Sharing – an overstated phenomenon?
Usage and perception of peer-to-peer sharing in Germany.

Results of a quantitative representative online survey
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
Research questions and methodology

- **Research questions**
  - How common is p2p sharing in Germany – now and in the future?
  - How do people perceive p2p sharing?
  - Which target groups can be identified among the German population?

- **Online survey**
  - N=2,000
  - Representative for the German population (> 16 years)
  - Data were collected from a market research company
  - Field work: May 2016

- **Analysis**
  - Descriptive statistic, cluster analysis
Constructs and scales

- Familiarity (Lamberton and Rose, 2012)
- Actual 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)
RESULTS
How familiar are you with peer-to-peer sharing?

N = 2,001, sample of people aged over 16 years based on a seven-point rating scale from 1- “I totally/strongly disagree” to 7-“I totally/strongly agree”
Actual use and intention to use

How often do you use peer-to-peer sharing?
N = 2,001, sample of people aged over 16 years
based on a 7-level scale from 1 - “not at all” to 7 - “very often”

- Low usage: 95%
- Moderate usage: 3%
- High usage: 2%

How likely would you use peer-to-peer sharing (as a provider or consumer/user) in the future?
N = 2,001, sample of people aged over 16 years
based on a seven-point rating scale from 1 - “most likely” to 7 - “very unlikely”

- Rather unlikely: 53%
- Undecided: 32%
- Rather likely: 15%
I think peer-to-peer sharing is...

N = 2,001, sample of people aged over 16 years

based on a seven-point rating scale from 1- “I totally/strongly disagree” to 7-“I totally/strongly agree”
All in all peer-to-peer sharing is...
N = 2.001, sample of people aged over 16 years based on a seven-point rating scale.
## Characteristics of target groups

<table>
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<tr>
<th>Active Users (10%)</th>
<th>Pragmatists (17%)</th>
<th>Open-Minded (19%)</th>
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<tbody>
<tr>
<td>• well-acquainted with p2p sharing</td>
<td>• familiar with p2p sharing</td>
<td>• know little about p2p sharing, but find it fascinating</td>
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<td>• use it to a large extent</td>
<td>• use it relatively often</td>
<td>• can imagine using it</td>
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<td>• suits their self-concept and is an expression of social distinction</td>
<td>• consider it as one of several consumption possibilities</td>
<td>• motivated by social values</td>
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CONCLUSIONS
Conclusions

• Theoretical implications
  • Peer-to-peer sharing is (still) a niche phenomenon
  • Potential for peer-to-peer sharing is great
  • Almost half of the population can be activated for peer-to-peer sharing

• Practical implications
  • Marketers should emphazise allied motives
  • Marketers should incorporate mechanisms that increase trust in p2p sharing services
Thank you very much!

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References


