Peer-to-peer sharing in Germany – Empirical insights into usage patterns and future potential.

Results of two quantitative online surveys

4. IWSE
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RESEARCH BACKGROUND
Peer-to-peer sharing

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

Pre-study
- Exploratory, qualitative interviews
  - n=32 users non-users
  - autumn 2015

Representative study
- Online survey
  - n=2001
  - spring 2016

Study with users of p2p sharing
- Online surveys with peer providers and peer users
  - Drivy: n=844
  - flinc.: n=1035
  - WIMDU: n=1637
  - Kleiderkreisel: n=4433
  - summer 2016, winter 2016/2017
Research questions

Representative study

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

User studies

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

- **Scales**
  - Familiarity *(Lamberton and Rose, 2012)*
  - Frequency of use
  - Intention to use *(Bhattacherjee, 2001)*

- **Perception**
  - economic value propositions *(Bock et al., 2005)*
  - social value proposition *(Lamberton and Rose, 2012)*
  - environmental value propositions *(Hamari et al., 2015)*

- **Overall attitude** *(Bodur et al., 2000)*
How familiar are you with peer-to-peer sharing in general?

- I know a lot about peer-to-peer sharing: 12% rather agree, 11% undecided, 77% rather disagree.
- I am familiar with peer-to-peer sharing: 7% rather agree, 9% undecided, 84% rather disagree.
- I have experience with peer-to-peer sharing: 4% rather agree, 4% undecided, 91% rather disagree.

Sample of people aged over 16 years, n = 2001. Based on a seven-point rating scale from 1- “I totally disagree” to 7-“I totally agree.”
Frequency of use and intention to use

Frequency of use

- 95% (low usage)
- 2% (moderate usage)
- 3% (high usage)

Intention to use

- 53% (rather unlikely)
- 32% (undecided)
- 15% (rather likely)

How often do you use peer-to-peer sharing?

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

How likely would you use peer-to-peer sharing (as a provider or consumer/user) in the future?

- n = 2001, sample of people aged over 16 years
- based on a seven-point rating scale from 1-“most likely” to 7-“very unlikely”
Perception of p2p sharing in general

- ... is a possibility to save money: 68% I rather agree, 17% undecided, 15% I rather disagree
- ... is environmentally sound: 67% I rather agree, 16% undecided, 16% I rather disagree
- ... helps reducing the depletion of natural resources: 64% I rather agree, 16% undecided, 20% I rather disagree
- ... is a possibility to get to know other people: 49% I rather agree, 22% undecided, 28% I rather disagree
- ... is a possibility to earn money: 44% I rather agree, 25% undecided, 31% I rather disagree
- ... is a possibility to share a sense of community with others: 37% I rather agree, 24% undecided, 39% I rather disagree

I think peer-to-peer sharing...

n = 2001, sample of people aged over 16 years based on a seven-point rating scale from 1- “I totally disagree” to 7-“I totally agree”
Overall attitude of p2p sharing in general

All in all peer-to-peer sharing is...

n = 2001, sample of people aged over 16 years
based on a seven-point rating scale
Motivations to use p2p sharing

Based on a 7-level scale from 1- “I totally disagree” to 7-“I totally agree”
Attitude towards p2p sharing services

All in all [p2p service] is...

based on a seven-point rating scale from 1 = “I totally disagree” to 7 = “I totally agree”
## Experiences with p2p sharing

### Share of people who use p2p sharing services in different domains

<table>
<thead>
<tr>
<th></th>
<th>p2p car sharing</th>
<th>p2p apartment sharing</th>
<th>p2p clothes sharing</th>
<th>p2p ridesharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>German population</td>
<td>3 %</td>
<td>6 %</td>
<td>25 %</td>
<td>14 %</td>
</tr>
<tr>
<td>Wimdu users</td>
<td>11 %</td>
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<td>37 %</td>
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<td>Kleiderkreisel users</td>
<td>6 %</td>
<td>30 %</td>
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<td>40 %</td>
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<tr>
<td>Drivy users</td>
<td>--</td>
<td>50 %</td>
<td>38 %</td>
<td>70 %</td>
</tr>
<tr>
<td>flinc users</td>
<td>16 %</td>
<td>33 %</td>
<td>37 %</td>
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“In which of the following domains have you ever used a p2p sharing service?”
## Intention to use p2p sharing

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

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<td>32 %</td>
<td>--</td>
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</tbody>
</table>

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

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

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References


