

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

- **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

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

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n=844



n=1035

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n=1637



Kleider
Kreisel

n=4433

summer 2016,
winter 2016/2017

Representative study



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

User studies

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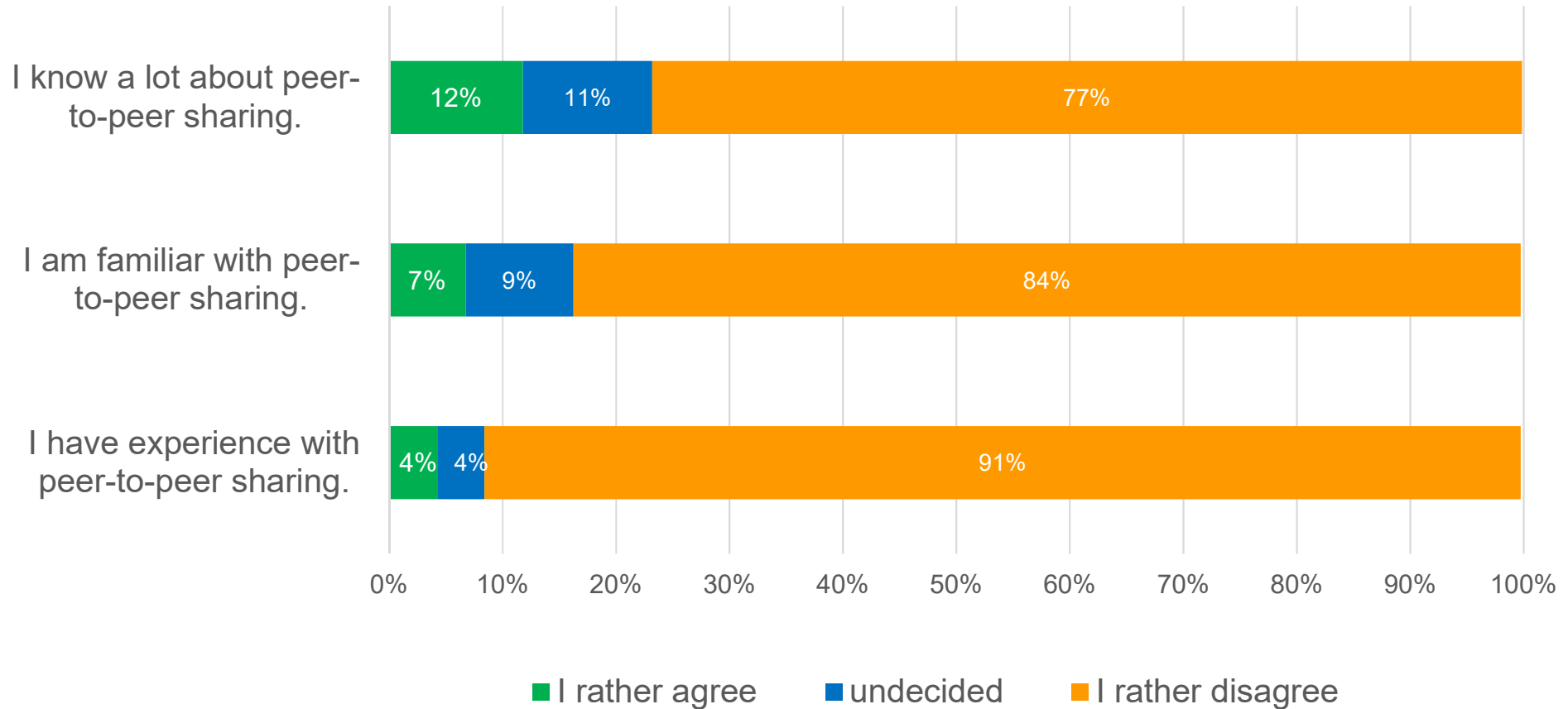
- What are the motivations to use p2p sharing services?
- How do people actually use p2p sharing platforms?
- How do people perceive p2p sharing?
- Does single-domain p2p sharing induce the use of p2p sharing in other domains?

- **Scales**
 - Familiarity ([Lamberton and Rose, 2012](#))
 - Frequency of use
 - Intention to use ([Bhattacharjee, 2001](#))
 - Perception
 - economic value propositions ([Bock et al., 2005](#))
 - social value proposition ([Lamberton and Rose, 2012](#))
 - environmental value propositions ([Hamari et al., 2015](#))
 - Overall attitude ([Bodur et al., 2000](#))

RESULTS



Familiarity with p2p sharing in general



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

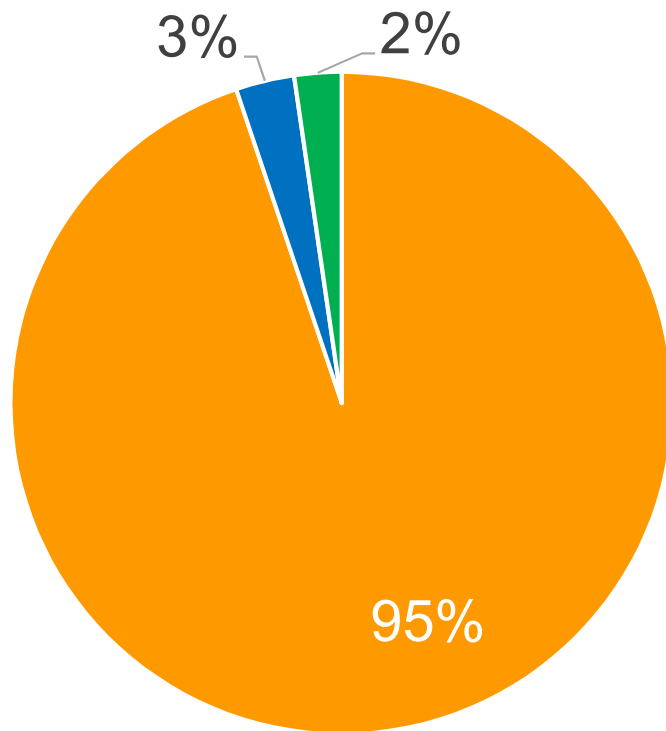
n = 2001, sample of people aged over 16 years

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

Frequency of use and intention to use



Frequency of use

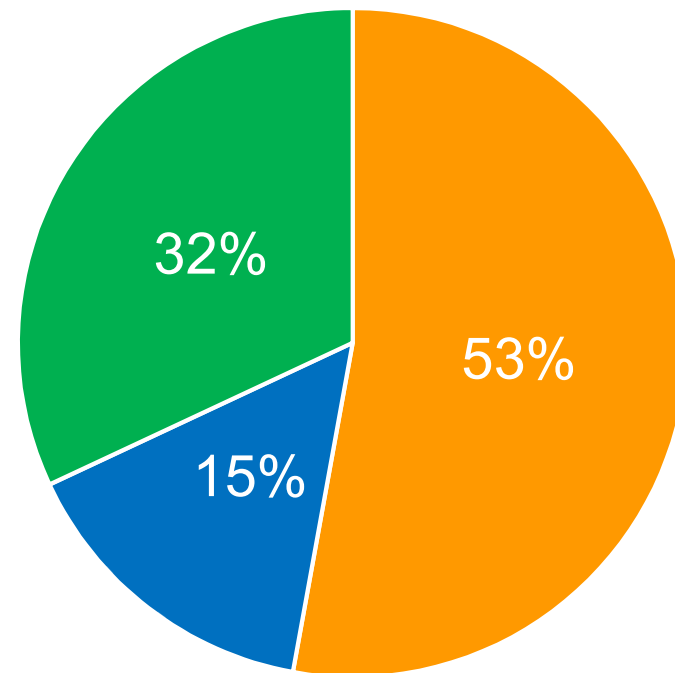


■ low usage ■ moderate usage ■ high usage

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"

Intention to use

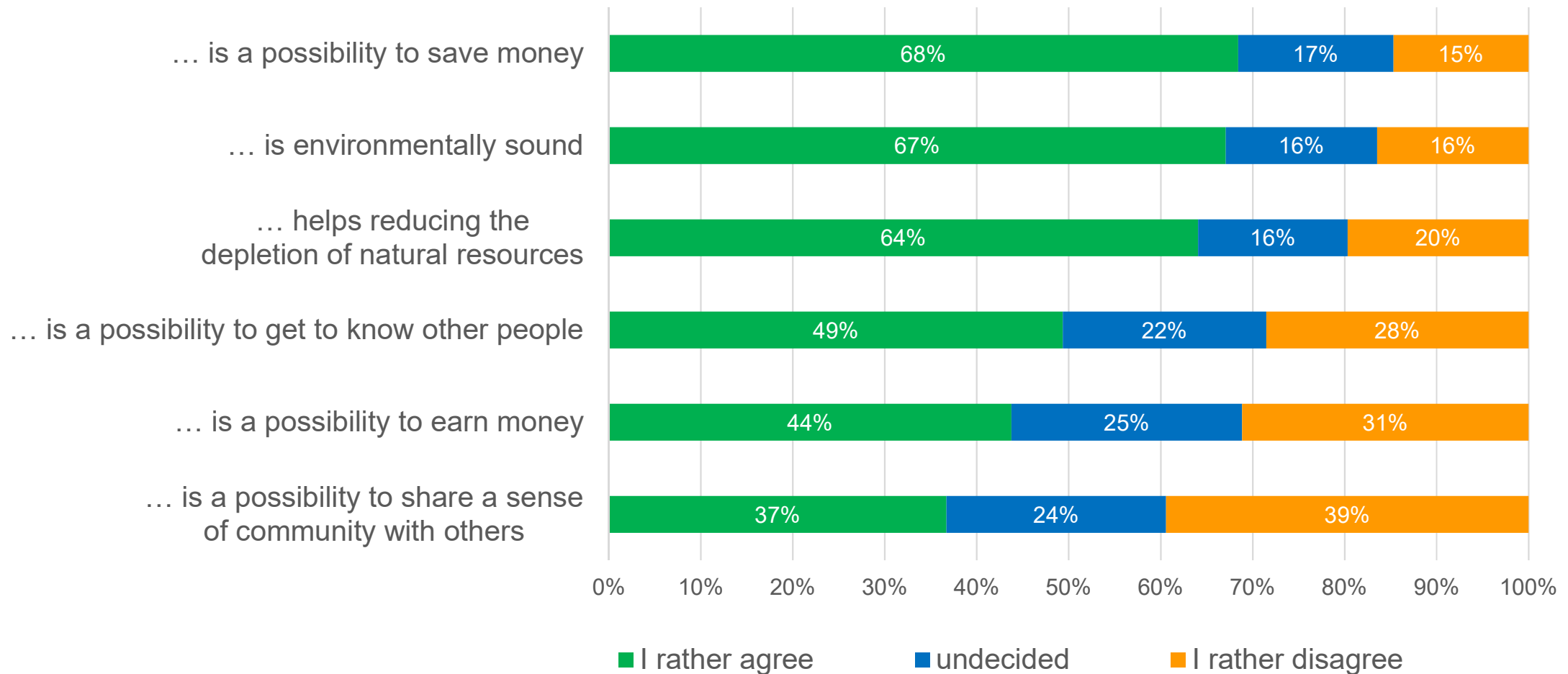


■ rather unlikely ■ undecided ■ rather likely

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

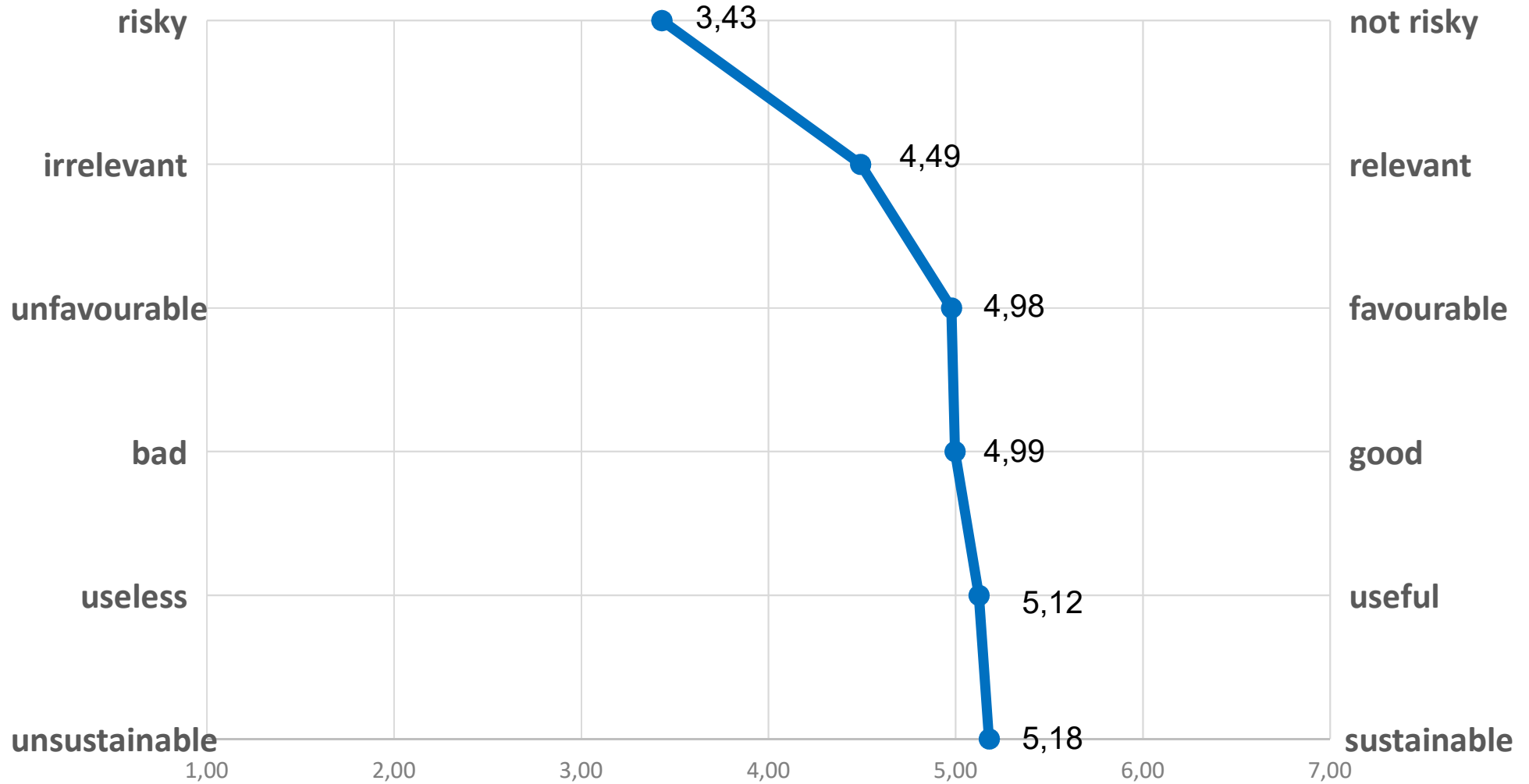


I think peer-to-peer sharing...

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



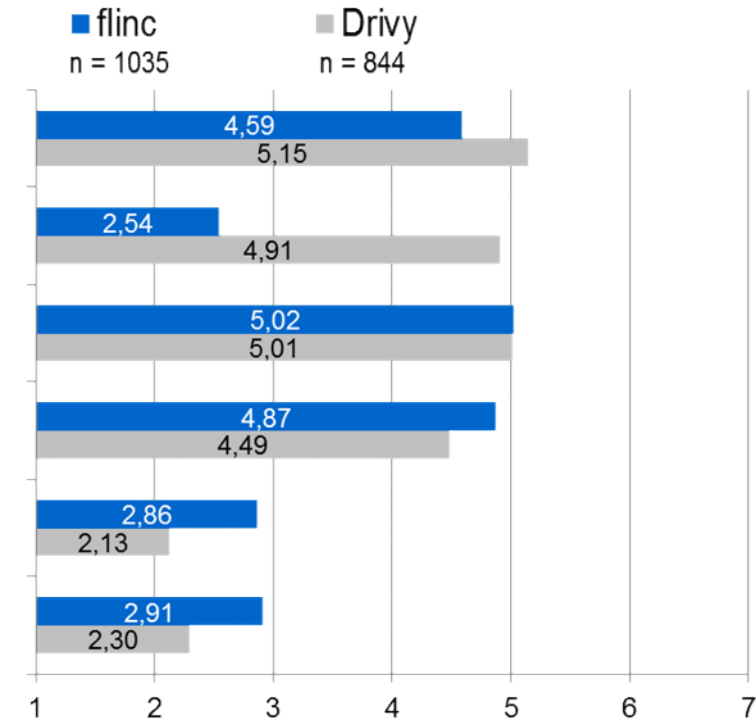
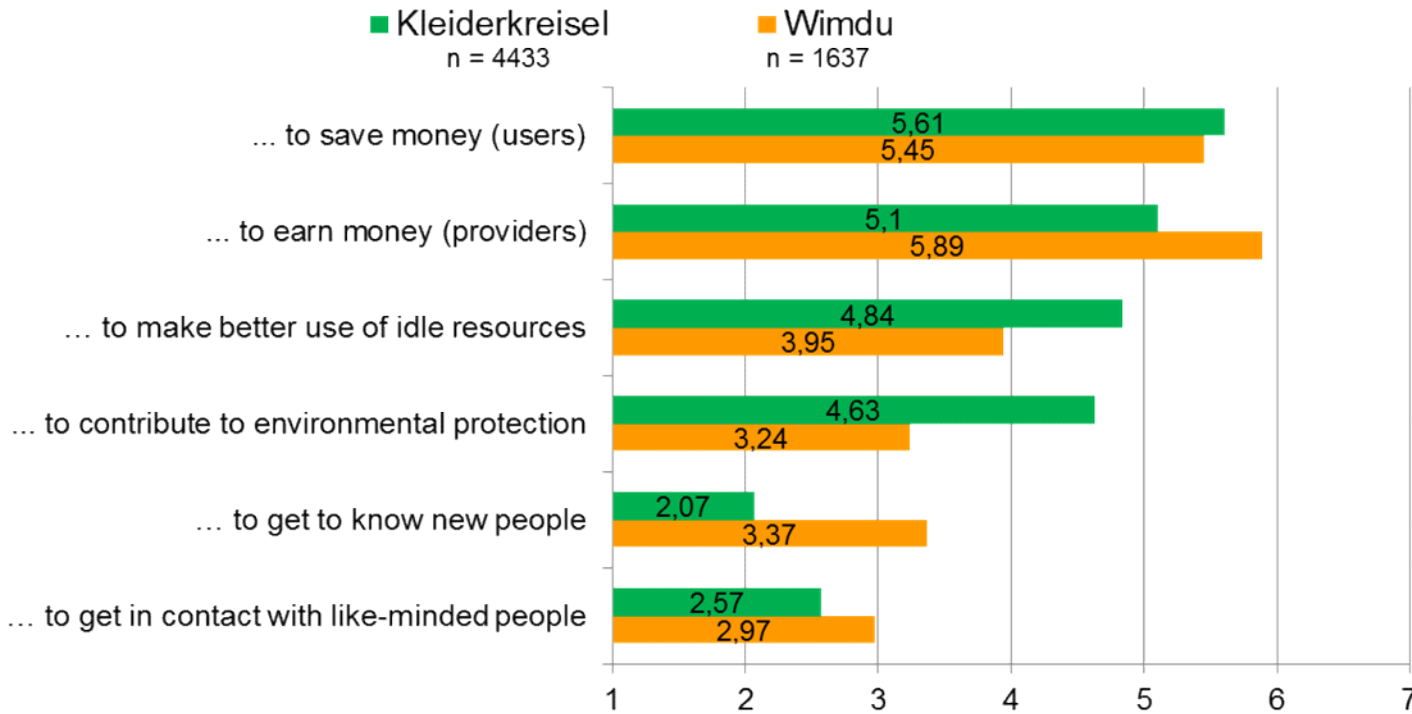
All in all peer-to-peer sharing is...

n = 2001, sample of people aged over 16 years
based on a seven-point rating scale

RESULTS



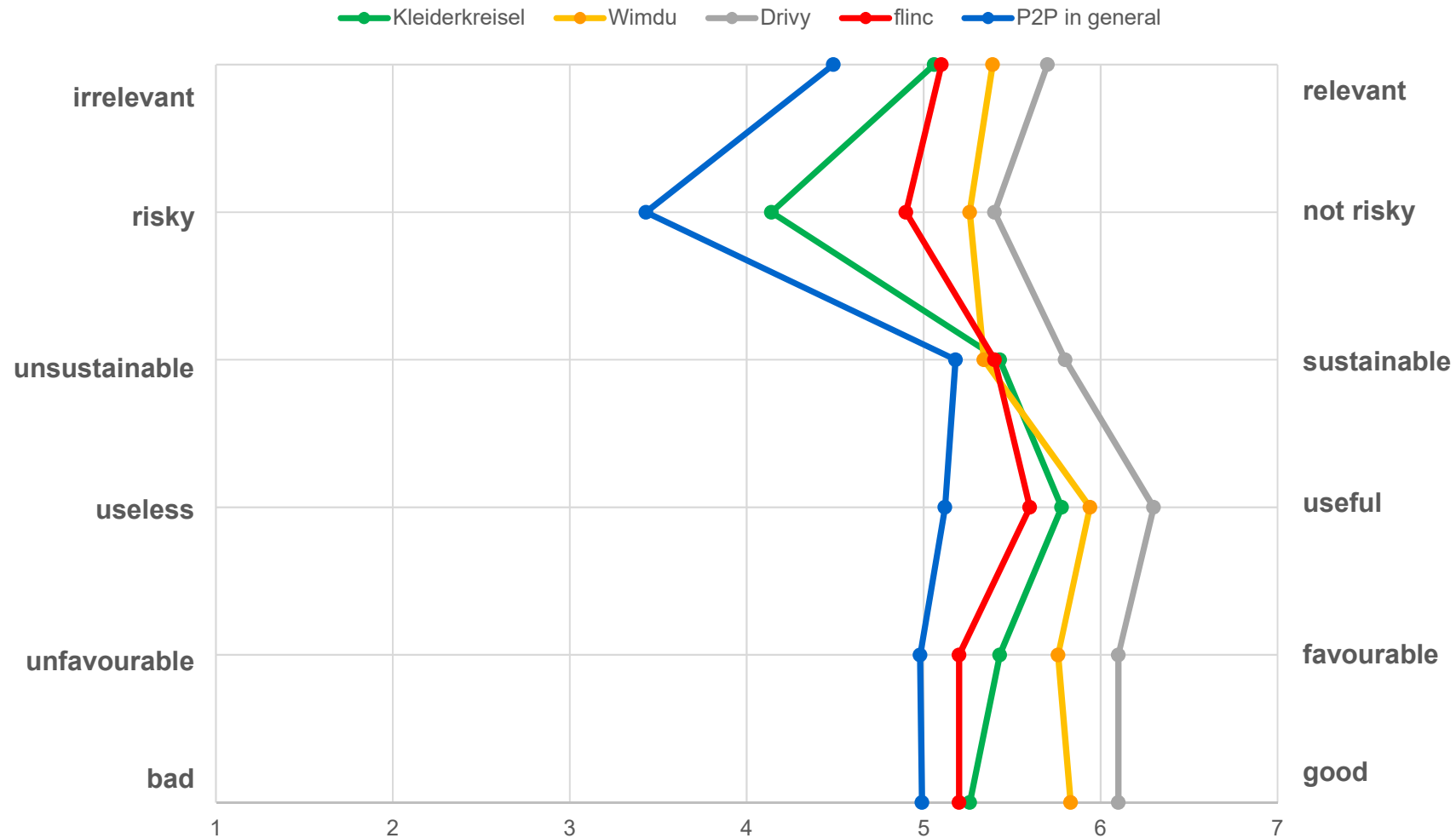
Motivations to use p2p sharing



I use (p2p sharing service)...

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

	p2p car sharing	p2p apartment sharing	p2p clothes sharing	p2p ridesharing
German population	3 %	6 %	25 %	14 %
Wimdu users	11 %	--	37 %	37 %
Kleiderkreisel users	6 %	30 %	--	40 %
Drivy users	--	50 %	38 %	70 %
flic users	16 %	33 %	37 %	--

“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

	p2p car sharing	p2p apartment sharing	p2p clothes sharing	p2p ridesharing
German population	10 %	15 %	26 %	19 %
Wimdu users	27 %	--	31 %	44 %
Kleiderkreisel users	22 %	41 %	--	49 %
Drivy users	--	58 %	34 %	70 %
flic users	35 %	38 %	32 %	--

“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

- **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



PeerSharing

Thank you very much!

www.peer-sharing.de

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