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MASTER`S THESIS

THE IMPACT OF SERVICE PROVIDER REPUTATION AND SERVICE PRICE PERCEPTION ON CONSUMERS INTENTION TO USE SHARING ECONOMY SERVICES

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INTRODUCTION

Background of the study

Sharing economy, which is also known as, collaborative economy, community-based economy, collaborative consumptions, platform economy and access economy is the economy that allows peers share resources owned (Hossain, 2020). According to Hamari et al. (2016), the sharing economy is the peer-to-peer based activity of obtaining, giving, or sharing the access of goods and services, coordinated through community-based online services. Hamari et al. (2016) adds that the development of sharing economy activities was facilitated by the rapid growth of technologies that led to development of online platforms that facilitate people who have services or products to share with those who demand them.

Sharing economy is boosted as the economic system that has proven the presence of abundance in assets with the benefits of reduction in consumption costs and increased use of assets (Geissinger et al., 2020). The PricewaterhouseCoopers (PwC) report of 2015 explains that the sharing economy growth potential between the key sharing sectors, automotive, hospitality, finance, staffing and media streaming industries will be generating $335 billion in 2025. According to PwC (2015) the main players in the sharing services are offered by companies like BlaBlaCar, Lyft, Didi, Uber, Grab, Ola for transports; Airbnb, HomeAway, XiaoZhu, OneFineStay for accommodation; RentMyWardrobe, DesignerShare for clothes and accessories and EatWith and MealSharing for food, drinks and socialization as noted by. In addition, companies like *Booking.com* and Skyscanner for transport and hotel reservations are some of the most successful reservation companies in the industry (Wirtz et al. 2019).

Wirtz et. al. (2019) also refers to sharing economy emergence and growth as the disruption of the traditional way of doing things. The disruption of the economy has led to change of customers buying behaviors and consumptions patterns in the business (Caldieraro et al., 2018; Lamberton and Rose, 2012; Zervas et al., 2017), making it a research topic for more than a decade. From when it was firstly referred to as collaborative consumption by Algar (2007) to Botsaman et al. (2017) in, "What's Mine Is Yours: The Rise of Collaborative Consumption" and Bulajewski (2018) asking if the sharing economy is dead 2018, sharing economy has received different critiques on its definition, application, and even economic benefits.

Problem statement

Pettersen (2017) noted that, the use of sharing economy services is impacted by trust, quality, purchasing behaviors, cultural values, and customers reviews. As the sharing economy is a service-based industry among strangers and service providers, to ensure that services are provided in a trusted environment, reputation is a pivotal aspect to be considered (Pettersen, 2017). Sharing economy services providers have developed different reputations mechanisms to make sure that the users of the platforms are ensured of both the quality and reliability and validity of such platforms. The most used mechanism according to Ert et al. (2016) is the display of customer reviews on online platforms by frequent users and the use of review is accounted for since these platforms are more focused on services followed by the face-to-face interaction when a service is provided.

Since sharing economy services are online-to-offline and offered based on platforms, the traditional service pricing methods are not applicable, and features based on the demand, the service providers and platform should match different from when only demand and supplies were considered in traditional servicing (Liu et al., 2018). Although there are different studies showing the relationship between sharing economy and the affecting factors like price and reputation, there has been little finding on the impact of factors that affects consumers intention to purchase sharing economy services especially in relation to service prices and service provider reputation.

The aim of this study is to assess the impact of service provider reputation and service price perception on the consumer intention to purchase sharing economy services.

Objectives of the study

To achieve the aim of this master thesis, the following objectives are set:

- to present the concept of sharing economy;
- to identify main theoretical models explaining consumer online purchasing behavior;
- to distinguish main factors, impacting intention to use sharing economy services;
- to prepare methodology to measure the impact of price and service provider reputation on the intention to purchase sharing economy services.
- to perform research to measure the impact of service provider reputation and service price perception on the intention to purchase sharing economy service.

1. THEORETICAL ASPECTS OF SHARING-ECONOMY

1.1 The concept of sharing economy.

The development of technology has led to the eruption of peer-to-peer platforms that have helped people utilize the underutilized products giving a rise to the new way of doing business called sharing economy according to Roma et al. (2019). Roma et al. (2019), described the sharing economy as an alternative channel to accessing traditional goods and services through digital platforms. This author also adds, the fact that these shared products and goods are many in different geographical locations, it is inevitable to have a competitive price model in the sharing platforms making them a threat to the traditional operations.

Belk (2014) explains that sharing and the concept of sharing goes with the human history and being while, sharing economy came with the age of the internet that has been facilitated by the massive development of technology and interconnectedness of people. Weber (2016) states that each consumer in the sharing economy has two stages or periods which are also decision stages: the early or consumption phase and the late consumption phase depending on time. Concerning the individual consumption decision, Weber states that, the consumer generation decisions are made in the early consumption stage and in the late stage, consumers can be owners or nonowners depending on the ownership.

Sharing economy and categories

Sharing economy is considered sharing when three performances are in place, community, access, and collaboration (Richardson, 2015). According to Richardson, the impact of new practices that the sharing economy has brought has disturbed the business-as-usual practices while shaking the whole system of ownerships. He also adds, the access to resources through sharing economy platforms should not be dismissed but served as a new and digital way of doing things in the economy.

According to Guo et al. (2017), Sharing economy can be grouped into different categories such as through Rachel Botsman's theory, Weitzman's classification and that based on China Information Centre. Guo et al. explains that, through Botsman's theory, the sharing economy has three patterns: redistribution, collaborative lifestyle, and product service system. Through

Weitzmans classification he states that, there are three categories: product service, product recirculation and collaborative lifestyles. Through the classification made by China National Information Centre, the sharing economy is divided into product, space, knowledge, skill, labor, fund, and production capacity sharing. Although there are other findings about the sharing economy, the sharing economy can be classified into product sharing (good or service), collaborative lifestyle though sharing of intangible goods and collaborative production.

Sharing economy strategy

FTC (2016) describes the sharing economy as titles that enable the emergence of marketplaces or meeting points for supply and demand, making it easy for anyone to become a supplier of goods and services in exchange for money. These platforms emerged with the introduction of peer-to-peer sites that brought together and connected individuals who wanted to exchange access and services at a fee. Sharing economy platforms are there to match the demand-supply level in the market by matching people who want to share goods or services and those who demand such goods.

Sharing economy is made up of three key players, the platform, the buyer (consumer) and the seller (suppliers or hosts or service providers). Sharing economy platforms are sites that connect buyers and sellers of products and services. The success of a sharing economy platform is determined by the number of users that are buyers and sellers that are ready to use the platforms. Sharing economy platforms are digital based and they are usually in the form of mobile software applications that simplify the process.

Most of the successful sharing platforms have characteristic such as, have attracted many buyers and sellers (service provider) to balance the demand and supply of the market; The platforms have potential transactions patterns or third parties that facilitate easy transaction between buyers and sellers and the platforms have created safe transaction environment between strangers.

Although the sharing economy has received different critics as it is not sharing but collaborative consumption as people are shared services and products at price, sarong economy services are growing fast changing the traditional market and business practices. Today, the sharing economy is characterized by small groups of peers that wish to provide a range of

service and goods extending to local services like food deliveries, meal preparation, shopping, and shipping, renting of clothes, even working for others, or performing tasks for financial compensations in an individual's free time.

For the sharing economy to take place, there are three must be customers, service providers and service platforms. For instance, the customers include all those people who intend to buy, buy, and use or use sharing economy services. Sharing economy was made possible through the increased use of the internet and mobile phone that has brought people closer virtually thus enhancing new ways of doing things like sharing (Wang, 2018).

Godelnik (2017) adds, the change in the main factor to the growth and increased use of the sharing economy is boosted by the millennials who, with the increase of technological changes, prefer a light assets lifestyle thus the increase of demand in the service sharing economy. Mont et al., (2020) explains, the sharing of goods, services, and skills in communities and among families has been a traditional practice through human history. The only change that has been brought through development of digital technologies is the sharing among strangers made possible.

Sharing economy models

As the sharing economy is becoming part of the business practices today, sharing economy platforms have been developed to gain a competitive advantage over other practitioners in the market. The mechanisms used by these sharing platforms are based on control of participants and rivalry between participants. According to Constantiou et al (2017), due to these two major keys, rivalry, and control among participants, four models are generated: franchiser, principal, chaperone, and gardener as shown in *Figure 1*.

Sharing economy models focus on value proposition and intent and are differentiated by the level of rivalry intensity and control that the platform owner has on participants. To differentiate itself from traditional marketplaces, the sharing economy combines the organizational and market mechanisms to create value.

Rivalry	Control: Loose Minimum standards or guiding principles for platform participation are set by the platform owner	Control: Tight Platform participation is specified, standardized and monitored by the platform owner
High Pricing scheme based on real-time changes in supply and demand	*Chaperones* Prototypical Example: Airbnb • Value proposition: Service differentiation • Other examples: Homeaway, Rentomo, Apprentus	*Franchisers* Prototypical Example: Uber • Value proposition: Low costs and efficiency gains • Other examples: Lyft, Postmates, Caviar
Low Pricing scheme based on compensation of the suppliers' costs	*Gardeners* Prototypical Example: Couchsurfing • Value proposition: Self-organization and community building • Other examples: BeWelcome, BlaBlaCar, Peerby	*Principals* Prototypical Example: Handy • Value proposition: Low costs and risk mitigation • Other examples: TaskRabbit, Zeel, Deliveroo

Figure 1. Types of Sharing Economy Platforms.

Source: Constatiou et al. (2017)

Constatiou et al. (2017) explains that franchisers are characterized by tight control and rivalry among users, by using the real time changes in supply and demand; principals are characterized with tight control but there is low intensity of rivalry by charging standard prices; chaperons are platforms with high rivalry and high control while gardeners are platforms with low rivalry among participants and low control from the platform owner. Understanding sharing economy through these models provides better understanding in coordination of organizations and market mechanisms by different practitioners and brings the need to understand these sharing platforms differently to develop better strategies developing them.

The following are the attributes for sharing economy services platforms:

- Access over ownership which refers to the on-demand type of economy.
- Peer to peer-based network and platforms that increase interactions and transaction.
- Allocation of idle resource which focuses on the sharing of underutilized resources.

Characteristics of sharing economy platforms:

- They are two sided markets or multi sided thus focus on facilitating interactions between parties.
- Operating at a fee
- Have one of the three functions: intermediary, matchmaker, or gatekeepers.
- While mitigating risks through screening and reviews
- Build trust among participants through different reputations systems.
- Lower cost of transactions for their user bases

1.2 Theories and models describing consumer behavior online.

The increase of online purchases and social media users paved the way for the growth of the sharing economies business among peers, the aim being to share already owned products and services to those in demand for a certain charge and limited time (Hawlitscheck et al, 2018). Hawlitschek et al. (2018) categorizes this peer to peer sharing transactions as non-corporate, commercial, temporal, and tangible. For P2P sharing to work the need to understand the consumers motives through the Theory of Planned Behaviour is important.

Theory of Planned Behavior

According to Limayem et al. (2000), online shopping intentions and consumers behaviour can also be analyzed through the theory of planned behaviour. Human behavior is affected and determined by different variance according to Azjen (1991). With his introduction and his arguments on the theory of planned behaviour, Azjen explains that behaviour is highly predicted from attitudes and factors like subjective norms, perceived behaviour control, intentions, accounts for the actual behaviour of a person.

Azjen (1991) notes that the central and core factor in explaining the planned behaviour is intention to do or act a certain way. These intentions tend to capture different motivation factors that influence people's behaviour as they show how willing and how much effort they put for a certain behaviour.

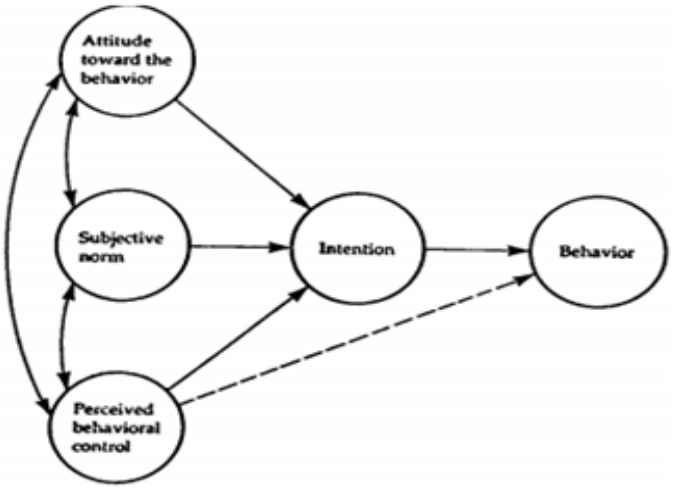

Figure 2. Theory of planned behaviour

Source: Ajzen (1991)

Together with factors like opportunities and resources which give control over the behaviour, a person can succeed in what he intends to. This is what Azjen refers to perceived behavioral control. Perceived behaviour control, according to Azjen is the person's perception of the ease or difficulty of performing the behaviour of interest and it usually varies across situations and actions. The theory of planned behaviour adds that, the performance of a behaviour is jointly a function of intentions and perceived behaviour control. For predictions to work, there should be measures and intentions of the perceived behavioral control must be compatible to the predicted behaviour.

Other factors making this theory possible together with perceived behavior control are, motives, intention, control, Attitudes, subjective norms, beliefs, experience, and perceptions which determine whether the behavior is planned (controlled), perceived or not.

Technology Acceptance Model (TAM)

Yadav & Mahara (2019) explains that there is an increase in people using e-commerce platforms to make purchases. With people shopping online, there are different factors that make them continuously shop online with trust being the major factor. Yadav explains that trust acts as a mediator when shopping online and has a great effect on the consumers intentions. With other factors studies being the quality of the platform (website, service perception, product

perception, these factors help build consumer's confidence in the products offered online and trust from consumer to provider.

According to Yadav & Mahara (2019), consumer behavior is the result of factors like values, motives and attitudes which manifest during consumption online or offline. The author adds, these motives can be classified as hedonic or utilitarian. Hedonic motives are how the product or service is experienced through the five senses. Utilitarian motive is about the function, goal and purpose the product or service offered is going to accomplish to a customer or consumer. Although the hedonic experience is mostly lacking on the online platforms, the online sellers substitute this with more product information incorporating different features like words, videos, pictures and sounds to let the customer have the same experiences.

The technology acceptance model (TAM) which focuses more on theory of reasoned action, explains, and evaluates the consumers behaviors focusing on the user's decision to use online services and how such decisions impact their attitudes and intentions.

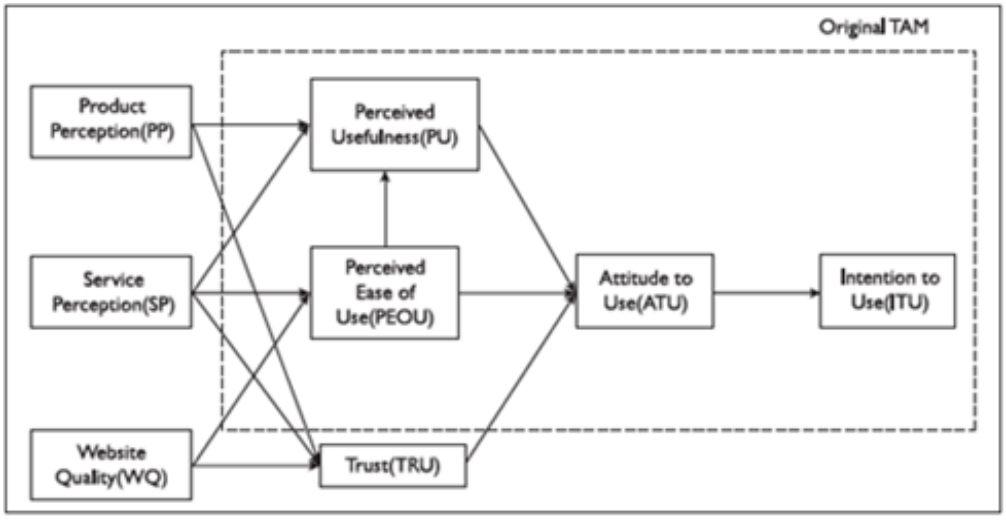

Figure 3. Technology acceptance model

Source: Yadav & Mahara (2019)

According to the TAM Model above, the consumers intention to use or buy online is affected by product perception, service perception, website quality which have effect on trust, perceived ease of use, and perceived usefulness which in general affects attitude to use which determine consumers intention to use technology in general for purchases.

Social Network Theory

The social network theory discusses how online consumers' behaviors and profiles in different social platforms have acted as the source of data for different companies to understand their consumers behavior and thus provide better products and services online and offline.

The increase of interconnectedness through the increase of social media use and internet has made companies find better ways to gain consumers online, making the need to understand such consumers behaviors crucial through understanding how they behave online (Akar & Dalgic 2018). With more than 4.66 billion internet users today, with an increase of 321 million users in just 12 months the number of social media users has increased to 3.1 billion worldwide (Statista, 2020). Today, customers have become the major force behind consumptions determined by their shaped habits from having relationships with brands just as customers and consumers to playing a major role in co-creating and designing the products they want with companies and brands. With customers aiming much power in the market, the need to understand customers behaviors has become crucial in business today.

1.3 Factors affecting consumers intention to purchase sharing economy services.

To further understand the consumers online purchase intention Akar & Dalgic (2018) mentions different factors affecting consumers purchase intention. These factors include trust that is user based generated that focuses on comments and reviews; electronic word of mouth (e-WOM) which focuses on the recommendations or review that can be anonymous or friends; content gratification that can be utilitarian or hedonic; cultural differences as to when one culture has high intention on purchases of certain goods: motivations, intention to engage in purchasing through online platforms.

1.3.1 General factors affecting intention to purchase sharing services.

According to Garcia et al. (2020) there are different factors that make people use e-commerce services. These factors include social psychological factors, attitudes, norms, behaviors, ease and usefulness and non-traditional factors like buying impulse, compatibility, self-efficacy in online stores and relationships in cross cultural environments. With e-commerce or online purchases bringing massive change in the way people shop with the help of internet and

interconnectivity, online shopping has been more widely operated in the developed countries than in developing. The developing countries are still faced with issues like trust when shopping online and other risks associated with shopping online. In his study, Garcia et al. (2020) compared between the shoppers in the developed market and those in the emerging market to analyses the general decision-making process consumers go through when shopping online and factors affecting such process.

Trust, Risks & Privacy Issues. Trust is admitted as the most important factor that impacts the consumers intention to purchase online; to gain trust online service and products sellers promises and assure customers about the product and services (Eastlick et al., 2006). According to Eastlick et al. (2006), trust is directly associated with other factors like commitment, privacy concerns, firm's reputation and information and together affecting the customers intention to purchase online. Eastlick et al. (2006) discusses that factor privacy affects commitment but unlikely to affect trust especially when negative; reputation has a direct and strong impact on trust and privacy issues.

George (2002) argues that trust and privacy are two of the major issues that online shoppers are affected with and thus worried about when shopping online. The author states that, with privacy and trust being assured, affects customers' attitude when shopping online thus determining their behaviors. Down through history, according to George (2002), privacy has been a major concern when shopping online with more people worried of how information is acquired, used, stored and how much invasion is allowed and made by online sellers through different programs they offer.

Yaras et al., (2017), discusses financial risk as one of the factors that determine consumers behaviour online arising from the fear of financial losses, monetary loss, and fraud. In addition to financial risks, Yaras et al., (2017) discusses the product risk that consumers face when shopping online as the product and services purchased online may not be able to deliver the expected results to consumers.

Online trust (Kumar & Dange, 2012; Amaro & Duarte, 2015) also affects consumers' intentions to purchase online from the perceived trustworthiness of the internet merchant perspective according to Kumar & Dange (2012). According to Amaro & Duarte (2015), people are likely to purchase online if their level of trust is high on the online platform. To clarify more on trust,

Kumar & Dange (2012) describes the integrative model of consumer trust in the internet shopping which includes, perceived integrity; perceived competence; perceived security control; perceived privacy control; propensity to trust; third party recognition and legal framework, in which together, affect the consumer trust in internet shopping.

Use of e-media & e-WOM. Rehmani & Khan (2011) discuss different factors that affect the customer purchase intention like e-media, which includes e-discussion, websites, online chats, email that have influence on customers purchasing behaviour. Rehmani & Khan (2011) explain that there are different sources of online information that customers have created, initiated, and circulated intending to educate and inform each other about different products and services and as the sources become trustworthy through customers ratings, have an impact on the purchasing behaviour of customers. Chowdhury (2016) elaborates more that eWOM plays a major role in how consumers and customers discuss the product or service brand and thus influence how they choose products and services they buy or consume.

Information availability (product or service description) & experiences. There are different factors that affect the online purchase according to Anisur et al. (2018). Anisur et al (2018) adds that with being different from offline stores or physical stores, the online stores (e-shops & online platforms) through which the sharing economy operates, try to offer as much information and links through which customers can find, information and images about their products and services. In addition, through this information, customers can find different issues regarding the products or services like prices, features, product shipping and payments which are important in online platforms services and e-commerce as only businesses that fulfill such criteria are more likely to become successful and thus attract more repetitive customers (Anisur, 2018). About personal experience, George (2002) argues that when customers are more experienced with the use of internet service like shopping online, other barriers usually decrease since they can do better and safer when purchasing online.

According to Park & Kim, (2003), the experience a customer has when navigating online can lead to satisfaction or dissatisfaction depending on the overall information, they encounter thus affecting their intention to purchase. To study further about the information effect on customer experience, satisfaction and intention, Park & Kim (2003) considered components like relevancy, recency, sufficiency, consistence, understandability, and playfulness which determine user interface quality when shopping online. Park & Kim (2003) study showed that

information quality has a great influence and impact on the quality of the service offered thus had an impact on expected satisfaction and customers' intention to buy online.

Shopping convenience. According to Lo et al. (2020), the development of the sharing economy activity made it necessary for firms to develop application platforms that will help in engaging customers for different services and products. Lo et al. (2020) explains that these platforms are used to reach to different customers and prospects and strengthen their assessment on how these organizations are to increase consumer profits. Moreover, Lo et al. (2020) noted that the sharing economy includes the sharing of creation, production, distribution and consumption of different goods and services between different people leading to the rapid growth of sharing economies that has been facilitated by the increase and development of digital technology that has connected people together.

Lo et al. (2020) adds, these sharing economies have not only brought the increase to the availability of different goods and services but also have greatly impacted sales, services provisions, and online and offline advertisements pushing companies to find new innovations and everyday activities on how they are going to capture the market and value in their organization's daily activities. With different markets succeeding in capturing the market and increasing value, finance, medical and entertainment are the few industries that have benefited from sharing economies.

In addition, Yaras et al., (2017) discusses convenience as one of the most important reasons why consumers buy products or services virtually. To explain this, Yaras et al., (2017), discusses factors that may affect customers convenience like transportation of the product, ease of research to obtain different information, ease of assessment so that a customer can access understandable information about the product, virtually through video, pictures (visual), words (written) and audio; ease of payment as customers do not have to wait on ques to pay and lastly, ease in post purchases services as the customer wait for product to arrive. According to Yaras et al., (2017), customers consider easiness and convenience important when shopping online and likely to affect their intention to purchase.

Product quality. There are different factors that influence or affect customers' purchases like price, design, packaging, knowledge about the product, quality, celebrity endorsement, fashion, and family relations, product quality, brand image, socio economic conditions and social

influence as the major ones and others like values and satisfaction (Xiao et al., 2018: Younus et al, 2015: Rana et al., 2015). Rana et al. (2015) describe the customers intention to purchase as the representative of their desire to purchase.

Priporas et al., (2016) explore the impact of quality in service provision in the sharing economy. Service quality is important to companies and to study it, service quality needs to be conceptualized to reflect that customer from their own service quality perception based on different levels of performances and with these levels, determine the overall service quality (Priporas et al., 2016). With different factors that customers consider determining service quality like reputation and ratings, service providers have an opportunity to offer the best and create loyal customers who are likely to return for more service. Priporas et al., (2016) examine the case for Airbnb which is one of the sharing economy platforms that offer alternative accommodation to travel at an affordable price describes that, with Airbnb's service quality rating in upscale and luxury, customers can choose what they need based on such scales.

Competitive innovations benefit sharing economy platforms. As sharing economy businesses based on innovations and internet technology use, the innovative nature of the sharing economy models is likely to face competitions. According to the FTC (2016), competition in the sharing economy is divided in three groups. Peer-to-peer vs traditional suppliers; network effects and platforms dominance; and vertical integration. As the sharing economy growing roots in operations and characterized as the source of income, the question of peer to peer sharing that was once the main goal, it started to disappear as more professional operators are using the market to gain more through their operations that were not once shared based.

The question of platform dominance is since success of the platform depends on the number of buyers and sellers the platform attracts. For big and large platforms that have already attracted many users, it is easier to continue to operate in the market than the platforms with less users that act as a competition between platforms that are successful and those that are still developing. Although this competition applies more on the sellers' side that can experience platform monopoly and pricing regulations, buyers may tend not to experience as different users use different platforms and users tend to use more than one platform to get products or services.

In the vertical integration competition FTC report discusses that it rises when the vertical integration is introduced by platforms that can decline to introduce their own suppliers within the platforms rather than enhancing transactions between buyers and sellers. This integration is likely to lead to anticompetitive foreclosure thus making the need to attract more suppliers reasonable in the sharing economy platforms.

1.3.2 Impact of price & service price perception on sharing economy.

Pricing strategies (policies) in the sharing economy

Price is one of the basic elements of the 4-marketing mix with product, promotion, and place (distribution). With the change in the demand and supply factors, as the markets mature price settings also tend to change. According to Constatiou et al. (2017), there four sharing economy models, chaperones, gardeners, principals, and franchisers that are determined and are affected by the intensity of rivalry between participants in the sharing platforms and control the owner of the platform has on participants. The intensity of rivalry is determined by the level of customers demand and suppliers' capacity in the market to meet the demand.

According to Toni et al. (2017), pricing strategies offline or online and their levels affect the profitability in any business. The author notes that as pricing has a high impact on companies' earnings, pricing strategies tend to differ from one sector and market to another. These strategies are cost-based pricing, competition -based and customer-value based pricing. The pricing strategies (or policies) depend on the balance between cost, competition, and customers.

a) Customer value-based pricing strategy is when prices are set according to the value and financial sacrifice that a customer can pay to get

b) Competition-based pricing strategy is when prices are set based on the competitors price levels as well as behaviour expectations. Through this comparison, companies can define their prices and develop cost models, margin contribution goals and profit goals in relation to what their competitors are doing.

c) Cost-based pricing strategy is when prices are determined in relations to costs and thus carry a sense of financial prudence. The price is determined by calculating the revenue or sales level and then the total costs and unit costs are calculated and then prices are determined.

Factors that can impact this strategy are competition intensity, company size, and type of industries (Toni et al., 2017).

Küper& Schons (2020) sharing economy development have made exchange easier, convenient, and cheaper among people as these exchanges are made on negotiation-based pricing mechanisms that range from gift giving to reciprocity. Exchanges in the sharing economy are categorized in two groups, social and monetary or utilitarian and hedonic.

Price competitiveness according to Dwyer & Forsyth (2011), can be affected by factors like inflation, exchange rates, labor prices, tax levels and structures, infrastructure charges and environmental charges that differ from one country or region to another. This effect can be more experienced if the company operates in different countries.

Price fairness determinants in sharing economy platforms.

a) Host-Consumer based pricing

Sharing economy prices are characterized by unfairness of the demand-based strategy. According to Chark (2019), there are four dimensions that prices in the sharing economy can be demonstrated based on surcharges. These dimensions are framing demand-based pricing surcharges, the effect of the host, interaction of the host and the host by framing interaction.

Chark (2019) explains that the fairness of the price depends on different factors like demand of the services from different platforms, that can be low or high; the effect of the host as to what other justifiable goods are exchanged rather than the service offered when getting the service; the interaction between the customer and the host in terms of communication and; the host by farming interaction as to the effects on booking intention that can lead to low price or high depending on the time or season the service is booked for.

Chark (2019) in his study in relation to price fairness and monetary exchange found that price fairness is mostly regulated by the identity of the host which determines the degree of the relation that will be formed with the customer and that affects the price fairness in the sharing economy services.

b) Platforms fixing the service prices.

Prices in the sharing economy can be determined by the owner of the platforms that can fix these prices using different algorithms that will ensure affordability and profit to the company and consumers. This option does not leave any decision-making power on the service provider. For instance, Uber fixed prices for drivers using the platforms to offer services back in 2016. Nowag (2018) discusses the position of the sharing economy platforms to fix prices to all drivers using the platform to offer services to consumers.

1.3.3 Impact of reputation on sharing economy.

Reputation in the sharing economy

Reputation is the collection of perceptions, beliefs, and opinions a person has on someone or something. The rise of the sharing economy among strangers has brought the necessity for reputation checks, growing trust, and ensuring safety for both the service provider and the consumer when consumption is made and after (Huurne et al., 2018). As transactions are done between strangers in the sharing economy, consumers depend heavily on others' views and judgement (reputation) to trust. Mauri et al. (2017) argued that the act of sharing with strangers poses a risk although there is a great perception and expectation from the service provider sometimes more than the product or service itself, making it critical in ensuring service quality.

In the sharing economy according to Huurne et al., (2018), reputation is facilitated with systems that collect feedback from the community members through ratings, comments and referrals from the past transactions made through the platforms. Huurne et al., (2018) argues that the systems of reputations based on trust through reviews and feedback from third parties on past experiences, pose an assumption that the parties will likely act with trustworthiness even in the future transactions.

Zajac (2018) focusing on the sharing economy-based reputation discusses what is known as digital reputation systems. Digital reputation according to Zajac (2018) is the new currency and is important like the purchasing power which is facilitated by online transactions which sell not only products and services but act as platforms for the reputation economy. In addition, the digital reputation which is based on ratings and feedback provide peers a learning about each party before exchanges. Through the system, the more a part participates in such systems the more currency they have, the more the reputation they grow.

According to Zajac (2018), although reputation is a gift which is free, digital reputation is based on the reputation society which focuses on the objectification, measurement, and management of reputation. This reputation society governed by the general ad collective assessment form internet users and services provided, can be traced back to the recommendation and thus, not private anymore and not free. As the economy is based on what id referred to as provisioning, Zajac adds that reputation that is developed through personal brands and are scribed in participants profiles plays a great role in their future participation thus affected by obligations and norms making it a moral economy. Moral economy consequently acts as ground for ambiguous logics that can protect and keep practices to go on practice.

Personal reputation or product reputation

With the increase of usage of internet and social platforms, information sharing has been made even possible from individuals to individuals, directly. According to Mauri et al. (2017), The increase of personal information sharing through platforms like Facebook, YouTube, LinkedIn, and other platforms has reduced the information asymmetries between the seller and the buyer. This in mind, consumers' attention is stressed onto personal information and rating which in turn affect their experience level.

According to previous studies made by Mauri et al. (2017), the importance of personal identification plays a major role in building reputation online and it determines the willingness of customers to purchase services at a premium price. Among the information that consumers can check online, photos and reviews are a way to verify the seller's identity and bring personal touch to the visual businesses. Another reason for trust and reputation online is the communication between parties through storytelling, also determined reputation of the service.

Mauri et al. (2017) explains that product description is what develops the product reputation and has a very great role to play especially when services are offered not hedonically to provide customers with a visual sense. This visual description of service will and should always give a customer a clear view of what he is buying, reducing the level of uncertainty regarding the product, assuring quality and so as its reputation. Product description is done in what Mauri et al. (2017) calls product presentation which is done by the seller, and user content which is based by people who consumed the service or product before.

Mauri et al. (2017) concluded that personal reputation is based on factors like notes as super-host, hosts reviews, storytelling, connected accounts (social) and number of references while product reputation which is based on its description has features like, number of pictures, space, safety features, interaction. Both personal reputation and product reputation plays an equal role in the general popularity of the service provider on rating, reviews and times saved to wish-lists in the service platforms.

Service provider or customers reputation

Reputation in the sharing economy is set in two ways: service provider reputation and consumers reputation. According to the FTC Report (2016), sharing economy platforms have different review and rating systems that provide the feedback to the platform on the host or consumer. The reputation systems used in sharing economy platforms different in design content and the effect they have.

For instance, according to Business Insider, in 2014, Uber's data on passengers rating was leaked giving way for many users a chance to see their rating raising questions among users as the ratings were later inaccessible. According to Spend Matters, an online blogging platform, states that the question of rating in the sharing economy platforms has everything to do with culture. With the US customers being evaluated highly, the customers in Europe still experience low customer rating due to culture differences.

According to Uber Blog (2018), Uber ratings are designed to measure the quality of the services offered through the platform while keeping both the provider and the customer safe, comfortable and the ride enjoyable. Uber's rating system is a two-way system that allows customers to rate their drivers and drivers to rate their customers. This system is seen as a better rating system, but it is affected by different factors, the major being cultural differences.

Service providers or platforms reputation

The sharing economy model has three players; consumer, service provider and the platform that act as the connecting points between buyers and sellers. Costello & Reczek (2020) who studies the marketing and communication effect when communication was based on the service provider or platform noted that, customers and consumers shared and took communicational materials based on the service providers. This implies that consumers care more and always have their focus on service providers rather than the platforms and the higher the seller or

service providers reviews and reputation level, the higher the customers are likely to share the information among peers, the higher chance that they recommended the platform and used the services offered by the platforms.

The sharing economy services depend on four economic and sociocultural factors according to PwC (2015). These factors includes: the spread of advanced digital platforms and devices which has made transactions, regulations of demand and supply and timed service possible; Efforts to use material resource more efficiently and economic rationality due to the fact that users (consumers) don't have to invest heavily on assets and owners (or providers) have an opportunity to earn through sharing; Rise in new consumers who need closer cooperation and attitude change to ownership based on environmentally friendly consumption choices due to people becoming more environmental conscious and aware of sustainability issues; Change in social activities due to globalization and urbanization which has made the availability of various products and service possible across communities and the world in general.

The summary of all factors affecting consumers intention to use sharing economy services is in Table 1 below.

Table 1: Summary of factors impacting consumers intention to use sharing economy services

Factors	**Author (Year)**
Trust factors	Akar & Dalgic (2018); Botsman (2012); Pavlou & Fygeson (2006); Ert et al. (2016); George (2002); Kumar & Dange (2012); Amaro & Duarte (2015); Chowdhury (2016); Priporas et al (2016)
Privacy Concerns	Eastlick et al. (2006); George (2002); Krasnova et al. (2009)
Familiarity & Experience	Anisur et al. (2018); George (2002); Ajzen (1991); Pavlou & Fygeson (2006); Lamberton & Rose (2012);
Interface (platform) Quality	Park & Kim (2003); Anisur et al. (2018); Yaras et al. (2017)
Shopping Convenience	Lo et al. (2020); Yaras et al. (2017); Shih & Fang (2004); Edbring et al. (2016); Lamberton & Rose (2012)

Service & Product Quality	Akbar et al. (2016); Balck & Cracau (2015); Guttentag et al. (2017); PwC (2015); Kim et al. (2015); Hawlitschek (2018); Priporas et al. (2016);
Economic Factors	Xiao et al. (2018); Rana et al. (2015); FTC (2016); Constatitou et al. (2017); Toni et al. (2017); Küper & Schons (2020); Dwyer & Forsyth (2011); Chark (2019); Nowag (2018); Mauri et al. (2017); PwC (2015); Yaras et al. (2017); Lamberton & Rose (2012)
Reputation	Priporas et al. (2016); Mauri et al. (2017); Huurne et al. (2018); Zajac (2018); Costello & Reczek (2020); PwC (2015); Gupta et al. (2019)
Environmental Benefits	Hamari et al. (2016); Mont et al. (2020); PwC (2015); Shih & Fang (2004); Botsman & Rogers (2010)
Service price perception & pricing strategies	Constatiou et al. (2017); Küper & Schons (2020); Toni et al. (2017); Chark (2019); Maia et al. (2019)
Social Factors	Lo et al. (2020); George (2002); Küper & Schons (2020); Botsman & Rogers (2010); Shin & Fang (2004)

Source: Own

According to FTC (2016), the sharing economy service model has three players: platform, buyer (customer) and supplier (provider). In addition, to purchase or use sharing economy services, online purchases are made. These online purchases are influenced by different factors like trust, information availability, privacy, security, risks, reputation, prices which determine the customers satisfaction and thus willingness and intention to shop and use the service.

Due to consumers unfamiliarity with most services offered by sharing platforms, they tend to perceive high risk during purchases thus refer to eWOM generated reviews left by other peers and consumers as trusted sources to get information and reviews on different products and services (Xu, 2020). Although e-WOM is very important during online purchasing, Chowdhury (2016) argues that the examination on whether e-WOM is effective or not is limited as it does not consider the degree to which information is accepted or ignored online.

Trust according to Eastlick et al. (2006), is affected by factors like quality (platform & service), prices, reputation, perceived risks, conveniences, privacy, experience, culture (Gupta et al., 2019) and in turn it affects service provider reputation on the platforms which affect the customers willingness and intention to buy or use the services offered.

The sharing economy is the sustainable way of doing business and has a potential to minimize the environmental impacts according to Mont et al., (2020). But this claim has little evidence as the economy is considered a risk to most issues in communities like health, privacy, professionalism, safety, labor rights, consumption trends and the environment.

Although scholars give much attention to sustainability of the sharing economy, Köbis et al., (2020) discusses other factors that affect consumers intention to use certain sharing economy services like user's racial discrimination, issues facing service providers, third party's involvement in service provision when needed like excessive used service areas due to high ratings and decline of providers communal social relations due to constant engagement to customers (e.g., Airbnb). In addition, Mont et al., (2020) describe how most sharing economy service organizations abandon the sustainability aspirations when their operations grow.

Sharing economy experienced growth for over two decades and was projected to grow by $335 billion in 2025 (PwC, 2015). This growth has faced challenges due to the coronavirus pandemic from 2020 according to Batool et al., (2020) that has limited provision and use of most services offered through sharing economy platforms.

2. METHODOLOGY FOR RESEARCHING THE IMPACT OF SERVICE PROVIDER REPUTATION AND SERVICE PRICE PERCEPTION ON CONSUMERS INTENTION TO USE SHARING ECONOMY SERVICES.

2.1 Research Aim, Subject, Model and Hypotheses

i) Research Aim

This research focuses on the gap existing in the study area on the use of sharing economy services. There are different research studies done on the different factors affecting or impacting the purchase and use of sharing economy services (Pettersen,2017; Ert et al.,2016; Caldieraro et al., 2018; Lamberton and Rose, 2012; Zervas et al., 2017). The aim of this study is to assess the impact of factors service providers reputation and service price perception which focuses on the service pricing strategies and fairness and how they affect the attitude of consumers toward the use of the sharing economy services.

Other factors that will be analyzed are the usage familiarity, social experience, trust on other users and usage expectancy on consumers intentions to use sharing economy services which will be used as moderating factors between attitude towards ridesharing sites and intention to use ridesharing services as shown on model *figure 5*.

Selection of Research Subject

The study subject for this study is based on the transportation industry. The transportation-based sharing economy led by Uber which is the most used sharing economy-based transport company and Bolt which is also a transportation company based in different countries. According to Cohen & Kietzmann (2014), cars usage is limited to once in a day according to research done which means its full capacity is underused making sharing economy a good way to utilize the resources (cars) and earn from it through sharing.

For transportation based shared economies, there are three categories, ridesharing, carsharing and bike sharing based on demand and use. Ridesharing is what companies like Uber and Lyft operate through (Uber, 2016a; Uber, 2016b; Lyft, 2016). The drivers own the cars, operate, and provide services at a real time, real location-based platform. Carsharing, is what companies like GoMore, Turo and Drivy operate through as cars are occasionally shared with those in demand at the time the owner uses it. Bike sharing is for bicycles sharing companies like Spinlister that allow users to locate and book bikes on the platform (Spinlister, 2016).

According to Curry (2021), there are over 150 million tax app users in Europe alone through apps like Uber (60%), Bolt (10%), FreeNow (20%), Gett (3%), Cabify (2%) and Ola (0.3%) with Uber being dominant.

There are many and various transportation based shared services in the sharing economy. The selection of this study subject took into consideration other factors like the global pandemic (covid-19), the wideness of the services offered, and the market served and the continuation of use of services before, during and after the pandemic.

ii) Research Model & Hypotheses

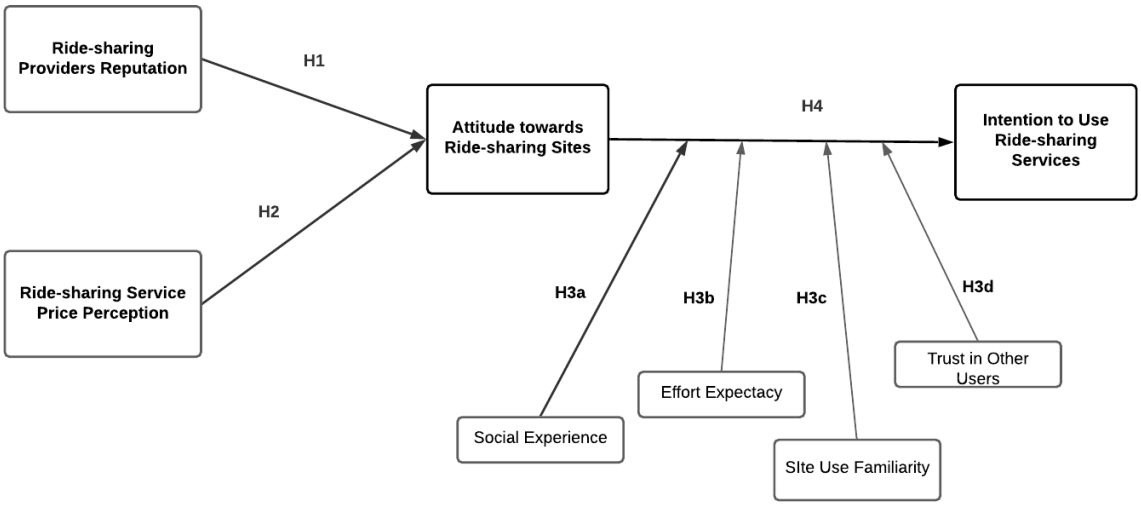

Figure 4: Research model

Source: Modified from Hawlitschek, 2018

Hypotheses development

In this subchapter, the development of hypotheses is done to explain the overall research structure associating some of the motives that impact consumers intention to use sharing economy services. The research model is adapted from Ajzen (1991) on consumers intention to use services.

Reputation is the collection of perceptions, beliefs, and opinions a person has on someone or something (Huurne et al. 2018). Huurne et al., (2018) analyze that, reputation is facilitated with systems that collect feedback from the community members through ratings, comments and referrals from the past transactions made through the platforms. As transactions are done between strangers in the sharing economy, consumers depend heavily on others' views and

judgement (reputation) to trust. Mauri et al. (2017) argued that the act of sharing with strangers poses a risk although there is a great perception and expectation from the service provider sometimes more than the product or service itself, making it critical in ensuring service quality.

H1 *Ridesharing service provider reputation has a positive impact on consumers attitude towards ridesharing sites.*

Küper& Schons (2020) sharing economy development have made exchange easier, convenient, and cheaper among people as these exchanges are made on negotiation-based pricing mechanisms that range from gift giving to reciprocity. Exchanges in the sharing economy are categorized in two groups, social and monetary or utilitarian and hedonic.

Price competitiveness according to Dwyer & Forsyth (2011), can be affected by factors like inflation, exchange rates, labor prices, tax levels and structures, infrastructure charges and environmental charges that differ from one country or region to another. This effect can be more experienced if the company operates in different countries.

According to Chark (2019), the question of sharing economy service prices and the intention of consuming sharing service depends greatly on how consumers perceive the service prices in general. Although prices are determined by many other factors explained by Dwyer & Forsyth (2011) and Küper& Schons (2020), Chark (2019) argues that the type of service prices strategy like host pricing strategies (service provider) or system set prices (platform) and how the difference in their fairness is perceived by consumers affect the consumers attitude towards the use of the sharing services.

As referred in the literature review in *paragraph 1.3.2*, service pricing in this paper is more focused on the pricing strategies used by the sharing companies that include the service prices set and how the difference in prices between different used platforms, offline to online or according to different preferred mode of access consumers use has a set impact the attitude of consumers towards the use of the ride sharing economy

H2 *Ridesharing service price perception has a positive impact on attitude towards the use ridesharing sites.*

According to Lo et al (2020), the use of SES is also affected by the need and the presence of factions like the use of the social platforms that connect users and sellers. This social experience (SQ) thus boosts social relations which is needed by many users who prefer shared based services. With consumer social relationship development in platforms making, it convenient to

using such platforms especially when people we know use such service platforms. In addition, George (2002) and Küper and Schon (2020) explains more how factors based on hedonic and utilitarian have led to the use of SES.

Complexity Factors which associate easiness in understanding, learning and usage of SES. According to Shih and Fang (2004), the tech adoption process plays a critical role in consumers attitude towards the use of SES. Effort expectancy (EE) as one of the complexity factors determine the input enforce on the use of SES platforms according to Edbring et al (2016). In addition, Edbring et al (2016) considers factors like the share of resources and distance between peers who share while Lamberton and Rose (2012) study shows that when technical costs in sharing and use of SES is associated, consumers have a negative reaction towards the use of SES.

Familiarity as a perceived behaviour control factor is the perceived easiness or difficulty in performing a behavior with assumption it reflects experience and anticipated impediments and obstacles (Ajzen, 1991). With this experience comes familiarity (FAM) to operate a SES platform. According to Pavlou and Fygenson (2006), familiarity in operations of SES platforms has a positive impact to consumers' willingness to use platforms. For instance, according to Lamberton and Rose (2012) analysis on the use of carsharing services Zipcar found that the increase of familiarity in usage led to the increase in sharing of such services.

According to Botsman, (2012) and Ert et al. (2016), trust (TRU) plays a crucial factor in the consumption of services online and offline. With the SES provided through internet-based platforms (websites & apps), the need for trust plays even a crucial part as there is no direct contact between the buyers and sellers until the final stage of consumption depending on the type of service offered (Gefen et al. 2008). According to Pavlou and Fygeson (2006), trust in service providers and other users feedback plays a critical factor determining whether one consume a service from that supplier or not.

H3a *Social experience strengthens the relationship between consumers attitude towards ridesharing sites and intention to uses ridesharing services.*

H3b *Effort expectancy weakens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services.*

H3c *Sites use familiarity strengthens the relationship between consumers attitudes towards ridesharing sites and their intention to use ridesharing services.*

H3d *Trust in other users strengthens the relationship between consumers attitude towards ridesharing sites and their intention to use ridesharing services.*

Human behavior is affected and determined by different variance according to Ajzen (1991). In his introduction and arguments on the theory of planned behaviour, Ajzen (1991) explains that behaviour is highly predicted from attitudes (ATT) and factors like subjective norms, perceived behaviour control, intentions, accounts for the actual behaviour of a person.

H4 *Consumers attitude towards ridesharing sites has a positive impact towards consumers intention to use ridesharing services.*

2.2 Organization and instrument of research

Research Method: Survey

To evaluate the research model empirically, an online survey will be developed describing the car sharing economy sector guided with an example of Uber or Bolt. As argued in the study by Akbar et al (2016) and PwC (2015) sharing economy services are mostly attractive to young users who are millennials between the ages of 17 and 35 making this age group as a target for our survey respondents.

Survey will be used for this study because survey-based approaches are the mostly used in the field providing a high degree of external validity focusing on the general understanding of the sharing economy phenomenon. As the sharing economy services are based on use of technology, survey have been used for a long time and by many researchers in the studies with context of technology acceptance studies according to Venkatesh et al. (2003, 2012, 2016). Other researched that used survey to study consumer's intention to use sharing economy services are by Hawlitschek, (2018), Lamberton & Rose (2012), Hamari et al., (2016), Akbar et al., (2016), Balck & Cracau (2015).

The data collection for this study was designed and distributed through the internet. The questionnaire was developed through the Google Form tool then distributed to potential respondents through emails, social forums, and social platforms.

Data Collection Method: Questionnaire

The data collection will focus on the potential users of different sharing service platforms like ridesharing or car sharing. The questionnaire will be in English, structured into sections with questions based on the screening, attitude, frequency, and intention to use in the future. Each

research construct will be measured using statements indicated in the previous studies as shown in Annex 1. In addition, control variables like gender, age, education level, income level and prior to usage of ridesharing SES will be added as shown in the questionnaire in Annex 2.

The survey measurement for this study will be done through using 7-point Likert scale. For the wording of items will be done according to the guidelines by Churchill (1979). The points scale will be composed of seven equal appearing intervals with a neutral midpoint such as, *strongly disagree, disagree, somewhat disagree, neutral, somewhat agree, agree, strongly agree.* According to Bass et al. (1974), this kind of scaling will result to a minimal variance and probably eliminate an item that might have been used incorrectly as respondents will likely to choose an answer at the upper end of the range.

The Cronbach alpha is benchmarked at 0.7 which is Likert type scales are the most frequently used in survey questionnaire research (Cook et al., 1981) and are the most useful in behavioral research (Kerlinger, 1986). They also are most suitable for use in factor analysis. The Cronbach's alphas for each construct and their descriptive statistics will also be indicated for each item.

2.3 Sample size justification

Sample Selection

According to Hayduk (1987) and Schwab (1980), the use of a minimum of 200 to 300 sample size respondents is recommended in relation to population available. The selection of a large sample size will provide a stable estimation for standard errors thus accurate factor loadings that will reflect the populations true values and a smaller difference will likely to be noticeable.

An average of 300 persons will be invited to participate in the survey via email that will link them to the Google Survey portal where they will be able to participate on answering the survey. With this number. The justification of the sample size is calculated from previous researcher's studies sample populations on the intention to use and intention to use sharing economy services. The lowest sample used is 105 by Balk and Cracau (2015) and the highest is by Guttentag et al., (2017) which is 816 as shown in Table 2.

Table 2: Summary of previous studies on sample population

Author	Purpose	Year	Sample
Hamari, J., Sjöklint, M., & Ukkonen, A.	Why people participate in collaborative consumption	2016	168
Lamberton, C. P., & Rose, R. L	Framework for understanding and altering participation in commercial sharing system	2012	123
Akbar, P., Mai, R., & Hoffmann, S.	Commercial sharing systems	2016	251
Balck, B., & Cracau, D	Analysis of customer motives in the shareconomy	2015	105
	Total		**647**
	Mean		*161.75* *162*

Source: Own

Sample characteristics

According to PwC (2015) most of the users of sharing economy services are within the age range of 17 to 35 population group. In addition to being young, the users are well educated with a positive perception on sustainability and ecological wellbeing of the environment. Through this study, the valid response will be from those aged 17 to 35 both female and male who are educated or attained a formal education.

The sample population for this study will focus on the people who have used (use) ridesharing sharing economy services based on the transportation services and may be based in Europe. According to Vasileiou et al. (2018), the selection of sample respondents with researched characteristics represents the researched population will be relevant and thus produce reliable results for the study.

2.4 Limitations of the research

According to PwC (2015) the general population using sharing economy services are within the age range of 17 to 35. The collection of data from this age group alone with discriminate the data collected as not all ridesharing users are young. Another limitation factor is *well-educated* group population of users as stated by PwC (2015), this generalization that all SES

are well educated bring bias as education is the base factor of being well educated which does not apply to all users thus bring response bias (Akbar et al. 2016).

In addition, the choice of a sharing economy platform or service may also bring a response bias as there are many sharing economy services platforms and respondents have different knowledges and tastes and preferences even if they are in the same region. Last, the choice of region or country of respondents may lead to respondents' bias response as assumption are made on users as they are natives of that area, and that platform is the dominant in the region making it difficult for consumers to relate to the researched service.

3. ANALYSIS OF THE RESULTS OF THE IMPACT OF SERVICE PROVIDER REPUTATION AND SERVICE PRICE PERCEPTION ON CONSUMERS INTENTION TO USE SHARING ECONOMY SERVICES

3.1 Structure of respondents

The respondents for this study considered all population: those who have ever used ridesharing services and those who have never used ridesharing service, making the survey open for anyone who was willing to participate in the study.

More than 400 questionnaires were shared through different platforms but only 179 were returned of which 3 included missing data, therefore only 176 responses were useful for further analysis. The demographic information of the respondents is detailed in the Table 3.

Table 3*:* Structure of respondents

Total Respondents=176		**Frequency**	**Percent**
Gender	Female	133	76
	Male	43	24
Age Group	Less than 18	2	1
	18-25	53	30
	26-35	92	52
	More than 35	29	17
Use Experience:	**Yes**	153	87
	No	23	13
Frequency	Several Times a Day	12	7
	Several Times a Week	121	69
	Once a Year	43	24

Source: Own

The analysis showed that from the 176 respondents, women were 133 and male were 43 making 76% and 24% respectively. Also from the data, the respondents who have experience with using ridesharing service (use experience) are 153 (87%) while 23 (13%) had no experience using ridesharing services thus responded no.

From the analysis of the age groups, respondents whose age was Less than 18 years were 1%, age group 18 to 25 were 30%, 26 to 36 were 52% and those who were more than 36 were 17%.

Although there are noticeably differences in the data between males and females, age groups, the crosstab test that was performed showed there is little to no difference between these variables. More details are found in *Annex 4*, Table 6.

From the frequency of use analysis, respondents who answered that they use the ridesharing services several times a day were 7%, several times a week 69% and those who used once a year were 24%. From the analysis through the z-test showed that although there is no difference between the percentages in gender, the difference is significant with Pearson Chi-Square, χ^2 (2) = 3.332, p=0.189 showing there is no significant difference between the genders and the frequency of usage. Further details are as provide in Table 5, Annex 4.

3.2 Reliability analysis

According to Nunnally and Bernstein (1994) the scale-based research should be a preliminary assessment by Cronbach's alpha which ranges between 0-1. As the main objective for the reliability test to measure the credibility of the constructs used for the measurement, the Cronbach alpha must be at least 0.7 according to Bobko (2001).

Cronbach's alpha coefficient can be as high as possible, however if Cronbach's alpha coefficient is too large (> 0.95) showed more variation in scale no different from each other (Bobko, 2001). Scale reliability Cronbach's Alpha well as variability in the range of 0.70 to 0.80. If Cronbach's Alpha is > = 0.60 is acceptable scale in terms of reliability. The variables used Cronbach's alpha measure correlation coefficient of total variable> = 0.30 is satisfactory, if a variable has a correlation coefficient of total variation <0.30, the variable measuring unsatisfactory. The survey included a total of 26 constructs items, and 4 screening questions.

Variables item's reliability:

Reputation: The reliability test was performed on the items used to measure reputation variable. The variables included reliable, hones and keep word. Cronbach's Alpha α=.900, Mean=4.860, variance=0.010

Price Perception: The reliability test on price perception items, overall price, relative price and expected price was done, α= .793, M=4.159, variance=0.023

Attitude: The reliability test was performed on the items measuring attitude, good idea, wide idea, like the idea, pleasant idea and the α=.904, M=5.294, variance= 0.013

Effort Expectancy: The reliability test was done on the effort expectancy measuring items; difficulty, need familiarize, longtime familiarize and circumstantial, α= .773, M=3.392, variance=0.256

Trust in other users: The reliability test was done on the items used to measure trust in other users which include trustworthy, keep promises, keep interest and the α= .846, M=4.527, variance= 0.036

Social Experience: The reliability test was done on items measuring the social experience factor; meet interesting, new people, nice acquaintances, α= .910, M=4.044, variance=.015

Usage Familiarity: Reliability test was performed on the items used to measure use familiarity; familiarity, experience, know a lot and α= .916, M=4.998, variance= 0.023

Intention to use: The reliability test performed on the items used to measure intention to use; future use, daily use, frequent use showed that α= .830, M=5.032, variance= .201. The summary of all items and their reliability tests is provided in Table 4.

Table 4*:* Cronbach's alpha results

Variable	**No. Items**	**Cronbach's Alpha**
Reputation	3	.900
Price Perception	3	.793
Attitude	3	.904
Effort Expectancy	4	.773
Trust in other Users	3	.846
Social Experience	3	.910
Usage Familiarity	3	.916
Intention to Use	3	.830

Source: Own

From the reliability analysis, all the variables had Cronbach's alpha from 0.773 to 0.910 falling between the recommended 0.7 and they were less than 0.95 thus proved to be reliable and none of the item was deleted.

3.3 Descriptive analysis

From the data collected, a descriptive test was run on the variables and the summary if their mean and standard deviation is as shown in Table 5 below.

Table 5*:* Descriptive statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Service provider reputation	4.86	1.431	176
Price perception	4.26	1.235	176
Consumer's attitude	5.29	1.314	176
Effort expectancy	3.40	1.358	176
Trust in other users	4.53	1.266	176
Social experience	4.04	1.846	176
Site use familiarity	5.00	1.761	176
Intention to use	5.03	1.389	176

Source: Own

3.4 Hypotheses testing

To measure the hypotheses formulated in this study a Pearson correlation coefficient was calculated to measure H1, H2 and H4 while the moderation tests were performed to measure the H3a, H3b H3c, H3d.

Correlation analysis

A general correlation was performed to measure the strength of the relationship between variables. The Pearson correlation coefficient which was used showed that the correlation coefficient of the variables ranged between -.153 to 625. The summary for the correlation's coefficients calculated is provided in Table 6

Table 6: Correlation analysis

	Reputation	Price	Attitude	Effort	Trust	Social experience	Familiarity	Intention
Reputation	1							
Price	.493	1						
attitude	.581	.360	1					
Effort	.151	.426	.046	1				

Trust	.561	.513	.567	.328	1			
Social	.592	.358	.395	.200	.485	1		
Familiarity	.557	.325	.458	-.153	.324	.467	1	
Intention	.445	.294	.625	.035	.369	.442	.420	1

Source: Own

H_1: *Ridesharing service provider reputation has a positive impact on consumers attitude towards ridesharing sites.*

A Pearson correlation coefficient was computed to assess the linear relationship between service provider reputation and consumers attitude towards ridesharing. There was a positive correlation between the two variables at df=N-2 which is as standard error, r (174) =.58, p<.001. There *H_1 is accepted.* More information is provided in the Table 1 in Annex 4.

H_2: *Ridesharing service price perception has a positive impact on attitude towards the use of ridesharing sites.*

A Pearson correlation coefficient was computed to assess the linear relationship between service price perception and consumers attitude towards ridesharing. There was a positive correlation between the two variables at r (df)=N-2, which is the standard error, r (174) =.36, p<.001. Therefore, H_2 is accepted. More information is provided in Table 1 in Annex 4.

H_3a*: Social experience strengthens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services*

H_3b: Effort expectancy weakens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services

H_3c: Site use familiarity strengthens the relationship between consumer attitude towards ridesharing sites and their intention to use ridesharing services

H_3d: Trust in other users strengthens the relationship between consumers attitudes towards ridesharing sites and their intention to use ridesharing services

H_3a*: Social experience strengthens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services*

To investigate the relationship between variables, a simple moderator analysis was performed using PROCESS. The outcome variable for the analysis was intention to use ridesharing services. The predictor variable for the analysis was consumers attitude to use ridesharing sites.

The moderator variable evaluated for the analysis was social experience. The interaction between consumers attitude towards ridesharing sites and social experience was not found to be statistically significant, B= -.0393, C.I (-.1025, .0239), p=.22 which is >.05. Further detail is provided in Table 1 in Annex 5.

There was no conditional effect shown corresponding to the results. The results verify social experience as a no-moderator of the relationship between attitude towards the use of ridesharing sites and the intention to use ridesharing services. Therefore, H_3a was rejected.

H_3b: Effort expectancy weakens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services

To investigate the relationship between variables, a simple moderator analysis was performed using PROCESS. The outcome variable for the analysis was intention to use ridesharing services. The predictor variable for the analysis was consumers attitude to use ridesharing sites. The moderator variable evaluated for the analysis was effort expectancy. The interaction between consumers attitude towards ridesharing sites and effort expectancy was not found to be statistically significant, B= .0229, C.I (-.0617, .1074), p=.59 which is >.05. Further detail is provided in the Table 2 in Annex 5.

There was no conditional effect shown corresponding to the results. The results verify effort expectancy as a non-moderator in the relationship between attitude towards the use of ridesharing sites and the intention to use ridesharing services. Therefore, H_3b was rejected.

H_3c: Site use familiarity strengthens the relationship between consumer attitude towards ridesharing sites and their intention to use ridesharing services

To investigate the relationship between variables, a simple moderator analysis was performed using PROCESS. The outcome variable for the analysis was intention to use ridesharing services. The predictor variable for the analysis was consumers attitude to use ridesharing sites. The moderator variable evaluated for the analysis was social site use familiarity. The interaction between consumers attitude towards ridesharing sites and sites use familiarity was not found to be statistically significant, B= -.0191, C.I (-.0803, .0421), p=.62 which is >.05. Further detail is provided in the Table 3 in Annex 5.

There was no conditional effect shown corresponding to the results. The results verify site use familiarity as a non-moderator in the relationship between attitude towards the use of ridesharing sites and the intention to use ridesharing services. Therefore, H_3c was rejected.

H_3d: Trust in other users strengthens the relationship between consumers attitudes towards ridesharing sites and their intention to use ridesharing services

To investigate the relationship between variables, a simple moderator analysis was performed using PROCESS. The outcome variable for the analysis was intention to use ridesharing services. The predictor variable for the analysis was consumers attitude to use ridesharing sites. The moderator variable evaluated for the analysis was trust in other users. The interaction between consumers attitude towards ridesharing sites and trust in other users was not found to be statistically significant, B=-.0642, C.I (-.1374, .0090), p=.07 which is >.05.

The conditional effect of attitude towards the use of ridesharing site on consumers intention to use ridesharing services showed corresponding results. At low moderation attitude towards ridesharing sites= -1.0865, the conditional effect=.6597, C.I (.5097, .8098), p<.05. At middle moderation attitude towards ridesharing sites=-.1932, the conditional effect=.6024, C.I (.4442, .7606), p<.05. At high moderation attitude towards the use ridesharing sites =1.1402, conditional effect=.5168, CI (.3065, .7282), p<.05. Further detail is provided in the Table 4 in Annex 5.

These results verify attitude towards the use of ridesharing sites as a negative moderator of the relationship between attitude towards the use of ridesharing sites and the intention to use ridesharing services. Therefore, H_3d was rejected.

To measure the impact of consumers attitude on consumers intention to use ridesharing service the following hypothesis was developed and tested.

H_4: Consumers attitude towards ridesharing sites has a positive impact towards consumers intention to use ridesharing services

A Pearson correlation coefficient was computed to assess the linear relationship between consumers attitude towards ridesharing and consumers intention to use ridesharing services. There was a positive correlation between the two variables at r(df)= N-2, which is standard error, r (174) = .63, p<.001. Therefore, H_4 *was accepted*. More information is found in Table 1 in Annex 4.

3.5 Differences in the consumers demographics and the intention to use ridesharing services

a) *Is there a difference between respondents' gender and age?*

The crosstab test was performed, and male were 24% and female 76%. There was no significant difference between the age groups and gender. The crosstab test showed, males in age groups Less than 18 were 2%, while female 1%. In age group 18 – 25, males were 42% while female were 26%. In age group 26 – 35, males were 48% while females were 53% and in age group More than 35, males were 7% while female were 20%. χ^2 (3) = 6.561, p= .087. See Annex 4, Table 2 for more details.

Table 7: Gender & age Chi-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.561[a]	3	.087
Likelihood Ratio	6.889	3	.076
Linear-by-Linear Association	6.497	1	.011
N of Valid Cases	176		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .49.

Source: Own

b) *Is there a difference between respondents age and usage experience?*

A crosstab test was performed to determine the difference between age and usage experience. From the test there was a difference between the respondents age and use experience. From the Chi-Square test, there was a difference between respondents age groups. The respondents in age group 26-35 (58%) have more experience than age group Less than 18 (0%), 18-25 (28%) and more than 35 (14%). Chi-Square χ^2 (3) =24.160, p<.001. More details in found in Table 3 in Annex 4.

Table 8: Age & use experience Chis-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.160[a]	3	<.001
Likelihood Ratio	20.166	3	<.001
Linear-by-Linear Association	1.142	1	.285
N of Valid Cases	176		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .26.

Source: Own

c) *Is there a difference between respondents' gender and usage experience?*

From the Chi-Square test, (see *Annex 4*), there is no significant difference between the correspondents age and usage experience according to the Chi-square test that was performed. Male (86%) and women (88%) had experience using ridesharing services while male (14%) and women (12%) had no experience with the ridesharing services. Chi-Square χ^2 (1) =.039, p=.843. More details in found in Table 4 in Annex 4.

Table 9: Gender & use experience Chi-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.039[a]	1	.843		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.039	1	.844		
Fisher's Exact Test				.800	.511
Linear-by-Linear Association	.039	1	.843		
N of Valid Cases	176				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.62.

b. Computed only for a 2x2 table

Source: Own

d) *Is there a difference between respondents use experience and use frequency?*

From the Chi-Square test, (See *Annex 4*), There is a difference between respondents use experience and the use frequency: respondents with experience (Yes), Several Times a Day (7%), Several times a week (71%) but there is no difference to those who rode Once a Year (22%). Chi-Square χ^2 (2) = 5.223, p=.073. More details in the Table 5 in Annex 4.

Table 10: Use experience & use frequency Chi-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.223[a]	2	.073
Likelihood Ratio	4.708	2	.095
Linear-by-Linear Association	4.327	1	.038
N of Valid Cases	176		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.57.

Source: Own

e) *Is there a difference between respondents age and use frequency?*

The crosstab test done, there was no significant difference in respondents age when comparing to the use frequency. From the respondents in age group Less than 18: those who use several times a day were 0%, several times a week 0%, Once a year were 5%. From the respondents in the age group 18-25: those who used the service several times a day were 50%, several times a week 27%, and once a year were 37%. From the respondents in the age group more than 35: those who answered several times a day were 0%, several times a week were 20% and once a year were 12%. Chi-Square χ^2 (6) = 13.116, p=.041. More detail is found in the Table 6 in Annex 4.

Table 11: Age & use frequency Chi-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.116[a]	6	.041
Likelihood Ratio	14.302	6	.026
Linear-by-Linear Association	.683	1	.408
N of Valid Cases	176		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .14.

S*ource*: Own

f) *Is there a difference between gender and use frequency?*

From the Chi-Square test done, there was no significant difference between the genders and the use frequency. Several times a day: Male (2%), Female (8%); Several times a week: Male (65%), Female (70%); Once a year: male (33%), female (22%). Chi-Square χ^2 (2) = 3.332, p=.189. More detail is provided in the Table 7 in Annex 4.

Table 12: Gender & use frequency Chi-Square test

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.332[a]	2	.189
Likelihood Ratio	3.649	2	.161
Linear-by-Linear Association	3.201	1	.074
N of Valid Cases	176		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.93.

Source: Own

3.6 Summary of the tested hypotheses

The research aim for this thesis study is to assess the impact of factors service providers reputation and service price perception which focuses on the service pricing strategies and fairness and how they affect the attitude of consumers toward the use of the sharing economy services. To reach to this goal, different research theories were developed focusing on the Theory of Acceptance Model (TAM), Theory of Planned Behaviour and Social Network Theory which explain about the consumers attitudes and behaviour when shopping, their willingness and behaviors when shopping offline or online and how social networks influences these purchasing behaviour.

As discussed in the methodology development, 7 hypotheses were developed, which were analyzed to find whether there was an impact between variables or whether they moderated the impact between variables. The assumption focused on the strength of the reputation and price perception variables on the attitude towards the intention to use sharing economy services (ridesharing), or they moderated the relationship between attitude towards the use and the intention to use ridesharing services.

The tests that were performed include the correlation test and the moderation tests. The summary of the results is shown in Table 13.

Table 13: Summary of tested hypotheses

Hypothesis	**Status**
H1: Ridesharing service provider reputation has a positive impact on consumers attitude towards ridesharing sites	*Proved*
H2: Ridesharing service price perception has a positive impact on attitude towards the use of ridesharing sites	*Proved*
H3a: Social experience strengthens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services	*Rejected*
H3b: Effort expectancy weakens the relationship between consumers attitude towards ridesharing sites and intention to use ridesharing services	*Rejected*

H3c: Site use familiarity strengthens the relationship between consumer attitude towards ridesharing sites and their intention to use ridesharing services	*Rejected*
H3d: Trust in other users strengthens the relationship between consumers attitudes towards ridesharing sites and their intention to use ridesharing services	*Rejected*
H4: Consumers attitude towards ridesharing sites has a positive impact towards consumers intention to use ridesharing	*Proved*

Source: Own

3.7 Interpretation of the results and managerial implications

The following discussion focuses on the theoretical implication of the hypothesis test results to the literature review presented in the methodology chapter.

H1: In H1 it was expected that the service provider reputation factor has a positive impact on the consumers attitude towards the intention to use sharing economy services. The result proved that there is a significant impact of the service provider reputation on the consumers intention therefore it was proved and accepted. There are different factors impacting the consumers intention to use or act accordingly like reputation and trust, honest, reliability of the service providers and price of services offered (Ajzen,1991; Huurne et al., 2018; Mauri et al, 2017; Gefen & Straub, 2004). The study has proven this to be true and the hypothesis was accepted.

H2: In H2 it was expected that service price perception has impact in the consumers attitude towards the use of sharing economy services. In this study, different variables were used to analyze the consumers attitude based on the price perception factor as analyzed by Chark (2019; by Küper& Schons, 2020; Dwyer & Forsyth, 2011). According to Chark (2019), factors like service price fairness, service pricing strategy are the basic focus in pricing factors when consuming products online or offline. The hypothesis was thus proved and accepted.

H3a: In H3a, Social experience is determined by different factors (Lo et al., 2020; George 2002; Hawlitschek, 2018; Küper and Schon, 2020). To analyze these factors from the methodology and theoretical parts of this study, it was expected that the social experience will strengthen the relationship between attitude and intention to use sharing service. Contrary to their study that focused on social experience as independent variables, this study showed that

social experience does not strengthen the relationship between attitude and the intention to use sharing economy services. The hypothesis was therefore rejected.

H3b: In H3b, the hypothesis was focused on the studies on the complexity of the system (Shih & Fang, 2004; Edbring et al., 2016; Venkatesh et al., 2012; Lamberton & Rose, 2012). Contrary to the studies, this study that focused on the effort expectancy as a factor that weakens the relationship between consumers attitude towards sharing sites and the intention to use ridesharing service, this study shows effort expectancy does not weaken consumers attitude therefore the hypothesis was rejected.

H3c: In H3c, the third hypothesis focused on familiarity as a perceive behaviour reflecting on the expected experience and obstacles faced (Ajzen,1991). To analyze the relationship, constructs like being familiar, have experience and knowing a lot about the platform were analyzed between consumers. But contrary to the study by Pavlou & Fygenson (2006) and Lamberton & Rose (2012), site use familiarity does not strengthen the relationship between consumer's attitude and intention to use, although it has an impact but not significant. The hypothesis was therefore rejected.

H3d: In H3d, trust is a crucial factor in consumption of services (Ertet al., 2016; Botsman & Rose, 2012; Pavlou, 2003; Gefen et al., 2008; Botsman & Rose, 2012). The sharing economy system as one operated offline and online, depend heavily on trust between users, trusting service providers as not always there is a physical interaction, and trust between users as some of the services are used in groups or by more than one individual. But according to this study, trust in other users does not strengthen the relationship between attitude and intention to use sharing economy services. Therefore, the hypothesis was rejected

H4: In H4, according to Ajzen (1991), the human behaviour like the intention is influenced by the attitude. In this study, it was expected that the attitude towards ridesharing services has a positive impact on the intention to use ridesharing services, through constructs like, good idea, wide idea, like the idea and pleasant idea (Taylor & Todd, 1995). The study showed that consumers attitude towards ridesharing services has a positive impact on the intention to use ridesharing services. The study proved the theory, and the hypothesis was accepted.

The study established that factors reputation and price perception are important when it comes to consumers attitude towards sharing economy sites which impact their intention to use sharing economy services. The pricing strategies that sharing economy platforms use such as

demand based, host-based, or competition based, influences consumers attitude towards the use of sharing services offered by one company to another. The use of the right pricing strategy gives consumers a right alternative in the market against competitors.

Also, the reputation factor was proven to have an impact on consumers attitude towards the use of sharing sites which impact consumers intention to use sharing services. The sharing economy is composed of three players, the supplier (service provider such as a driver), the platform (Bolt) and the buyer (consumer). The service providers reputation in the sharing economy was found to be associated not only on the drivers of the vehicles used i.e., Uber or Bolt drivers, but the Bolt or Uber as a company. With this, the sharing economy should focus on improving the drivers experience with the companies they work through, to bring a better experience to the customers they serve.

The study showed that, most of the ridesharing users were between ages 18 and 35 with a few users in ages less than 18 and more than 35. This showed that the focus of the sharing economies is on the younger generation leaving a bigger part of the population outside of the industry. With this, sharing economy players should engage in more activities and service innovations that will attract and may be bring awareness to the older and the younger generations.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The idea of sharing economy where peers share services and products has been used for ages but first came to light with researchers like Botsman & Rogers (2010) who has classified the sharing economy with three patterns: redistribution, collaborative lifestyle, and product service system. According to the FTC (2016) the sharing economy connects three key players; suppliers, platforms, and buyers to function making technological innovations a crucial force to the widespread of the sharing economy services globally.

The development and growth of the sharing economy which has been witnessed in key sectors like the automotive, hospitality, finance staffing and media streaming, has become a crucial part for the everyday lifestyle (PWC,2015). With the introduction of companies like BlaBlaCar, Uber, Airbnb, RentMyWardrobe, EatWith, Booking.com for service like rentals and flights has become everyday part of life (Fortune, 2015; Forbes, 2014; Guttentag, 2015).

There are different factors that influence the general consumption of the sharing economy services that come with the fact that sharing economy bases fully in the association with the use of the internet, trust (to the service provider, between peers, to the platform), reputation (of the platform, service provider between peers), quality of the service offered, purchasing behaviors, cultural values, customers reviews, and other financial factors like price and cost shared (Pettersen, 2017).

Although there are different factors that influence consumers attitude towards sharing economy, there has been little research in connection with price perception on consumers attitude towards sharing economy services which focuses on the pricing strategy pricing system and price factors like price fairness, pricing fairness which in turn lead to satisfaction (Chark, 2019; Chapuis, 2012; Yoristar, 2007). This study analyzed factors reputation, price perception, trust in other uses, effort expectancy, social experience, and site use familiarity.

To analyze the factors in this study, a research model and hypothesis were developed, and the research subject was chosen. Although there are different sharing economy services offered, ridesharing service was chosen as the study subject and data was collected through an online survey method through the Google Form. The survey was developed, and the questionnaire was shared through emails and social platforms. At least 400 invitations were sent, but only less than 179 responses were returned and only 176 responses qualified. The analysis was done

through SPSS software and according to hypotheses developed, a Pearson correlation test, Hayes Process Moderation and crosstabulation tests were conducted.

The aim of this study was to assess the impact of service provider reputation and service price perception on the consumer intention to purchase sharing economy services. The analysis done proved that the service provider reputation and service price perception have a positive impact on the consumers attitude towards the sharing economy platforms and attitude has a positive impact on consumers intention to use sharing economy services.

In addition, the study included the analysis of moderating factors like trust in other users, effort expectancy, social experience factors and site use familiarity but their relevance to the study were not significant leading to their rejection as moderating variables. Although these moderating factors are relevant to any online or platform-based consumption in which sharing economy system is built on, the relevance of these variables to the choice of the research subject proved to be irrelevant. From the seven hypotheses tested, only three hypotheses were accepted, and the four moderating factors hypotheses were rejected.

Recommendations

The main contribution of this research study is to add new knowledge based in the sharing economy on the impact of the service provider reputation and service price perception on the intention to use sharing economy services. The study was based on three important theories and models: Theory of Acceptance model, Theory of Planned Behaviour and Social Network Theory. The following are the limitations and future research insights.

First, according to PwC (2015) the general population using sharing economy services are within the age range of 17 to 35 but focusing only from this age group discriminated the data collected and treated as not all ridesharing or sharing economy services users are young. According to Rogers and Botsman (2010), the sharing economy is focused on the most educated population group. Through this study, it was proven that respondents above age 35 had little to no experience to the sharing economy services. Future research study should focus on services that are inclusive making the study focus relevant and inclusive.

Second, the choice of a sharing economy platform or service also can be regarded as a bias to this research study. There are many sharing economy services platforms and respondents have

different knowledges and tastes and preferences even if they are in the same region. Although convenience sampling method was used for this study, the applicability of this research study is irrelevant to most regions as the development and dominance of the sharing economies is different in different parts of the world. With this, future research can choose to focus on sharing economy services that are widely used by the majority, services that focus on services that are based on necessity rather than circumstantial needs. Such services can be medical based, basic needs based or services that cater to most of the population in a selected region.

Third, the choice of the research subject acted as a challenge and limitation to this research study. The sharing economy services are services that are digital based focusing on the technological and social networks development and advancement. The use of such technologies is determined but the consumers need to keep up with the technological advancement making most platforms not only not ideal for the majority population but also not globally known limiting to the precision of the data collected, analyzed and result applicability. In addition, there are different pricing systems available and adapted differently in different geographical areas and the demand of the sharing economy services, the sharing economy services are likely to be relevant if are applied independently in geographical location rather than generalization of the analysis. Future research study should focus on a better selection of the research subject, making the study applicable, reliable, and relevant to the population studied.

Fourth, the need to consider the impact of the other external factors like global pandemics should be treated as a key analysis factor of research studies in the future. This study was carried out through the pandemic season covid 19 which is likely to be one of the factors that triggered better reviews on some factors and worst in others. For instance, not many respondents regarded social experience as one of the factors that influence attitude but due to the nature of services that were offered and how they were during the pandemic, it brough a different experience to consumers thus impacting the study result.

Future studies can explore more factors, impacts and effects like those that are not man made like storms, climate related like global warming, and those which affects the globe in general like global pandemics, which also have major influence on consumers attitude on sharing economy services and the intention to use such sharing economy services.

Last, according to Botsman (2012), the sharing economies focus is not only services offered but the social experience. According to this study that was conducted during the global pandemic, consumers of the sharing economy services not only focus on the reputation of the service providers and prices of the services but also other factors that have impacted factors like social experience. These factors include safety, healthy regulations and measure shifting the general focus of the sharing focus of the economies to better services. Service providers and platforms should keep on offering better services at better prices but should focus on more than experience even when other pandemics happens, they will still be able to serve.

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THE IMPACT OF SERVICE PROVIDER REPUTATION AND SERVICE PRICE PERCEPTION ON CONSUMERS INTENTION TO USE SHARING ECONOMY SERVICES

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SUMMARY

82 pages, 8 figures, 23 tables, 83 references.
The aim of this study is to assess the impact of factors service providers reputation and service price perception which focuses on the service pricing strategies and fairness and how they affect the attitude of consumers toward the use of the sharing economy services. The Master thesis consist of three main parts; the analysis of literature, methodology for the study, research and the results and the conclusion and recommendations have made been made after.

Literature analysis reviews the concept and nature of the industry, sharing economy, the human intention behaviour through theories like Theory of Planned Behaviour, Social Network Theory and Technology Acceptance Model. These theories analyze the general behaviour of consumption online or offline followed by analysis of different factors affecting consumers intention to consume.

The methodology is then carried out based on the modified Model of theory of planned behaviour. The main hypotheses include testing impacts of reputation and price perception on attitude, attitude on consumers intention and the moderating factors on consumers' attitude. Data is then collected via online survey using convenience sampling.

Empirical analysis is performed based on 176 questionnaires. The structure of the respondents' structure include gender, male and female, age groups less than 18, 18-25, 26-35, and over 35. The first test was the reliability of the scales used and it was proved by a Cronbach's Alpha coefficient that was over 0.7 that the scales were consistent and further analysis is conducted through the Pearson correlation and Moderation tests through Process by Andrew F. Hayes are carried out.

The analysis confirmed a strong impact of the chosen determinants, reputation and price perception on the consumers attitude and intention to use. However, moderating factors, effort expectancy, social experience, site use familiarity and trust in other users had no influence on the relationship between attitude and intention to use ridesharing services.

Performed theoretical and empirical analysis allows to develop conclusion and recommendations. The most important element includes research-based confirmation that service providers reputation and price perception have impact on consumers attitude towards the use of ridesharing sites which impacts their intention to use ridesharing services.

ANNEXES

Annex 1: Survey Introduction

Constructs adaption & sources

In the following table are the constructs adapted for the questionnaire development of this thesis and their respective sources.

Table14

Adopted constructs & sources.

Construct	Adopted Statements	Sources	α
1. Social experience with ridesharing services	I meet interesting people through ridesharing sites. I get to know new people through ridesharing sites. Through ridesharing sites, I make nice acquaintances.	Hawlitschek (2018)	.911
2. Service providers reputation in ridesharing sites	The providers of ridesharing services are reliable. The providers of ridesharing services are honest. The providers of ridesharing services keep their word.	Gefen & Straub (2004)	.884
3. Ridesharing service price perception	Based on the description, the overall prices at this ridesharing site are most likely Relative to other ridesharing sites, the prices are most likely to be Your general expectation about the overall price level at this ridesharing site is	Chark (2019)	.92
4. Effort expectancy in	It is difficulty to use ridesharing sites. I would have to familiarize with ridesharing sites a lot first.	Venkatesh et al., (2012)	.756

ridesharing sites	It takes a long time to familiarize with ridesharing sites. Ridesharing sites appears to be too circumstantial to me.		
5. Familiarity with ridesharing sites use	I am familiar with the ridesharing sites. I have experience with ridesharing sites. I know a lot about how ridesharing sites work.	Lamberton and Rose, (2012)	.847
6. Trust in other ridesharing users	Other ridesharing sites users are trustworthy. Other ridesharing sites users keep promises and commitments. Other ridesharing sites users usually keep my best interests in mind.	Pavlou (2003)	.713
7. Attitude on ridesharing sites	Using ridesharing sites is a good idea. Using ridesharing sites is a wise idea. I like the idea of using ridesharing sites Using ridesharing sites is pleasant	Taylor and Todd, (1995b)	.831
8. Intention to use ridesharing services	I intend to use ridesharing services in the future. I will always try to use ridesharing services in my daily life I plan to use ridesharing services frequently	Venkatesh et al. (2012)	.904

Source: Own

Annex 2: Questionnaire Development

Questionnaire on Consumers Intention to Use Sharing Economy Services

Thank you for participating in this survey study. It will take at 10 to 15 minutes to finish.

The survey is about sharing economy services (SES), more specifically ridesharing. Your participation is important whether you have experience or not. If you do not have any experience with the question asked, please answer it from your own perspective.

Let us get started!

Table 15

Questionnaire development

In this section, choose what applies to you most:					
1. Have you ever used ridesharing services?	Yes	No			
2. What type of ridesharing service have you been using?	Car	Bike	Scooter		
3. How often do you use ridesharing sites?	Several Times a Day	Once a Week	Several Times a Week	Several Times a Year	Never
4. How old are you?	Less than 18	18 - 25	26 - 35	More than 35	
5. What is your gender?	Male	Female			

In the section below, please choose the answer that mostly applies to you.

6. Please answer the below provided statements about your familiarity with usage of ride-sharing sites from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
I am familiar with the ridesharing sites.							
I have experience with ridesharing sites.							
I know a lot about how ridesharing sites work.							

7. Please answer the below provided statements about your social exprience with ride-sharing services from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
I meet interesting people through ridesharing sites.							
I get to know new people through ridesharing sites.							
Through ridesharing sites, I make nice acquaintances.							

8. Please answer the below provided statements about reputation of ride-sharing providers from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
The providers of ridesharing services are reliable.							

The providers of ridesharing services are honest.							
The providers or ridesharing services keep their word.							

9. Please answer the below provided statements about ridesharing services pricing from 1 to 7, where 1 – very low and 7 – very high:							
Based on the description, the overall prices at this ridesharing site are most likely							
Relative to other ridesharing sites, the prices at this site are most likely							
Your general expectation about the overall price level at this ridesharing site is							

10. Please answer the below provided statements about your effort expectacy with ride-sharing sites from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
It is difficult to use ridesharing sites.							
I would have to familiarize with ridesharing sites a lot first.							
It takes a long time to familiarize with ridesharing sites.							
Ridesharing sites appear to be too circumstantial to me.							

11. Please answer the below provided statements about your trust in other users of ride-sharing sites from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
Other ridesharing sites users are trustworthy.							
Other ridesharing sites users keep promises and commitments.							
Other ridesharing sites users usually keep my best interests in mind.							

12. Please answer the below provided statements about your attitute with ride-sharing sites from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
Using ridesharing sites is a good idea.							
Using ridesharing sites is a wise idea.							
I like the idea of using ridesharing sites.							
Using ridesharing sites is pleasant							

13. Please answer the below provided statements about intention to use ride-sharing services sites from 1 to 7, where 1 – strongly disagree and 7 – strongly agree:							
I intend to use ridesharing services in the future.							
I will always try to use ridesharing services in my daily life.							
I plan to use ridesharing services frequently.							

Source: Own

Annex 3: Constructs Scales Measurement Development

Table 16
Constructs Scales& Measurements

1. Have you ever used ridesharing services?	Yes (1) No (2)
2. How often do you use ridesharing sites?	Several Times a Day (1) Several Times a Week (2) Once a Year (3) Never (99)
3. What type of ridesharing service have you been using?	Car (1) Bike (2) Scooter (3)
4. How old are you?	Less than 18 (1) 18 – 25 (2) 26 – 35 (3) More than 35 (4)
5. What is your gender?	Male (1) Female (2) Other (99)
6. Questions 1- 9, 13 - 26	1 = Strongly Disagree 7 = Strongly Agree
7. Question 10 - 12	1 = Very Low 7 = Very High
8. Missing data, other, NA, Wrong entry	99

Source: Own

Annex 4: Tables

Table 1

Pearson correlation coefficient test

Descriptive Statistics

	Mean	Std. Deviation	N
service provider reputation	4.86	1.431	176
consumers attitude	5.29	1.314	176
price perception	4.26	1.235	176
intention to use	5.03	1.389	176

Correlations

		service provider reputation	consumers attitude	price perception	intention to use
service provider reputation	Pearson Correlation	1	.581**	.493**	.445**
	Sig. (1-tailed)		<.001	<.001	<.001
	N	176	176	176	176
consumers attitude	Pearson Correlation	.581**	1	.360**	.625**
	Sig. (1-tailed)	<.001		<.001	<.001
	N	176	176	176	176
price perception	Pearson Correlation	.493**	.360**	1	.294**
	Sig. (1-tailed)	<.001	<.001		<.001
	N	176	176	176	176
intention to use	Pearson Correlation	.445**	.625**	.294**	1
	Sig. (1-tailed)	<.001	<.001	<.001	
	N	176	176	176	176

**. Correlation is significant at the 0.01 level (1-tailed).

Source: Own

Table 2

Gender & Age Crosstabulation Test

How old are you? * What is your gender? Crosstabulation

		What is your gender?					
		Male		Female		Total	
		N	%	N	%	N	%
How old are you?	Less than 18	1_a	2.3%	1_a	0.8%	2	1.1%
	18-25	18_a	41.9%	35_a	26.3%	53	30.1%
	26-35	21_a	48.8%	71_a	53.4%	92	52.3%
	More than 35	3_a	7.0%	26_a	19.5%	29	16.5%
Total		43	100.0%	133	100.0%	176	100.0%

Each subscript letter denotes a subset of What is your gender? categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.561[a]	3	.087
Likelihood Ratio	6.889	3	.076
Linear-by-Linear Association	6.497	1	.011
N of Valid Cases	176		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is .49.

Source: Own

Table 3

Age & Use Experience Crosstab

How old are you? * Have you ever used ridesharing services? Crosstabulation

		Have you ever used ridesharing services?					
		Yes		No		Total	
		N	%	N	%	N	%
How old are you?	Less than 18	0_a	0.0%	2_b	8.7%	2	1.1%
	18-25	43_a	28.1%	10_a	43.5%	53	30.1%
	26-35	88_a	57.5%	4_b	17.4%	92	52.3%
	More than 35	22_a	14.4%	7_a	30.4%	29	16.5%
Total		153	100.0%	23	100.0%	176	100.0%

Each subscript letter denotes a subset of Have you ever used ridesharing services? categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.160[a]	3	<.001
Likelihood Ratio	20.166	3	<.001
Linear-by-Linear Association	1.142	1	.285
N of Valid Cases	176		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .26.

Source: Own

Table 4

Use experience crosstab & Gender

Have you ever used ridesharing services? * What is your gender? Crosstabulation

		What is your gender? Male		Female		Total	
		N	%	N	%	N	%
Have you ever used ridesharing services?	Yes	37_a	86.0%	116_a	87.2%	153	86.9%
	No	6_a	14.0%	17_a	12.8%	23	13.1%
Total		43	100.0%	133	100.0%	176	100.0%

Each subscript letter denotes a subset of What is your gender? Categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.039[a]	1	.843		
Continuity Correction[b]	.000	1	1.000		
Likelihood Ratio	.039	1	.844		
Fisher's Exact Test				.800	.511
Linear-by-Linear Association	.039	1	.843		
N of Valid Cases	176				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.62.
b. Computed only for a 2x2 table

Source: Own

Table 5

Use experience & frequency crosstab

How often do you use ridesharing? * Have you ever used ridesharing services? Crosstabulation

		Have you ever used ridesharing services?					
		Yes		No		Total	
		N	%	N	%	N	%
How often do you use ridesharing?	Several Times a Day	11_a	7.2%	1_a	4.3%	12	6.8%
	Several Times a Week	109_a	71.2%	12_a	52.2%	121	68.8%
	Once a Year	33_a	21.6%	10_b	43.5%	43	24.4%
Total		153	100.0%	23	100.0%	176	100.0%

Each subscript letter denotes a subset of Have you ever used ridesharing services? categories whose column proportions do not differ significantly from each other at the .05 level.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.223[a]	2	.073
Likelihood Ratio	4.708	2	.095
Linear-by-Linear Association	4.327	1	.038
N of Valid Cases	176		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.57.

Source: Own

Table 6

Use frequency & age crosstab

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.116[a]	6	.041
Likelihood Ratio	14.302	6	.026
Linear-by-Linear Association	.683	1	.408
N of Valid Cases	176		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .14.

How old are you? * How often do you use ridesharing? Crosstabulation

		How often do you use ridesharing?							
		Several Times a Day		Several Times a Week		Once a Year		Total	
		N	%	N	%	N	%	N	%
How old are you?	Less than 18	$0_{a, b}$	0.0%	0_{b}	0.0%	2_{a}	4.7%	2	1.1%
	18-25	6_{a}	50.0%	31_{a}	25.6%	16_{a}	37.2%	53	30.1%
	26-35	6_{a}	50.0%	66_{a}	54.5%	20_{a}	46.5%	92	52.3%
	More than 35	0_{a}	0.0%	24_{a}	19.8%	5_{a}	11.6%	29	16.5%
Total		12	100.0%	121	100.0%	43	100.0%	176	100.0%

Each subscript letter denotes a subset of How often do you use ridesharing? categories whose column proportions do not differ significantly from each other at the .05 level.

Source: Own

Table 7

Gender & use frequency crosstabs

How often do you use ridesharing? * What is your gender? Crosstabulation

		What is your gender?					
		Male		Female		Total	
		N	%	N	%	N	%
How often do you use ridesharing?	Several Times a Day	1_{a}	2.3%	11_{a}	8.3%	12	6.8%
	Several Times a Week	28_{a}	65.1%	93_{a}	69.9%	121	68.8%
	Once a Year	14_{a}	32.6%	29_{a}	21.8%	43	24.4%
Total		43	100.0 %	133	100.0 %	176	100.0 %

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.332[a]	2	.189
Likelihood Ratio	3.649	2	.161
Linear-by-Linear Association	3.201	1	.074
N of Valid Cases	176		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.93.

Source: Own

Annex 5: Moderation Tests

Table 1
Moderation Test I: Social Experience

```
Model  : 1
    Y  : intentio
    X  : attitude
    W  : socialex

Sample
Size:  176

**************************************************************************
OUTCOME VARIABLE:
 intentio

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6635      .4402     1.0990    45.0913     3.0000   172.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.0697      .0847    59.8395      .0000     4.9024     5.2369
attitude      .5270      .0723     7.2943      .0000      .3844      .6696
socialex      .1835      .0474     3.8692      .0002      .0899      .2771
Int_1        -.0393      .0320    -1.2268      .2216     -.1025      .0239

Product terms key:
 Int_1    :        attitude x        socialex

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0049     1.5050     1.0000   172.0000      .2216
----------
    Focal predict: attitude (X)
          Mod var: socialex (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   attitude   socialex   intentio   .
BEGIN DATA.
    -1.2940    -2.0436     3.9088
      .2060    -2.0436     4.8198
     1.4560    -2.0436     5.5790
    -1.2940     -.0436     4.3775
      .2060     -.0436     5.1706
     1.4560     -.0436     5.8315
    -1.2940     2.1831     4.8993
      .2060     2.1831     5.5611
     1.4560     2.1831     6.1127
END DATA.
GRAPH/SCATTERPLOT=
 attitude WITH     intentio BY       socialex .
```

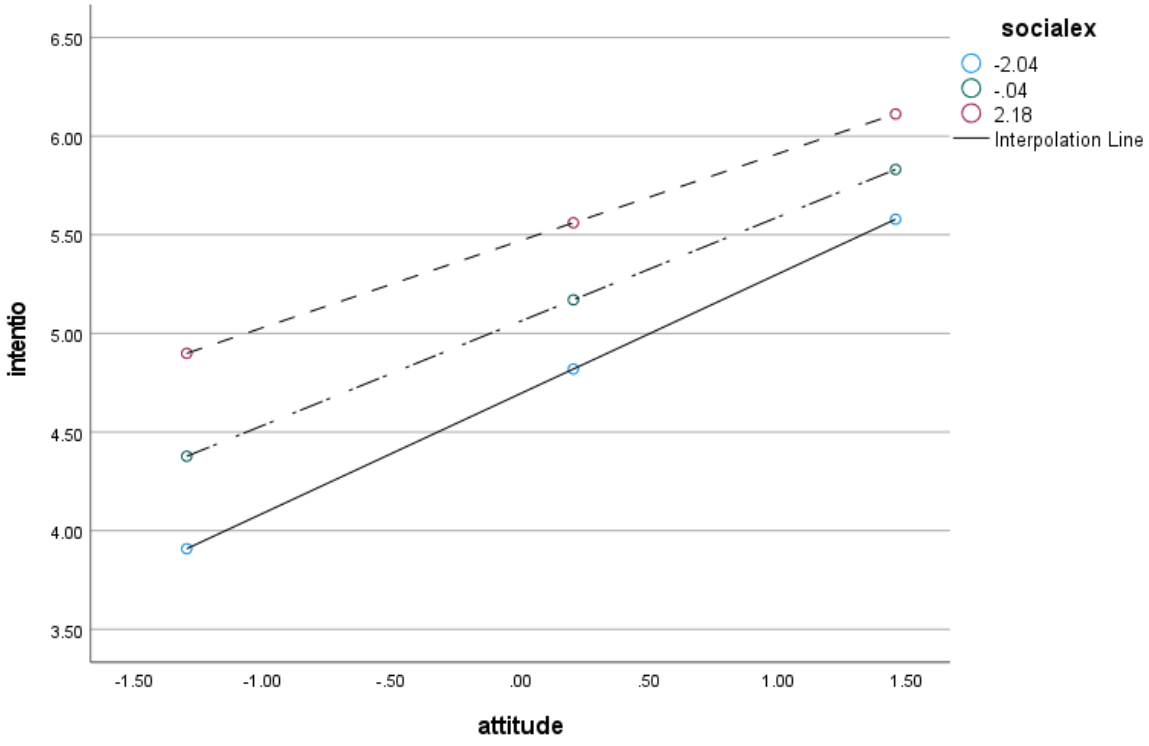

Figure 1: Moderator social experience

Source: Own

Table 2

Moderation Test II: Effort Expectancy

```
Model  : 1
    Y  : intentio
    X  : attitude
    W  : effortex

Sample
Size:  176
OUTCOME VARIABLE:
 intentio

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6257      .3915     1.1947    36.8868     3.0000   172.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.0303      .0825    60.9988      .0000     4.8675     5.1931
attitude      .6629      .0631    10.4978      .0000      .5383      .7875
effortex     -.0028      .0631     -.0444      .9646     -.1274      .1217
Int_1         .0229      .0428      .5338      .5942     -.0617      .1074

Product terms key:
 Int_1    :        attitude x        effortex

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
```

```
X*W      .0010      .2849     1.0000   172.0000      .5942
----------
    Focal predict: attitude (X)
          Mod var: effortex (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   attitude   effortex   intentio   .
BEGIN DATA.
    -1.2940    -1.4048     4.2180
      .2060    -1.4048     5.1642
     1.4560    -1.4048     5.9527
    -1.2940      .0952     4.1694
      .2060      .0952     5.1670
     1.4560      .0952     5.9984
    -1.2940     1.3452     4.1289
      .2060     1.3452     5.1694
     1.4560     1.3452     6.0365
END DATA.
GRAPH/SCATTERPLOT=
 attitude WITH     intentio BY       effortex .

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

NOTE: The following variables were mean centered prior to analysis:
          effortex attitude
```

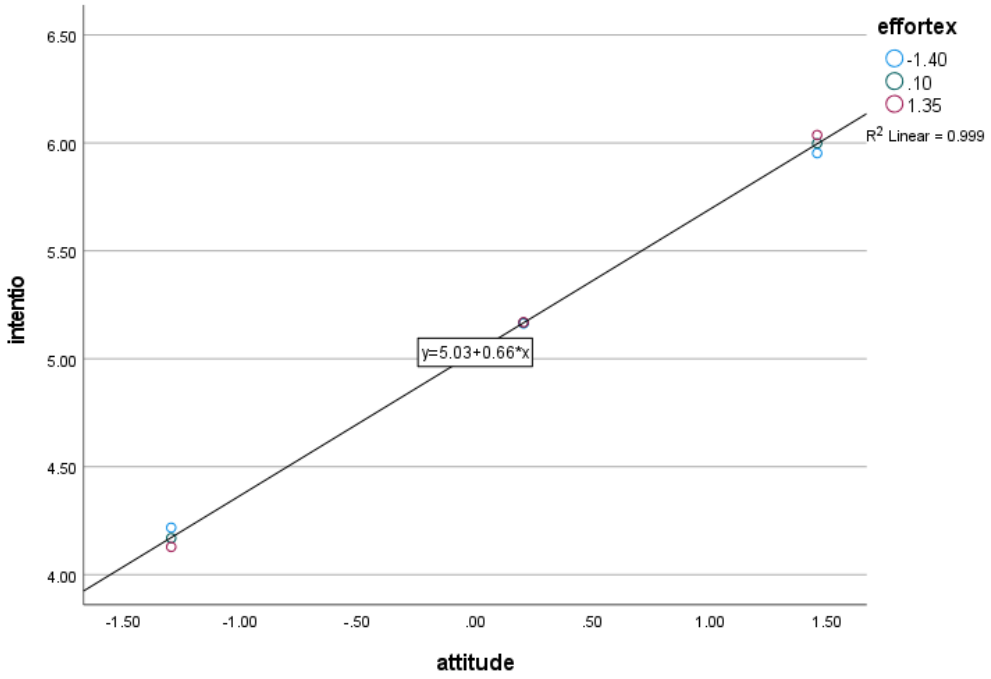

Figure 2: Moderator effort expectancy
Source: Own

Table 3
Moderation Test III: Site Familiarity

```
Model  : 1
    Y  : intentio
    X  : attitude
    W  : sitefam

Sample
Size:  176
OUTCOME VARIABLE:
 intentio

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6439      .4146     1.1495    40.5984     3.0000   172.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.0523      .0872    57.9656      .0000     4.8803     5.2244
attitude      .5596      .0757     7.3941      .0000      .4102      .7089
sitefam       .1349      .0518     2.6063      .0100      .0327      .2371
Int_1        -.0191      .0310     -.6166      .5383     -.0803      .0421

Product terms key:
 Int_1    :        attitude x        sitefam

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0013      .3802     1.0000   172.0000      .5383
----------
    Focal predict: attitude (X)
          Mod var: sitefam  (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   attitude   sitefam    intentio   .
BEGIN DATA.
    -1.2940    -1.9981     4.0092
      .2060    -1.9981     4.9058
     1.4560    -1.9981     5.6530
    -1.2940      .3352     4.3818
      .2060      .3352     5.2115
     1.4560      .3352     5.9030
    -1.2940     2.0019     4.6479
      .2060     2.0019     5.4298
     1.4560     2.0019     6.0815
END DATA.
GRAPH/SCATTERPLOT=
 attitude WITH     intentio BY       sitefam  .

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

NOTE: The following variables were mean centered prior to analysis:
          sitefam  attitude
```

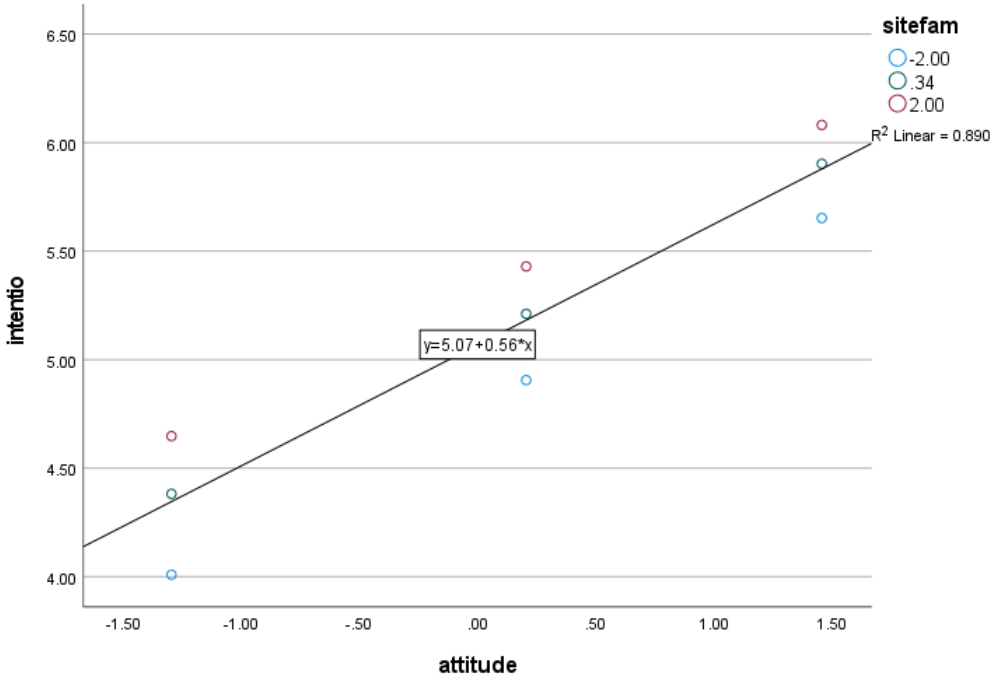

Figure 3: Moderator site familiarity

Source: Own

Table 4

Moderation Test IV: Trust in Other Users

```
Model  : 1
    Y  : intentio
    X  : attitude
    W  : trust

Sample
Size:  176

OUTCOME VARIABLE:
 intentio

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6334      .4012     1.1757    38.4094     3.0000   172.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    5.0924      .0888    57.3202      .0000     4.9171     5.2678
attitude     .5900      .0828     7.1292      .0000      .4266      .7534
trust        .0427      .0794      .5373      .5918     -.1141      .1994
Int_1       -.0642      .0371    -1.7300      .0854     -.1374      .0090

Product terms key:
 Int_1    :        attitude x        trust

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0104     2.9931     1.0000   172.0000      .0854
----------
    Focal predict: attitude (X)
```

```
          Mod var: trust     (W)

Conditional effects of the focal predictor at values of the moderator(s):

      trust     Effect         se          t          p       LLCI       ULCI
    -1.0865      .6597      .0760     8.6778      .0000      .5097      .8098
     -.1932      .6024      .0801     7.5175      .0000      .4442      .7606
     1.1402      .5168      .1071     4.8264      .0000      .3055      .7282

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   attitude   trust      intentio   .
BEGIN DATA.
    -1.2940    -1.0865     4.1923
      .2060    -1.0865     5.1820
     1.4560    -1.0865     6.0067
    -1.2940     -.1932     4.3047
      .2060     -.1932     5.2083
     1.4560     -.1932     5.9613
    -1.2940     1.1402     4.4723
      .2060     1.1402     5.2475
     1.4560     1.1402     5.8935
END DATA.
GRAPH/SCATTERPLOT=
 attitude WITH     intentio BY       trust    .

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

          trust     attitude
```

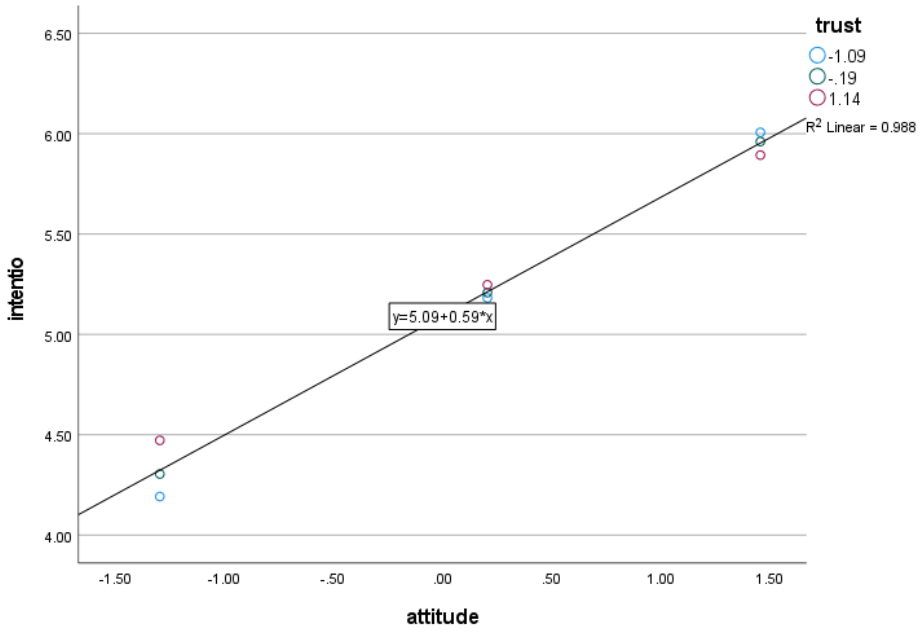

Figure 4: Moderator trust in other users
Source: Own