



# Consumer motivations for participation in the sharing economy: A goal-framing perspective

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## ABSTRACT

The SE (SE) is reshaping industries and consumer behaviours, yet existing research lacks a unified theoretical explanation of the psychological drivers behind participation in Sharing-Based Programs (SBPs). To address this gap, this study explores why consumers choose to engage with SBPs, focusing on hedonic, gain, and normative motives using goal-framing theory as a lens and integrating the sharing–exchange continuum. The purpose of this research is to empirically test how these motives influence participation and how these patterns vary across different platform types. Based on a between-subject experimental design with 320 participants, results reveal that consumers perceive SBPs as aligned with collective societal norms, thus activating normative goals that foster collaboration, fairness, and pro-social behaviour. This alignment significantly supports social and environmental sustainability outcomes. By extending goal-framing theory into the SE context, this study contributes theoretically and offers actionable insights for businesses to design inclusive, purpose-driven, and sustainability-oriented platforms that resonate with users' underlying motivations.

## 1. Introduction

In recent years, access-based platforms, also called Sharing-Based Programs (SBPs), have gained substantial momentum and are increasingly recognized as legitimate practices [1,2]. Consumers play a pivotal role in developing the SE (SE), which connects individuals – often strangers – who typically interact exclusively through digital platforms [3]. The SE generated an estimated revenue of \$113 billion in 2021, with projections indicating growth to \$600 billion by 2027 [4]. To deepen the understanding of consumer impact and enhance the utilization of Customer Analytics Capability (CAC) tools [5], this study explores the factors driving consumer participation in SBPs within the SE. By investigating consumer perceptions, use, and interactions with the SE, this research adds depth to the existing literature.

This study offers a novel contribution by examining consumer willingness to participate in the SE through a new lens. Specifically, it investigates how the nature of an SBP – whether it leans more towards “pure sharing” or “pure exchange” – influences participation levels. This sharing–exchange continuum builds on prior research by Habibi et al.

[2]. Utilizing goal-framing theory [6–11], the study aims to analyze the key motives shaping consumer behaviour towards SE SBPs, particularly how the activation of cognitive goals impacts consumer interactions with SBPs categorized as “pure exchange” or “pure sharing.” The study conducted an experimental investigation targeting Portuguese consumers. The findings indicate that consumer participation in “pure sharing” and “pure exchange” SBPs is influenced by hedonic, gain, or normative motives, depending on the cognitive activation prompted by the SBP's nature. Consumers tend to associate extreme values of SBPs with normative or supra-individual aspects, suggesting that the SE is perceived as reflective of social norms or values that transcend individual preferences. Moreover, the findings highlight that consumers recognize specific characteristics of SE services and products as inherently linked to the collective good, altruism, and a non-egocentric orientation, which are fundamentally transformative, fostering closer connections among people and promoting a more cohesive, altruistic, and fair society. These attributes are essential for achieving sustainability and a promising future for humanity.

Despite the growing volume of research on the SE, a clear theoretical

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understanding of the psychological mechanisms that drive participation – particularly across platforms with different levels of “sharing” or “exchange” – remains underdeveloped. Previous studies have tended to focus on platform characteristics or user profiles, often lacking an integrated framework to explain motivation variation across platform types.

This study addresses this gap by drawing on goal-framing theory to explore how hedonic, gain and normative motives shape consumer engagement with SBPs. It contributes to the literature by empirically testing how different goal frames are activated depending on the platform’s position on the sharing–exchange continuum.

The remainder of the paper is structured as follows: Section 2 reviews the relevant literature and outlines the theoretical framework. Section 3 presents the research hypotheses. Section 4 details the methodology and experimental design. Section 5 reports the results. Section 6 discusses the findings and theoretical and practical implications, and Section 7 concludes with limitations and future research directions.

2. Theoretical background

2.1. Consumer motives for participation in the SE

2.1.1. The preconditions of trust and host’s permission in SBP participation within the SE

The role of trust in consumer participation in the (SE) has been a focal point in research. Hawlitschek, Teubner, and Weinhardt [12] emphasize the critical importance of trust in shaping consumer behaviour within online transactions, particularly in consumer-to-consumer markets that dominate the SE. Their proposed research model introduces a conceptual framework illustrating trust’s significance in determining consumer and supplier intentions to engage in SE activities. The framework considers three primary trust factors – Peer, Platform, and Product – evaluated through the lenses of ability, integrity, and benevolence, all influencing willingness to participate in SE transactions. This study sheds light on the pivotal role of trust in shaping consumer behaviour within the SE, providing valuable insights for businesses operating in this sector.

Mittendorf’s [13] research, focusing on Uber within the transportation sector, distinguishes between trust in the platform (Uber) and trust in individual drivers. The findings reveal that customers’ intentions to use Uber are primarily influenced by platform trust, while trust in drivers does not significantly impact purchase intentions. This suggests that trust in the platform, rather than the service provider, is a more critical factor in the decision-making process for consumers.

Further exploration by Möhlmann and Geissinger [14] highlights the dual roles of interpersonal and institutional trust within the SE. Interpersonal trust is essential due to the reliance on relationships between

users, with the platform provider acting as a credible institution to facilitate this trust.

In the accommodation sector, Karlsson, Kemperman, and Dolnicar [15] examine the role of host permission as a prerequisite for participation in platforms like Airbnb. Unlike traditional hotel bookings, peer-to-peer hosting platforms allow hosts to assess booking inquiries in detail and even refuse bookings that do not meet specific criteria. This introduces a new dimension to the tourism sector, where consumer participation in SE platforms is contingent upon host approval, adding a layer of trust and control to the process.

2.1.2. Participation in SBPs based on individual and supra-individual variables

The literature examining consumer participation in the SE identifies independent variables categorized under individualistic/personal (individual level) and collectivistic/supra-individual (collective level of the self) motivations. These variables, often intertwined within the same study, reflect individual and supra-individual motives.

Benoit et al. [16] present a comprehensive theoretical framework for analyzing actors’ roles within Collaborative Consumption (CC), focusing on platform providers, peer service providers, and customers. The authors propose that motives influencing customer engagement with CC services, such as Uber, include economic, social, hedonic value, and risk reduction motives, all of which resonate with individual motivations.

Davidson, Habibi, and Laroche’s [17] study on materialism and participation in SBPs across American and Indian cultures reveals distinct individual motivations driving participation. For materialistic American consumers, the focus is on transformation expectations, while Indian consumers prioritize perceived utility, reflecting a divergence in individualistic motives.

Godelnik [18] explores the millennial generation’s engagement with the SE, highlighting a shift towards valuing access over ownership. The study suggests that millennials’ participation in the SE is motivated by individual and supra-individual factors, including economic savings, social justice, community-building, and environmental impact.

Cherry and Pidgeon [19] examine public engagement with sustainable entrepreneurship (SE), identifying personal interests (affordability, convenience, hygiene) and social values (social equality, community development, beneficial business practices) as critical motivators. Similarly, Mugion et al. [20] focus on the transportation sector, identifying usefulness, expected service quality, and green attitude as primary motivators for car-sharing service usage.

Böcker and Meelen [21] analyze motivations behind participation in different forms of the SE, identifying economic, social, and environmental motivations that align with individual and supra-individual motives. Parguel, Lunardo, and Benoit-Moreau [22] explore consumer motivations for purchasing second-hand peer-to-peer (P2P) goods, identifying materialism and environmental consciousness as crucial drivers that reduce cognitive dissonance.

Zhang, Jahromi, and Kizildag [23] emphasize the importance of co-created values in the SE, categorizing them into emotional, functional, and social values that influence consumers’ willingness to pay a premium. These motivations reflect individual motivations associated with SE participation.

Wang et al. [24] investigate factors influencing customer sustainable consumption behaviours within the SE, revealing that social influence positively impacts sustainable behaviours, while economic factors like pricing have a negative effect. The study highlights the role of symbolic and functional factors as moderators that enhance the impact of social influence on customer behaviour.

Toni et al. [25] explore the link between collaborative consumption and sustainable behaviour, emphasizing the role of personal values (terminal and instrumental) in shaping sustainable consumption behaviours within a P2P rental context.

Hawlitschek, Teubner, and Gimpel [26] provide one of the most comprehensive studies on consumer behaviour towards the SE,

Table 1  
Systematization of motivational drivers in SE participation.

Motivation type	Individual-Oriented (I)	Supra-Individual-Oriented (We)
Economic	Cost savings, financial efficiency (e.g., [16,25])	Redistribution of underused assets, fair pricing (e.g., [22])
Hedonic	Enjoyment, pleasure, lifestyle alignment (e.g., [23])	Shared enjoyment, experiential co-creation (e.g., [18])
Normative	Personal ethical standards, self-image as a responsible consumer	Social norms, civic duty, reciprocity (e.g., [19])
Social	Networking, reputation, identity expression (e.g., [14])	Community belonging, solidarity, mutual support (e.g., [21])
Environmental	Individual ecological concern, green consumer behaviour	Collective climate action, societal sustainability (e.g., [24])

Source: Adapted from Grieco [27] and synthesized from reviewed literature.

**Table 2**

Overview of dynamics associated with the goal-framing theory.

Dynamics of Goal-Framing Theory (elements to be taken into account)	Overarching Goal Frames		
	<i>Supra Individual</i>	<i>Individual</i>	
	Normative	Hedonic	Instrumental / Gain
(1) The overarching goals governing the behavior	Around the “We” Meaning: A collective self-oriented toward acting appropriately in an exemplary fashion in terms of what is good for the collective goals.	Around the “I” Meaning: The individual’s personal self that is motivated toward improving how he/she feels right in the present moment.	Around the “I” Meaning: The individual’s personal self that is motivated toward improving his/her resources.
(2) The background goal that may strengthen the goal frame (with examples)	Instrumental/Gain goal (when furthering common goals) enhances status; hedonic goal (when furthering common goals) is related to a warm glow and/or interesting tasks	Normative legitimacy of hedonic aspects of tasks and rewards	Normative legitimacy of gain improvement; hedonic goal when gain improvement reduces anxieties
(3) The stimuli/triggers/cues that cognitively activate the goal frame (with examples)	Transparent task and team structure, vision/mission for the collective, clear collective goals; rewards that emphasize common goals; contagion	Emphasis on enjoyable task rewards and hedonic bonuses like bigger offices and company cars; expense accounts	Strong contingent individual rewards; strong focus on personal career; strong competition
(4) The a priori strength of the goal	Weakest – it needs strong flanking arrangements to avoid displacement by the two other goal frames	Strongest – because of its direct links to need satisfaction	Strong – however, may be displaced by the hedonic goal frame

Source: own elaboration and adapted from [10].

identifying financial benefits, desire for a modern lifestyle, ecological sustainability, trust in other users, and perceived risk as critical motivators for participation in peer-to-peer sharing platforms. These motivations reflect a blend of individual and supra-individual factors, underscoring the complexity of consumer motivations within the SE.

Recent scholarship has emphasized the need to move beyond fragmented listings of motivations and instead adopt a structured lens to categorize consumer drivers in the SE. Responding to this, Grieco [27] proposes a systematization of motivational drivers that accounts for both individualistic and supra-individualistic levels of motivation across economic, hedonic, normative, social, and environmental dimensions. Building on this approach and aligning it with goal-framing theory, we organize the existing literature on SE participation into a coherent typology (see Table 1). This synthesis provides analytical clarity and supports our subsequent theoretical framing by highlighting how different SBP characteristics may activate distinct motivational logics.

The literature reveals not only the presence of diverse motivations but also considerable variation across sectors, geographic contexts, and cultural settings. For instance, while Davidson et al. [17] found utility motives more salient in India, US participants were more driven by transformation expectations. Similarly, environmental and social motives dominate studies focused on peer-to-peer accommodation [19,20], whereas economic and hedonic drivers are more prominent in mobility-focused SE platforms [25,23].

### 2.1.3. Participation in SBPs based on a goal-framing perspective

The goal-framing theory, developed by Lindenberg [6–8], provides a framework for understanding how goals influence individuals’ information processing and subsequent behaviour. This theory is rooted in social cognition research, emphasizing that mental constructs must be activated to affect behaviour, with goals being powerful mental constructs where cognition and motivation intersect intricately [10]. The theory distinguishes between an individual mindset and a supra-individual mindset, with one or the other prevailing depending on

the activation of three overarching goals: hedonic, gain, and normative.

Hedonic goals focus on maintaining or enhancing one’s immediate feelings – what Lindenberg refers to as the “here and now” perspective, where the individual seeks direct gratification. Gain goals aim to improve or secure one’s resources for the future, reflecting a more strategic, long-term perspective focused on self-improvement. On the other hand, normative goals guide behaviour following social norms and rules, embodying a “generalized other” perspective where actions are aligned with what is deemed appropriate by society.

The goal-framing theory further posits that hedonic and gain goals are typically connected to individual orientations, focusing on personal satisfaction and resource accumulation. In contrast, normative goals are linked to supra-individual orientations, where collective interests and social norms guide the individual.

Lindenberg and Foss [10] expand on the dynamics associated with goal-framing, considering four distinct but interconnected angles (see Table 2):

1. **Overarching Goals:** Behaviour is governed by overarching goals, with normative behaviours centred around the collective “we” (supra-individual) and hedonic and gain behaviours focused on the self “I” (individual).
2. **Background Goals:** Background goals can strengthen the primary goal frame. For instance, the normative goal frame is reinforced by gain goals that enhance status and hedonic goals that couple with warm, gratifying tasks. Similarly, the hedonic goal frame can be bolstered by a normative goal, while the gain goal frame is strengthened by either normative legitimacy or hedonic satisfaction.
3. **Stimuli/Triggers:** Different stimuli or environmental cues cognitively activate goal frames. For normative goal frames, stimuli might include transparent task structures, collective goals, and rewards emphasizing common objectives. In contrast, hedonic goal frames may be triggered by enjoyable tasks or hedonic bonuses, while gain

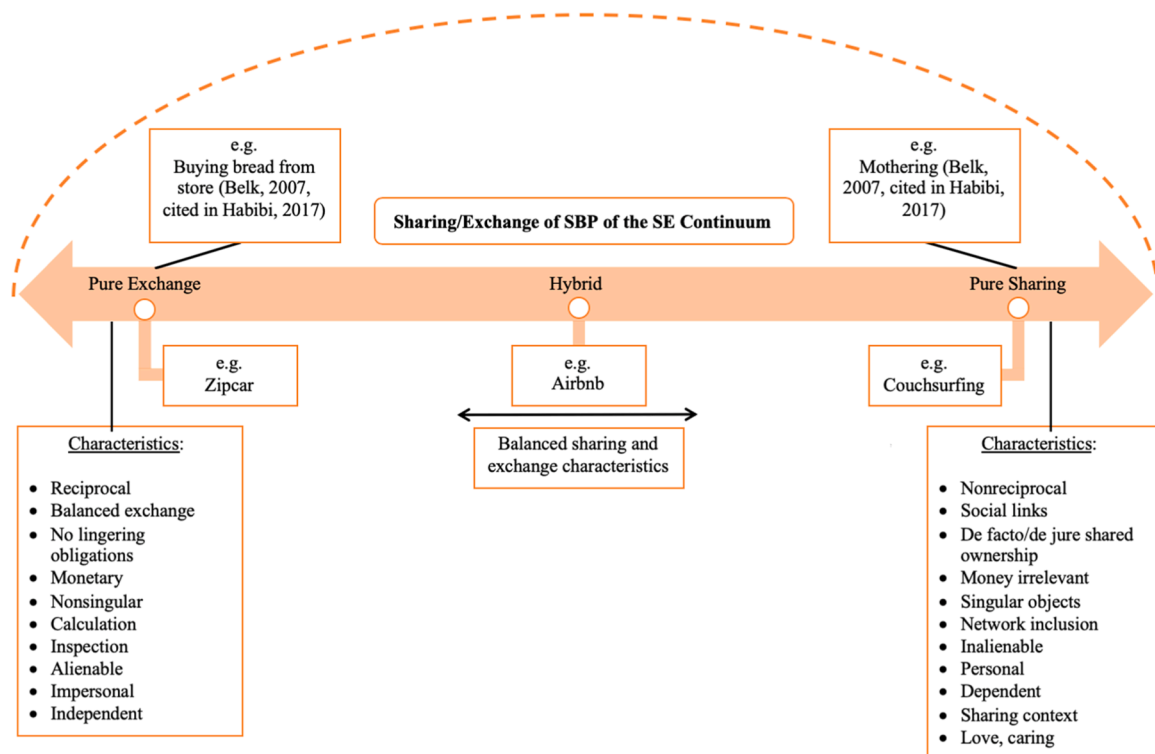


Fig. 1. The sharing/exchange continuum.  
Source: own elaboration and adapted from [30].

goal frames are activated by contexts emphasizing personal rewards, career advancement, or competition.

4. **A Priori Strength:** The inherent strength of each goal frame varies, with the normative goal frame being the weakest and most reliant on supportive background goals to avoid displacement by hedonic or gain goals. The hedonic goal frame is the strongest due to its direct links to need satisfaction, followed by the gain goal frame, which, while significant, can be overshadowed by hedonic motivations.

In applying goal-framing theory to the SE, this study seeks to understand how SBPs, categorized as “pure sharing” or “pure exchange,” activate these cognitive goals in consumers. The theory is beneficial for examining how external stimuli – such as the nature of an SBP – can trigger different goals, thereby influencing consumer behaviour.

Complementing this approach, we integrate the Sharing-Exchange Continuum, developed by Habibi et al. [2], to categorize SBPs based on their degree of “pure sharing” or “pure exchange” characteristics. This continuum helps identify the extent to which an SBP embodies sharing-related qualities versus exchange-related ones, providing a valuable tool for understanding consumer motivations in the SE.

By combining goal-framing theory with the Sharing-Exchange Continuum, we aim to analyze and measure the cognitive activation of goals in consumers and how these activations influence their participation in SBPs. This framework also considers the moderating role of trust, examining whether the cognitive activation of hedonic, gain, and normative goals stimulated by the SBP determines consumer willingness to engage in SE activities.

## 2.2. The sharing-exchange continuum of SBPs of the SE

### 2.2.1. Participation in SBPs of the SE based on a sharing-exchange continuum

Habibi et al. [2] proposed that the Sharing-Exchange Continuum offers a conceptual framework for distinguishing the degree of sharing inherent in various Sharing-Based Programs (SBPs) within the SE. This

continuum is particularly valuable for identifying the extent to which SE practices lean towards “pure sharing” or “pure exchange” and helps to map out the characteristics of different SBPs accordingly.

The continuum operates as a fundamental dimension against which all SE activities can be assessed, using a five-point Likert scale to measure the “sharing scores” of an SBP. These scores are derived from several sharing and exchange-related characteristics, as initially described by Belk [28,29]. Fig. 1, adapted from Habibi et al. [30], illustrates the continuum and provides a visual representation of how different SBPs can be positioned along the spectrum from “pure sharing” to “pure exchange.”

For instance, the research conducted by Habibi et al. [2] revealed that Zipcar falls on the “pure exchange” end of the continuum, characterized by transactional, market-oriented interactions. In contrast, Couchsurfing was identified as exemplifying “pure sharing,” where interactions are primarily driven by non-monetary, communal exchange. On the other hand, Airbnb occupies a middle ground, embodying a “hybrid” practice that combines both sharing and exchange elements.

This continuum is crucial to our study as it provides a clear framework for assessing the nature of any given SBP, particularly regarding the degree of non-ownership consumption and sharing-related qualities. Understanding where an SBP falls on this continuum allows us to analyze better consumer motivations and the cognitive activation of goals concerning participation in SE activities.

By integrating the Sharing-Exchange Continuum into our analysis, we can explore how the nature of an SBP – whether it leans more towards sharing or exchange – affects the cognitive activation of hedonic, gain, and normative goals in consumers. This approach provides insight into the factors that motivate participation in SE activities and highlights the moderating role of trust. Specifically, we examine whether the cognitive activation stimulated by an SBP’s position on the continuum plays a determining role in influencing consumer willingness to engage in SE activities.

The continuum thus serves as a vital tool in our research, enabling us to categorize and measure the motivational factors that drive consumer

Table 3

Literature overview reflected against the overarching goal-framing motives (*hedonic, gain, and normative*).

Authors	(Goal-Framing) Motives		
	Individual		Supra Individual
	Hedonic	Instrumental / Gain	Normative
Benoit et al. (2017)	✓ <i>Hedonic value</i> (ex: accessing products that are exciting or normally out of reach)  Social (ex: meeting other people, which makes more authentic travel)	✓ <i>Economic</i> (ex: the use of CC is often less expensive)  <i>Reduce Risks &amp; Responsibilities</i> (ex: no burdens of ownership, option to preview a product for potential purchase)	✗
Davidson, Habibi & Laroche (2018)	✓ <i>Transformation Expectations</i> (Self, Relational, Hedonic, Efficacy)	✓ <i>Perceived Utility</i> (Convenience, Availability, Flexibility)	✗
Godelnik (2017)	✗	✓ <i>Economic</i> (ex: saving money)	✓ <i>Social</i> (ex: positive effects on communities, socially just, sense of community, bringing people closer)  <i>Environmental</i> (ex: ecologically sustainable; positive effects on the environment)
Cherry & Pidgeon (2018)	✗	✓ <i>Personal Interests</i> (Ex: Affordability; Convenience; Hygiene)	✓ <i>Social Values</i> (Ex: Fostering social equality; Encourage and support the development of strong and independent local communities; Ensure that business practices operate fairly in the shared interest of business, consumers and the environment)
Mugion et al. (2019)	✗	✓ <i>Expected Service Quality</i>	✓ <i>Green Attitude</i>
Bocker & Meelen (2017)	✓ <i>Social</i> (ex: meeting people)	✓ <i>Economic</i> (ex: financial benefit)	✓ <i>Environmental</i> (ex: contributing to a healthy natural environment)
Parguel, Lunardo & Benoit-Moreau (2017)	✓  ← Materialism →	✓	✓ <i>Environmental Consciousness</i>
Zhang, Jahromi and Kizildag (2018)	✓ <i>Emotional Value</i> (ex: this Airbnb accommodation would give me pleasure)	✓ <i>Functional Value</i> (ex: this Airbnb accommodation has up-to-date facilities to satisfy my stay needs)  <i>Social Value</i> (ex: this Airbnb accommodation would help me to feel acceptable)	✗
Wang et al. (2019)	✓  ← Social Factor → (i.e. social influence – to be more engaged in reciprocal exchanges when P2P relationship features with social opportunities and online communication)	✓ <i>Emotional Factor</i> (i.e. price – low price that indicates money saving)	✗
Toni et al. (2018)	✓  ← Terminal Value → (i.e. objectives of the life of a person)	✓ <i>Instrumental Value</i> (i.e. the methods an individual would like to adopt for achieving his/her life's aim)	✗
Hawlitschek, Teubner & Gimpel's (2018)	✓ <i>The desire to display a modern lifestyle</i>  ← Trust in other users → ← Effort expectancy → ← Process risk concerns →	✓ <i>Financial benefits</i> <i>Independence gained through ownership</i>	✓ <i>Ecological sustainability</i>
– Studies centered around two crucial preconditions for actual participation to occur: <i>Trust</i> (acting as a moderator) and <i>Host's Permission</i> –			
Hawlitschek, Teubner & Weinhardt (2016)	(Research exploring participation based on an independent variable – <i>Trust</i> – that doesn't necessarily fall in the categories of individual and/or supra individual overarching motives).		
Mittendorf (2017)	(Research exploring participation based on an independent variable – <i>Trust</i> (in <i>Uber</i> and <i>drivers</i> ) – that doesn't necessarily fall in the categories of individual and/or supra individual overarching motives).		
Möhlmann & Geissinger (2018)	(Research exploring participation based on an independent variable – <i>Trust</i> ( <i>interpersonal</i> and <i>institutional</i> ) – that doesn't necessarily fall in the categories of individual and/or supra individual overarching motives).		
Karlsson, Kemperman & Dolnicar (2017)	(Research exploring participation based on an independent variable – <i>Host's Permission</i> – that doesn't necessarily fall in the categories of individual and/or supra individual overarching motives).		
This study	✓	✓	✓
	Our proposal is to explain the motives from a perspective of the <i>cognitive activation</i> in consumers of these 3 overarching goals, which are <i>dependent on the stimulus</i> that is given by the <i>different contexts, environments, situations, circumstances</i> (in a SE context, by the SBPs) that consumers are faced with, and given that a crucial precondition for actual participation to occur is the presence of <i>Trust</i> (acting as a moderator).		

Source: own elaboration.



behaviour in the SE. By positioning SBPs along the continuum, we can better understand the interplay between sharing and exchange characteristics and how these elements influence the activation of cognitive goals and, ultimately, participation in SE activities.

### 3. Research framework and hypotheses

The primary objective of this study is to explore the underlying motivations that influence consumer behaviour towards Sharing-Based Programs (SBPs) within the SE. Specifically, this research investigates how the activation of different cognitive goals – hedonic, gain, and normative – affects consumer participation in SBPs that vary in their orientation towards “pure sharing” or “pure exchange.”

The study integrates two theoretical frameworks to achieve this objective: the goal-framing theory and the sharing-exchange continuum. As outlined by Lindenberg [6–8], goal-framing theory posits that human behaviour is driven by overarching goals that govern how individuals process information and act upon it. These goals can be broadly categorized into three types: hedonic (focused on immediate gratification), gain (focused on long-term resource accumulation), and normative (focused on conforming to social norms and collective well-being). The sharing-exchange continuum, developed by Habibi et al. [2], serves as a tool to categorize SBPs based on the extent to which they embody sharing or exchange characteristics.

The interaction between these frameworks provides a comprehensive lens through which to examine consumer behaviour in the SE. Specifically, we hypothesize that consumers’ intentions to engage in SE activities, encompassing a broad spectrum of “pure sharing” and “pure exchange” SBPs, are influenced by the cognitive activation of the three overarching goals. The nature of the SBP – whether it is more oriented towards sharing or exchange – serves as a stimulus that activates these cognitive goals, thereby shaping consumer behaviour.

Given the diversity of SBPs within the SE, it is essential to recognize that many of these programs incorporate individual (self-centred) and supra-individual (collective) elements, regardless of their primary orientation towards sharing or exchange. For instance, a “pure exchange” SBP, which might initially appear primarily driven by individualistic gain and hedonic motives, may also activate normative motives related to collective well-being. Similarly, a “pure sharing” SBP, generally associated with normative and collective motives, may also trigger hedonic and gain motives in consumers who derive personal satisfaction from contributing to a greater social good.

Based on this theoretical integration, we propose the following hypotheses:

- **H1a:** Sharing-based programs (SBPs) activate consumers’ hedonic, gain, and normative overarching goals.
- **H1b:** Compared to exchange-oriented SBPs, sharing-oriented SBPs will activate the hedonic and gain goals similarly, but the normative goal will be more strongly activated.
- **H2:** Hedonic, gain, and normative goals will significantly influence consumers’ willingness to participate in SBPs. Specifically, the relationship between the normative goal and the willingness to participate will be more assertive in sharing-oriented SBPs than in exchange-oriented SBPs.

**Table 4**  
Descriptive statistics and intercorrelations between study variables.

	Mean	SD	1	2	3	4
Familiarity	2,93	1,64	-			
Hedonic goal	4,61	1,36	0.35**	-		
Gain goal	5,05	1,33	0.25**	0.73**	-	
Normative goal	4,79	1,38	0.32**	0.72**	0.74**	-
Willingness	3,98	1,56	0.43**	0.66**	0.53**	0.62**

$N = 300$ ; \*  $p < 0,05$ ; \*\*  $p < 0,01$ ; rating scales from 1 to 7.

In essence, this study seeks to understand the complex interplay between the nature of SBPs within the SE and the cognitive goals they activate in consumers. By examining these relationships, we aim to provide a deeper understanding of the motivational factors that drive consumer participation in the SE, thereby contributing to the broader literature on consumer behaviour and the SE.

### 4. The study

#### 4.1. Method

A two-level single-factor experiment was conducted to empirically test the proposed hypotheses, where the SBP offer type – exchange-based or sharing-based – served as the manipulated variable. The selected SBPs reflect extreme values in the sharing–exchange continuum – *Couchsurfing* representing a pure sharing scenario and *iCar* services a pure exchange setting. This polarity allowed for a robust cross-industry test of goal activation mechanisms across distinct types of platform interactions. The selection of real-world companies, such as those offering i-car services and couch-sharing platforms, provided credible references for designing the experimental stimuli. Detailed descriptions of these stimuli are included in Appendix A.

Participants for the study ( $N = 300$ , with 52.3 % female; age range 18–54,  $M = 36.27$ ,  $SD = 9.90$ ) were recruited through an online survey platform specializing in data collection. These participants were asked to read the descriptions of each service and then assess the potential personal consequences of using them. These assessments served as a measure of the activation of the three overarching goals: hedonic, gain, and normative. Although goal-framing theory traditionally does not use questionnaires to measure its core variables, we adapted a measurement approach inspired by Dijkstra et al. [31].

Participants were asked to indicate their level of agreement with various statements using a seven-point Likert scale (1 = Totally disagree; 7 = Totally agree). Each of the three overarching goals was assessed using four items. For instance, the hedonic goal was measured using statements such as “I would enjoy a pleasant experience,” with the scale demonstrating acceptable reliability ( $\alpha = 0.87$ ). The gain goal was measured using items like “I would save money,” which also showed acceptable reliability ( $\alpha = 0.87$ ).

We included a measure of participants’ familiarity with each service to control for potential confounding effects. This measure was adapted from Davidson et al.’s [17] study on familiarity with Couchsurfing programs and demonstrated acceptable reliability ( $\alpha = 0.84$ ). Additionally, willingness to participate in each SBP was measured using an adaptation of the scale employed by Davidson et al. [17], with wording modified to suit the specific offers under examination. This scale also exhibited good reliability ( $\alpha = 0.91$ ).

#### 4.2. Ethical statement

This study was conducted per the principles outlined in the Declaration of Helsinki for research involving human participants. All participants were fully informed about the purpose and nature of the study before providing their consent. They were assured that their participation was voluntary and that they could withdraw at any time without consequence. No sensitive personal data were collected, and participants’ responses were anonymized to protect their privacy (Table 3).

This study did not need review and approval by an ethics committee because the research involved minimal risk to participants. Specifically, the study relied on a survey-based approach in which participants were asked to evaluate hypothetical scenarios regarding their participation in Sharing-Based Programs (SBPs) within the SE. The nature of the research did not involve any intervention, manipulation of participant behaviour, or collection of personal identifiers. The data collection adhered to ethical guidelines for non-invasive, anonymous survey research where participants were neither placed in a vulnerable position nor exposed to

**Table 5**

ANOVA analysis comparing goal activation in exchange and sharing SBPs.

Goal	Entire sample		Exchange		Sharing		F
	Mean	SD	Mean	SD	Mean	SD	
Hedonic	4,61	1,36	4,56	1,41	4,65	1,31	0.42
Gain	5,05	1,33	5,00	1,39	5,09	1,27	0.32
Normative	4,79	1,38	4,98	1,38	4,60	1,36	5.81**

\*  $p < 0.05$ ; \*\*  $p < 0.01$ .**Table 6**

Hierarchical regression analysis predicting willingness to participate in exchange and sharing SBPs.

	Total sample		Exchange		Sharing	
	Model 1	Model 2	Model 1	Model 2	Model 1	Model 2
<b>Controls</b>						
Age	0.10		0.21**		0.01	
Familiarity	0.44**		0.35**		0.57**	
<b>Overarching goals</b>						
Age		0.09		0.12*		0.07
Familiarity		0.22**		0.18**		0.32**
Hedonic		0.44**		0.35**		0.54**
Gain		-0.03		0.27*		-0.22**
Normative		0.24**		0.10		0.34**
R <sup>2</sup>	0.20**	0.52**	0.15**	0.49**	0.32**	0.63**
R <sup>2</sup> change		0.32**		0.34**		0.31**

N = 300, 150 in exchange and sharing samples; \*  $p < 0.05$ ; \*\*  $p < 0.01$ ; Standardized coefficients are reported.

physical or psychological risks.

### 4.3. Results

The descriptive statistics, including means, standard deviations, and intercorrelations among the study variables, are presented in Table 4. The results revealed that participants had relatively low familiarity with the SBPs overall ( $M = 2.93$ ,  $SD = 1.64$ ), with familiarity being lower for exchange-based offers ( $M = 2.71$ ,  $SD = 1.57$ ) than for sharing-based ones ( $M = 3.15$ ,  $SD = 1.69$ ). Consistent with our first hypothesis (H1a), the SBPs activated all three goals to varying extents. The willingness to participate in these SBPs was moderate across the sample ( $M = 3.98$ ,  $SD = 1.56$ ), and significant relationships were observed between the three goals and participants' willingness to engage, providing preliminary support for H2.

To test H1a and H1b, we computed the mean activation scores for each overarching goal. The results for the entire sample are shown in Table 5. Supporting H1a, participants demonstrated activation of all three goals. Paired comparisons indicated that the hedonic goal ( $M = 4.61$ ,  $SD = 1.36$ ) was less activated than both the gain goal ( $M = 5.05$ ,  $SD = 1.33$ ;  $t = -7.82$ ,  $p < 0.00$ ) and the normative goal ( $M = 4.79$ ,  $SD = 1.38$ ;  $t = -3.33$ ,  $p < 0.00$ ). Additionally, the gain goal was more strongly activated than the normative goal ( $t = 5.05$ ,  $p < 0.00$ ).

The results of the ANOVA analysis, conducted to test H1b, are detailed in Table 5. The findings indicate that the differences in hedonic goal activation between exchange and sharing SBPs were not statistically significant ( $F = 0.42$ ,  $p = 0.52$ ), nor were the differences in gain goal activation ( $F = 0.32$ ,  $p = 0.57$ ); thus, only partially supporting H1b. However, the normative goal showed a statistically significant difference in activation between the two types of SBPs ( $F = 5.81$ ,  $p = 0.02$ ), though contrary to expectations, the normative goal was more activated in the exchange condition ( $M = 4.98$ ,  $SD = 1.38$ ) compared to the sharing condition ( $M = 4.60$ ,  $SD = 1.36$ ), which did not support H1b.

A hierarchical regression analysis was conducted to explore further the relationship between the overarching goals and willingness to

participate. In the first model, we included control variables such as age and familiarity with the services. Given that the SE is a relatively new phenomenon, we hypothesized that it might be more appealing to younger consumers and that familiarity with the services could significantly influence participation.

The results, presented in Table 6, showed that in the overall sample, familiarity with the SBPs was significantly associated with willingness to participate ( $\beta = 0.44$ ,  $p < 0.00$ ), while age was not a significant predictor ( $\beta = 0.10$ ). This pattern persisted in the second model, which included the key variables of interest. Including these variables explained a substantial portion of the variance in willingness to participate ( $R^2 = 0.52$ ,  $p < 0.00$ ). As predicted, both the hedonic ( $\beta = 0.44$ ,  $p < 0.00$ ) and normative ( $\beta = 0.24$ ,  $p < 0.00$ ) goals were significantly related to willingness to participate, while the gain goal did not show a significant relationship ( $\beta = -0.03$ ).

When analyzing the results by SBP type – exchange versus sharing – essential differences emerged. Familiarity with the SBP offer was a significant predictor of willingness to participate in both exchange ( $\beta = 0.35$ ,  $p < 0.00$ ) and sharing ( $\beta = 0.57$ ,  $p < 0.00$ ) conditions, contradicting our initial prediction, with positive relationships observed in both cases. Age was a significant predictor only in the exchange condition ( $\beta = 0.21$ ,  $p < 0.00$ ). When the goals were included in the model, the analysis revealed that in the exchange condition, only the hedonic ( $\beta = 0.35$ ,  $p < 0.00$ ) and gain ( $\beta = 0.27$ ,  $p < 0.00$ ) goals were significant predictors of willingness to participate, while the normative goal was not ( $\beta = 0.10$ ). Together with the control variables, these two goals explained a significant portion of the variance in willingness to participate in exchange-based SBPs ( $R^2 = 0.49$ ,  $p < 0.00$ ).

In the sharing condition, the normative goal was positively associated with willingness to participate ( $\beta = 0.34$ ,  $p < 0.00$ ), supporting H2. The hedonic goal was also a significant predictor ( $\beta = 0.54$ ,  $p < 0.00$ ), while the gain goal showed a surprising negative relationship ( $\beta = -0.22$ ,  $p < 0.00$ ). The combined variables explained a significant portion of the variance in willingness to participate in sharing-based SBPs ( $R^2 = 0.63$ ,  $p < 0.00$ ).

## 5. Discussion

The primary aim of this study was to investigate the motivations behind consumer behaviour in the context of Sharing-Based Programs (SBPs) within the SE by examining the role of goal-framing motives. Specifically, the research sought to understand how the activation of hedonic, gain, and normative goals influences consumer participation in SBPs, particularly those categorized as “pure exchange” or “pure sharing.” The findings from this study generally confirm our hypotheses (H1a, H1b, and H2) and provide valuable insights into the factors driving consumer engagement with SE activities.

### 5.1. Activation of goal-framing motives

Our results indicate that consumers' hedonic, gain, and normative overarching goals are indeed activated by SBPs, as hypothesized in H1a. This activation subsequently influences their willingness to participate in these programs. Consumers are motivated to engage in SBPs that align with their immediate gratification (hedonic motives), long-term resource accumulation (gain motives), or adherence to social norms and collective well-being (normative motives). The study reveals that both “pure exchange” and “pure sharing” SBPs can trigger these goals, though the extent and nature of this activation vary depending on the type of SBP.

### 5.2. Comparative activation of goals in exchange and sharing SBPs

Contrary to our expectations outlined in H1b, the results show that the activation of the normative goal was higher in the “pure exchange” SBP condition than in the “pure sharing” condition. This finding suggests

that consumers may perceive exchange-based SBPs, traditionally viewed as individualistic and profit-oriented, as having a collective or societal value, perhaps due to their structured, rule-based nature. This finding challenges the conventional understanding of SE motivations, indicating that normative motives are not solely the domain of sharing-based programs but may also be relevant in more market-driven, exchange-oriented contexts.

However, the results also show that hedonic and gain goals were similarly activated in both SBPs, supporting that these motivations are present across the SE spectrum. This suggests that consumers may derive immediate satisfaction and anticipate personal benefits from sharing and exchanging SBPs, regardless of the program's underlying structure.

### 5.3. Influence of goal-framing motives on willingness to participate

The hierarchical regression analysis provided further insights into how these goal-framing motives influence consumer willingness to participate in SBPs, as proposed in H2. The analysis reveals that while hedonic and normative goals significantly predict willingness to participate, the gain goal does not consistently show a positive relationship with participation. In particular, the normative goal strongly predicted willingness to participate in sharing-based SBPs, aligning with our expectations. However, the negative relationship observed between the gain goal and willingness to participate in sharing SBPs was unexpected and warrants further investigation.

This negative relationship might be explained by the possibility that consumers who prioritize gain motives perceive sharing-based SBPs as less financially rewarding or beneficial than exchange-based SBPs. Alternatively, it could reflect a broader consumer perception that participation in sharing-based programs requires a certain level of altruism or self-sacrifice, which may conflict with purely gain-oriented motivations.

### 5.4. Broader implications and interpretation

The confirmation of our hypotheses highlights that consumer participation in the SE is driven by a combination of individual ("selfish") interests centred around the "I" and supra-individual ("altruistic") interests centred around the "we" motives. This duality is consistent with Brewer and Caporael's (2004, 1997) distinction between individual and supra-individual mindsets, as cited in Lindenberg & Foss [10].

Our findings align with the broader literature on consumer participation in the SE, suggesting that individual and collective motivations are crucial. Studies by Benoit et al. [16], Godelnik [18], Cherry & Pidgeon [19], Böcker & Meelen [21], Zhang et al. [23], Wang et al. [24], Toni et al. [25], and Hawlitschek et al. [26] all support the idea that mixed motives are the norm rather than the exception in SE participation.

The strong presence of the hedonic goal frame across both types of SBPs is particularly notable. As Lindenberg [7] suggests, the hedonic goal frame is inherently strong due to its direct links to need satisfaction and survival instincts. This explains why consumers are consistently motivated by the promise of immediate gratification when engaging in SE activities, regardless of whether the SBP is oriented towards sharing or exchange.

The findings also emphasize the importance of external factors – such as the structure of SBPs, institutional arrangements, and social norms – in influencing the relative strength of these goal frames. For instance, while typically the weakest, supportive institutional and social contexts can strengthen the normative goal frame, as evidenced by its significant influence in sharing and exchanging SBPs.

### 5.5. Practical implications

From a practical standpoint, these findings suggest that businesses operating within the SE can enhance consumer participation by

carefully designing their SBPs to activate the appropriate goal frames. For example, emphasizing the collective benefits and societal value of participation could strengthen the normative goal frame, particularly in exchange-based SBPs. Similarly, highlighting participation's personal and immediate rewards could further bolster the hedonic goal frame, making SBPs more attractive to a broader range of consumers.

In sum, this study provides a nuanced understanding of the motivational factors driving consumer participation in the SE. By integrating goal-framing theory with the sharing-exchange continuum, we offer valuable insights into how different SBPs can activate various cognitive goals and ultimately influence consumer behaviour.

### 5.6. Limitations and future research directions

While this study provides valuable insights into the motivations driving consumer participation in Sharing-Based Programs (SBPs) within the SE, it is essential to acknowledge its limitations, suggesting avenues for future research.

#### 5.6.1. Sample size and demographic limitations

One of the primary limitations of this study is the relatively small and homogeneous sample size, consisting exclusively of individuals from the Portuguese population. This limitation restricts the generalizability of the findings to other cultural or demographic contexts. Different populations may exhibit varying motivations and behavioural patterns when engaging with SBPs, which are influenced by cultural norms, socio-economic status, and exposure to the SE. Future research should aim to replicate this study with larger, more diverse samples across multiple countries and cultural settings. Such studies would help validate the findings and explore whether the identified goal-framing motives and their influence on consumer behaviour hold in different contexts.

#### 5.6.2. Experimental design limitations

While effective in isolating the effects of goal-framing on consumer behaviour, the experimental design employed in this study may not fully capture the complexity of real-world SE participation. The use of hypothetical SBPs and the reliance on self-reported measures could introduce biases, such as social desirability bias or a gap between stated intentions and actual behaviour. Future research should consider employing more ecologically valid methods, such as field experiments or longitudinal studies, to observe consumer behaviour over time in naturalistic settings. These approaches would provide a more accurate understanding of how goal-framing influences consumer decisions in the SE.

#### 5.6.3. Limited scope of SBP types

This study primarily focused on two types of SBPs, categorized as "pure sharing" and "pure exchange." However, the SE encompasses a wide range of SBPs with varying degrees of sharing and exchange characteristics. Future research could expand the scope by including a broader array of SBP types, such as hybrid models or those that combine elements of both sharing and exchange. Additionally, exploring how different sectors within the SE (e.g., transportation, accommodation, services) might influence the activation of cognitive goals and consumer participation would further enrich the understanding of SE dynamics.

#### 5.6.4. Exploration of additional moderating factors

While this study examined the role of trust as a moderating factor in the relationship between goal-framing and consumer behaviour, other potential moderators were not considered. Future research could explore additional variables, such as the perceived risks and benefits associated with SBPs, consumer personality traits, or the impact of social influence and peer behaviour on participation in the SE. Understanding how these factors interact with goal-framing motives could provide a more comprehensive picture of the decision-making process in the SE.



### 5.6.5. Differentiation between SE and non-SE services

The experiment did not investigate the critical motive distinguishing consumer goal-framing in their willingness to participate in SE's SBPs versus more conventional, non-SE services or products. It is predicted that the normative motive will likely emerge as a significant differentiating factor, as both hedonic and gain motives are likely present in both SE and Non-SE contexts. Future research should aim to conduct experiments that directly compare SE and Non-SE services to identify the unique motivational drivers for SE participation and better understand what sets the SE apart from traditional economic models.

### 5.6.6. Longitudinal impact of goal-framing

Finally, the study provides a snapshot of consumer behaviour at a single point in time. Future research could adopt a longitudinal approach to explore how the activation of goal-framing motives and consumer participation in the SE evolve. This would be particularly valuable in understanding how changes in external factors, such as economic conditions, regulatory environments, or shifts in social norms, influence the relative importance of hedonic, gain, and normative motives in driving SE participation.

While this study contributes to the growing body of literature on SE by highlighting the role of goal-framing motives in consumer behaviour, it also opens up several avenues for future research. Addressing the limitations outlined above will not only enhance the robustness of the findings but also deepen our understanding of the complex and evolving landscape of the SE.

## 6. Conclusion

The findings of this study underscore the significant role that goal-framing motives – hedonic, gain, and normative – play in shaping consumer behaviour towards Sharing-Based Programs (SBPs) within the SE. Our research highlights that consumers are motivated to participate in the SE by combining individualistic and collective goals, activated by the nature of the SBP they encounter. This dual activation of goals suggests that the SE is perceived as a platform for personal benefit and a vehicle for contributing to broader societal and environmental well-being.

One of the key insights from this study is that while both “pure sharing” and “pure exchange” SBPs can activate hedonic, gain, and normative goals, the specific nature of the SBP influences the strength and type of goal activation. Our findings challenge the traditional assumption that normative goals are primarily associated with sharing-based SBPs. Instead, we discovered that normative goals can be equally, if not more, strongly activated in exchange-based SBPs, suggesting that consumers may perceive these programs as aligned with societal norms and collective values.

The study also reveals that the hedonic goal is a strong motivator across the spectrum of SBPs, reflecting the importance of immediate gratification and personal satisfaction in consumer decision-making. This consistent activation of hedonic motives across both sharing and exchange SBPs suggests that consumers derive significant personal enjoyment from participating in the SE, whether through the experience's novelty, the service's quality, or the sense of community it fosters.

However, the gain motive, traditionally associated with financial benefits and resource accumulation, showed a complex relationship with SBP participation. In sharing-based SBPs, the gain motive was

negatively associated with willingness to participate, indicating that consumers primarily motivated by financial gain may view sharing programs as less attractive or rewarding than exchange-based alternatives. This finding points to the need for SE businesses to carefully consider how they position their value propositions to appeal to gain and normative-oriented consumers.

The broader implications of this study suggest that the transformative potential of the SE lies in its ability to balance individual and collective interests. By designing SBPs that activate both hedonic and normative goals, SE platforms can foster a sense of community, fairness, and sustainability, while still offering the personal benefits that drive consumer engagement. This dual focus can help SE businesses appeal to a wider audience, encouraging broader adoption and participation.

In conclusion, this study contributes to understanding consumer behaviour in the SE by integrating goal-framing theory with the sharing-exchange continuum. It provides a nuanced perspective on the motivational factors that drive participation in the SE, highlighting the importance of individual and collective goals in shaping consumer decisions. As the SE continues to evolve, businesses and researchers alike will benefit from a deeper exploration of how different SBPs can activate and balance these goals to achieve commercial success and social impact.

## CRediT authorship contribution statement

**João Miguel O. Cotrim:** Writing – review & editing, Writing – original draft, Visualization, Resources, Project administration, Methodology, Investigation, Formal analysis, Data curation, Conceptualization. **Francisco G. Nunes:** Writing – review & editing, Supervision, Software, Resources, Methodology, Conceptualization.

## Declaration of competing interest

We, Professor Doctor João Miguel Oliveira Cotrim and Professor Francisco Guilherme Nunes, authors of the manuscript titled "Motivations for Participation in the Sharing Economy: A Goal-Framing Perspective" submitted to Sustainable Futures, declare the following:

### • Financial Interests:

Neither of us has any financial interests or relationships with any organizations or entities that could be perceived as influencing the content or conclusions of this manuscript.

### • Non-Financial Interests

We have no personal, academic, or other non-financial interests that could inappropriately influence (bias) our work or the manuscript.

### • Funding:

This research did not receive any specific grant from public, commercial, or not-for-profit funding agencies.

### • Institutional Relationships:

No institutional or other affiliations could be perceived as causing a conflict of interest regarding the research presented in this manuscript.

### • Collaboration and Authorship:

All authors have contributed to and approved the manuscript's content. No part of this work has been published or is under consideration for publication elsewhere.

We affirm that the above statement is accurate and that we have disclosed all potential conflicts of interest as required by Sustainable Futures.

## Appendix A

## QUESTIONNAIRE

Please consider the following transport service from a web platform ([www.iCar.com](http://www.iCar.com))

**iCar** is the world's leading car sharing network. Based on new technologies, we are redefining the way the world thinks about alternative transport.

Our mission is to provide a simple and responsible urban life. We aspire to a world where, in cities, there are more people who share cars than owners.

Our values are: to build a community of trust and to offer an excellent, convenient and reliable service.

We provide access to cars for hours or days. Customers pay based on usage time.

This service can be accessed online, via smartphone or tablet and to access it you only have to be over 18 years of age, have a driving license and:

Choose the plan that suits you better, with a payment of only 6 EUR/month and the rest depending on usage.

1) Considering this service, please indicate to what extent do you agree or disagree with the following statements.

	Totally disagree		Do not agree nor disagree				Totally agree
	1	2	3	4	5	6	7
1. I'm familiar with services like this one	1	2	3	4	5	6	7
2. I've used services like this one	1	2	3	4	5	6	7
3. My knowledge of how such a service works is high	1	2	3	4	5	6	7
4. I would probably opt for a service like this the next time I need transportation	1	2	3	4	5	6	7
5. I would prefer a service like this instead of another transportation service	1	2	3	4	5	6	7
6. I would probably choose a service like this instead of another transportation service	1	2	3	4	5	6	7

2) From your point of view, what do you think are the consequences, on a personal level, of using this service (on a scale of 1 to 7)?

	Totally disagree		Do not agree nor disagree				Totally agree
	1	2	3	4	5	6	7
<b>If I would use this service</b>							
1. I would enjoy myself	1	2	3	4	5	6	7
2. I would be contributing to a better world	1	2	3	4	5	6	7
3. I could save resources to invest in the future	1	2	3	4	5	6	7
4. I would enjoy a pleasant experience	1	2	3	4	5	6	7
5. I would be contributing to a fairer society	1	2	3	4	5	6	7
6. I would be doing a good deal	1	2	3	4	5	6	7
7. I could enjoy life more	1	2	3	4	5	6	7
8. I would be doing what should be done in present times	1	2	3	4	5	6	7
9. I would be managing my resources more reasonably	1	2	3	4	5	6	7
10. I would have a really interesting experience	1	2	3	4	5	6	7
11. I would help other people monetize their resources	1	2	3	4	5	6	7
12. I would save money	1	2	3	4	5	6	7

**The following questions will be used to identify the participants. ISCTE-IUL strictly complies with the requirements inherent to individual data protection.**

1. Sex: M ☐ F ☐ Transgender ☐
2. Age: \_\_\_\_ years of age
3. What is your level of education?  
☐ Graduate Degree ☐ Master's Degree ☐ Other Postgraduation Degree
4. Compared to other people in the country where you live, how would you characterize your family's overall financial status?  
☐ Well below average  
☐ Below average  
☐ Slightly below average  
☐ Slightly above average  
☐ Above average  
☐ Well above average

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION**

## QUESTIONNAIRE

Please consider the following accommodation service from a web platform ([www.shareyourcouch.com](http://www.shareyourcouch.com))

**Share Your Couch** is the world's leading accommodation sharing network. Based on new technologies, we are re-defining how the world thinks about alternative accommodation.

Our mission is to provide truly social travel experiences. We aspire to a world in which people share their lives, promoting cultural exchange and mutual respect.

Our values are: to build a sharing community and offer a service of trust and kindness that connects people.

We provide access to private accommodation for days or weeks. Customers do not pay; they only make their accommodation available to other travelers.

This service can be accessed online, via smartphone or tablet and to access you only have to:

Find a place to stay on your vacation at locals' residences who have also joined and share their homes with other travelers.

1) Considering this service, please indicate to what extent do you agree or disagree with the following statements.

Totally disagree		Do not agree nor disagree					Totally agree					
1	2	3	4	5	6	7						
1.	I'm familiar with services like this one					1	2	3	4	5	6	7
2.	I've used services like this one					1	2	3	4	5	6	7
3.	My knowledge of how such a service works is high					1	2	3	4	5	6	7
4.	I would probably opt for a service like this the next time I need accommodation					1	2	3	4	5	6	7
5.	I would prefer a service like this instead of another accommodation service					1	2	3	4	5	6	7
6.	I would probably choose a service like this instead of another accommodation service					1	2	3	4	5	6	7

2) From your point of view, what do you think are the consequences, on a personal level, of using this service (on a scale of 1 to 7)?

Totally disagree				Do not agree nor disagree				Totally agree						
1		2		3		4		5		6		7		
If I would use this service														
1.		I would enjoy myself						1	2	3	4	5	6	7
2.		I would be contributing to a better world						1	2	3	4	5	6	7
3.		I could save resources to invest in the future						1	2	3	4	5	6	7
4.		I would enjoy a pleasant experience						1	2	3	4	5	6	7
5.		I would be contributing to a fairer society						1	2	3	4	5	6	7
6.		I would be doing a good deal						1	2	3	4	5	6	7
7.		I could enjoy life more						1	2	3	4	5	6	7
8.		I would be doing what should be done in present times						1	2	3	4	5	6	7
9.		I would be managing my resources more reasonably						1	2	3	4	5	6	7
10.		I would have a really interesting experience						1	2	3	4	5	6	7
11.		I would help other people monetize their resources						1	2	3	4	5	6	7
12.		I would save money						1	2	3	4	5	6	7



The following questions will be used to identify the participants. ISCTE-IUL strictly complies with the requirements inherent to individual data protection.

1. Sex: M ☐ F ☐ Transgender ☐
2. Age: \_\_\_\_ years of age
3. What is your level of education?
 

☐ Graduate Degree
☐ Master's Degree
☐ Other Postgraduation Degree
4. Compared to other people in the country where you live, how would you characterize your family's overall financial status?
 

☐ Well below average  
☐ Below average  
☐ Slightly below average  
☐ Slightly above average  
☐ Above average  
☐ Well above average

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION**

#### Data availability

Data will be made available on request.

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