Fam

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	1.33	2	1.0	1.0	1.5
	1.67	1	.5	.5	2.0
	2.00	3	1.5	1.5	3.4
	2.33	5	2.5	2.5	5.9
	2.67	3	1.5	1.5	7.4
	3.00	4	2.0	2.0	9.3
	3.33	6	2.9	2.9	12.3
	3.67	10	4.9	4.9	17.2
	4.00	7	3.4	3.4	20.6
	4.33	8	3.9	3.9	24.5
	4.67	11	5.4	5.4	29.9
	5.00	20	9.8	9.8	39.7
	5.33	30	14.7	14.7	54.4
	5.67	18	8.8	8.8	63.2
	6.00	27	13.2	13.2	76.5
	6.33	13	6.4	6.4	82.8
	6.67	13	6.4	6.4	89.2
	7.00	22	10.8	10.8	100.0
	Total	204	100.0	100.0	



Appendix 6: T-Test Results for Randomization Check

Group Statistics					
	Hed_Ut	N	Mean	Std. Deviation	Std. Error Mean
Av_Fam	Utilitarian	103	5.4078	1.18352	.11662
	Hedonic	101	4.9868	1.48543	.14781
Individual Demand	Utilitarian	103	4.56	1.736	.171
	Hedonic	101	3.96	1.749	.174
What is your age?	Utilitarian	103	29.50	12.453	1.227
	Hedonic	101	30.01	13.432	1.337
What is the highest level of school you have completed or the highest degree you have received?	Utilitarian	103	3.90	1.361	.134
	Hedonic	101	3.94	1.455	.145
What is your sex?	Utilitarian	103	.53	.501	.049
	Hedonic	101	.69	.464	.046

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Av_Fam	Equal variances assumed	4.598	.033	2.241	202	.026	.42097	.18786	.05056	.79138
	Equal variances not assumed			2.236	190.774	.027	.42097	.18827	.04961	.79233
Individual Demand	Equal variances assumed	.191	.662	2.470	202	.014	.603	.244	.122	1.084
	Equal variances not assumed			2.470	201.851	.014	.603	.244	.122	1.084
What is your age?	Equal variances assumed	.637	.426	-.279	202	.781	-.505	1.813	-4.080	3.070
	Equal variances not assumed			-.278	200.185	.781	-.505	1.814	-4.083	3.073
What is the highest level of school you have completed or the highest degree you have received?	Equal variances assumed	1.437	.232	-.191	202	.849	-.038	.197	-.427	.351
	Equal variances not assumed			-.191	200.518	.849	-.038	.197	-.427	.351
What is your sex?	Equal variances assumed	16.184	.000	-2.352	202	.020	-.159	.068	-.292	-.026
	Equal variances not assumed			-2.354	201.311	.020	-.159	.068	-.292	-.026

Appendix 7: Reliability Analysis for Scales in Main Study

Willingness to Access Scales

Case Processing Summary

		N	%
Cases	Valid	204	100.0
	Excluded ^a	0	.0
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Please answer the following questions with this book and the situation described in mind. - When I come across this book, I intend to access it from sharing platform	8.65	10.967	.835	.914
Please answer the following questions with this book and the situation described in mind. - After browsing the sharing platform, I am likely to access this book	8.61	10.781	.888	.872
Please answer the following questions with this book and the situation described in mind. - When I am looking for a book to access from sharing platform, I will access this book	8.71	11.044	.844	.907

Familiarity Scales

Case Processing Summary

		N	%
Cases	Valid	204	100.0
	Excluded ^a	0	.0
	Total	204	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.814	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Sharing platforms include websites or applications like Airbnb, Uber, Blablacar, Poshmark, Bee and many more. Please answer the following questions regarding your knowledge of these platforms. - I am familiar with sharing platforms	6.03	9.378	.710	.733
Sharing platforms include websites or applications like Airbnb, Uber, Blablacar, Poshmark, Bee and many more. Please answer the following questions regarding your knowledge of these platforms. - I have experience with sharing platforms	5.51	6.566	.730	.683
Sharing platforms include websites or applications like Airbnb, Uber, Blablacar, Poshmark, Bee and many more. Please answer the following questions regarding your knowledge of these platforms. - I don't know much about how sharing platforms work	5.26	8.127	.605	.808

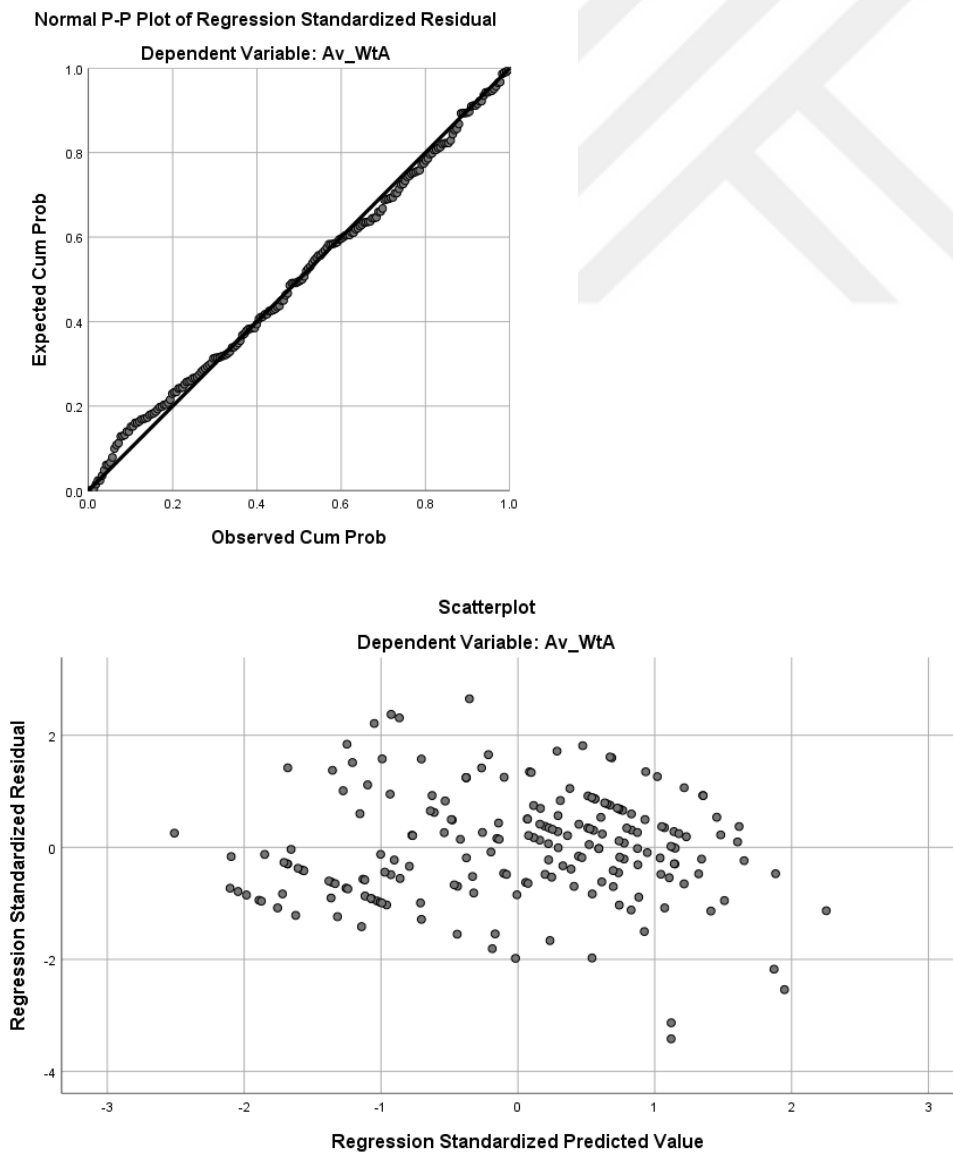
Appendix 8: Regression Analysis Results (with Individual Demand)

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.045	204	.200*	.989	204	.117
Standardized Residual	.045	204	.200*	.989	204	.117

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.719	.518	.485	1.16649	.518	15.679	13	190	.000	
2	.725	.526	.488	1.16201	.009	1.734	2	188	.179	
3	.725	.526	.486	1.16509	.000	.007	1	187	.935	2.059

Coefficients

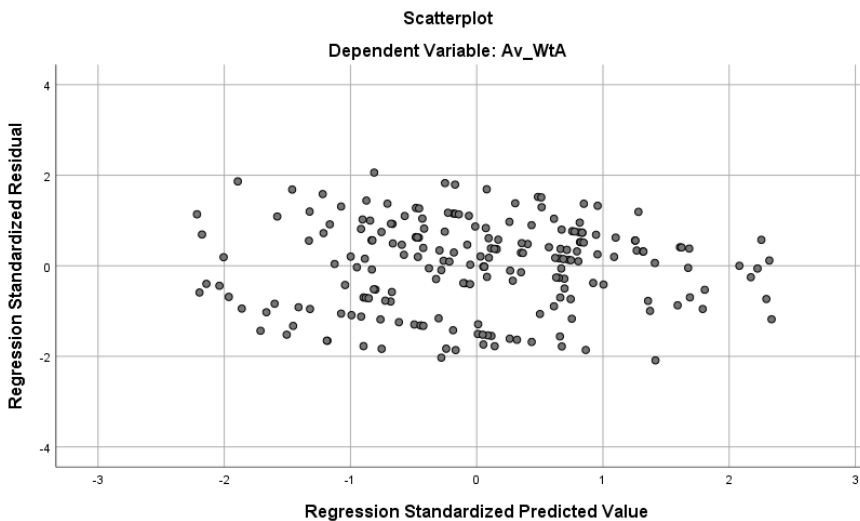
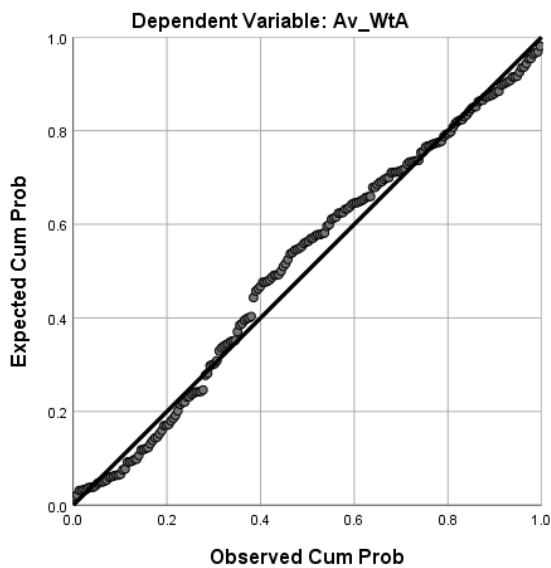
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	90.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
3	(Constant)	2.721	.723		3.763	.000	1.525	3.916					
	Individual Demand	.605	.050	.657	12.080	.000	.523	.688	.690	.662	.608	.855	1.169
	more_one_book_month	.003	.257	.001	.011	.991	-.422	.428	.042	.001	.001	.638	1.566
	few_per_year	-.308	.223	-.094	-1.379	.169	-.677	.061	-.152	-.100	-.069	.545	1.834
	one_book_per_year	-.458	.365	-.074	-1.255	.211	-1.062	.145	.009	-.091	-.063	.732	1.366
	one_book_per_2years	-1.232	.636	-.105	-1.937	.054	-2.284	-.181	-.072	-.140	-.097	.855	1.169
	less_than_one_2_years	.730	.439	.093	1.665	.098	.005	1.456	.109	.121	.084	.820	1.220
	What is your age?	.000	.009	.002	.026	.980	-.014	.015	.145	.002	.001	.506	1.975
	less_than_high_school	-.718	1.220	-.031	-5.89	.557	-2.734	1.298	.058	-.043	-.030	.917	1.090
	associate_degree	-.413	.609	-.035	-.677	.499	-1.420	.595	-.036	-.049	-.034	.932	1.073
	bachelors_degree	-.165	.232	-.047	-.713	.477	-.548	.218	-.201	-.052	-.036	.571	1.751
	masters_degree	-.086	.257	-.023	-.334	.739	-.510	.339	.023	-.024	-.017	.552	1.810
	doctoral_degree	-.063	.362	-.013	-.175	.861	-.661	.534	.171	-.013	-.009	.430	2.327
	What is your sex?	-.320	.181	-.096	-1.767	.079	-.619	-.021	-.149	-.128	-.089	.857	1.167
	Av_Fam	-.078	.104	-.065	-.752	.453	-.251	.094	-.084	-.055	-.038	.336	2.979
	Hed_Ut	-.290	.402	-.090	-.722	.471	-.954	.374	-.178	-.053	-.036	.165	6.059
	ToG_Fam_Int	.011	.130	.012	.081	.935	-.204	.225	-.093	.006	.004	.118	8.502

Appendix 9: Regression Analysis Results (without Individual Demand)

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.078	204	.004	.974	204	.001
Standardized Residual	.078	204	.004	.974	204	.001

a. Lilliefors Significance Correction

Normal P-P Plot of Regression Standardized Residual



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.335	.112	.056	1.57842	.112	2.008	12	191	.025	
2	.393	.154	.092	1.54835	.042	4.745	2	189	.010	
3	.396	.157	.089	1.55042	.002	.497	1	188	.482	2.000

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	90.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
3	(Constant)	5.283	.920		5.743	.000	3.762	6.803					
	more_one_book_month	-.126	.342	-.031	-.368	.713	-.691	.439	.042	-.027	-.025	.640	1.564
	few_per_year	-.400	.297	-.122	-1.347	.180	-.891	.091	-.152	-.098	-.090	.546	1.831
	one_book_per_year	-.220	.485	-.035	-.453	.651	-1.022	.582	.009	-.033	-.030	.734	1.362
	one_book_per_2years	-1.516	.846	-.130	-1.792	.075	-2.914	-.118	-.072	-.130	-.120	.857	1.167
	less_than_one_2_years	.689	.584	.087	1.180	.240	-.276	1.654	.109	.086	.079	.820	1.220
	What is your age?	.006	.012	.050	.535	.593	-.013	.026	.145	.039	.036	.508	1.968
	less_than_high_school	.891	1.613	.038	.553	.581	-1.775	3.558	.058	.040	.037	.928	1.077
	associate_degree	-.424	.811	-.036	-.523	.602	-1.765	.916	-.036	-.038	-.035	.932	1.073
	bachelors_degree	-.666	.303	-.191	-2.194	.029	-1.167	-.164	-.201	-.158	-.147	.590	1.695
	masters_degree	-.077	.342	-.020	-.226	.822	-.642	.488	.023	-.016	-.015	.552	1.810
	doctoral_degree	.302	.479	.064	.630	.529	-.490	1.095	.171	.046	.042	.433	2.311
	What is your sex?	-.349	.241	-.105	-1.451	.149	-.747	.049	-.149	-.105	-.097	.857	1.167
	Av_Fam	-.040	.139	-.033	-.290	.772	-.269	.189	-.084	-.021	-.019	.336	2.976
	Hed_Ut	-1.005	.529	-.310	-1.901	.059	-1.878	-.131	-.178	-.137	-.127	.169	5.928
	ToG_Fam_Int	.122	.172	.137	.705	.482	-.164	.407	-.093	.051	.047	.118	8.460